

Making Every Travel Experience Memorable

Illustrating the Transformative Role of AI in 10 Hospitality and Travel Scenarios



The Situation

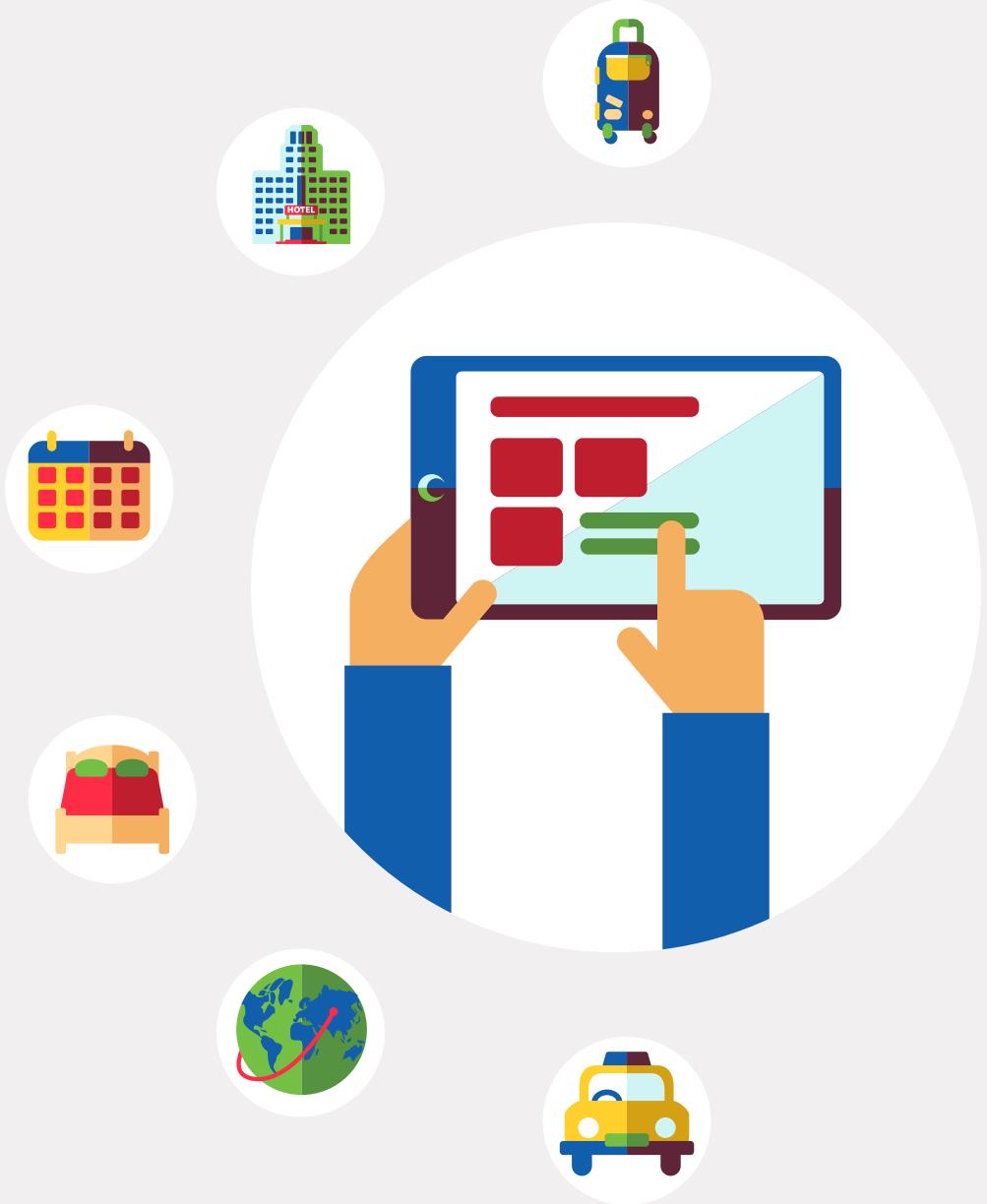
Today's travelers have access to more options and information than ever before, challenging hotels and travel agencies to stand out from the crowd. In the past, they differentiated themselves by achieving consistency across locations and visits, regardless of the guest. However, not all guests desire the same experience. In order to provide greater value, hospitality providers must leverage customer data and technology to serve up individualized incentives, information and interactions and interactions that align with each guest's in-the-moment needs. How can hospitality providers ensure every experience is unique and personalized?

In this eBook, we illustrate 10 use cases and demonstrate how the ZineOne Intelligent Customer Engagement (ICE) platform empowers hotels, travel sites, and car rental companies to use predictive insights to identify visitor or customer intent and provide them relevant, timely, and helpful information and incentives so they feel understood and valued. Let's get started.

McKinsey has estimated that using AI for the enhancement and personalization of marketing and sales in the travel domain has a potential annual value of up to \$600bn.¹

A picture is worth 1,000 words. Each of the following scenarios analyzes a common hospitality situation, breaking down how AI was utilized to understand customer intent and trigger personalized intervention across channels to accomplish a hotel, travel site, or car rental companies' goals.

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Use Case #1: Intent Analysis

Scenario

A traveler browses a resort's scuba diving excursions for an upcoming trip, but exits before making a booking.

Response

The resort sends a message stating there is limited availability for scuba diving excursions.

86%
of consumers
report personalization
plays a role in their
purchase decisions.²



TRIGGER

- Customer unlikely to complete booking

CHANNEL

- Mobile
- Web

EXPERIENCE TYPE

- SMS
- Email
- Push notification
- In-app message (mobile)
- In-app message (website)

GOAL

- Remind customer to add excursions
- Increase add-ons and experience bookings

AI Breakdown

A resort can utilize Early Purchase Prediction models to identify the likelihood a guest will complete a transaction, and intervene when conversion is unlikely with relevant outreach to incentivize conversion.

Personalized Birthday Offers

Scenario

A frequent traveler's birthday is approaching, and they have not booked a trip.

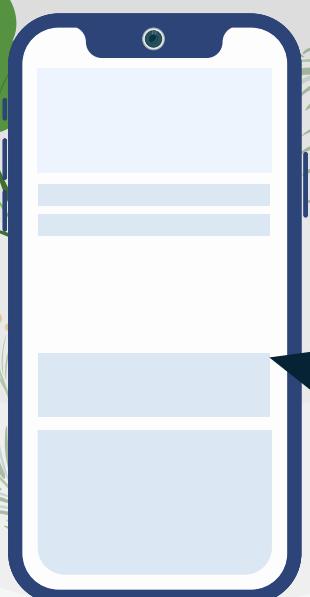
Response

A travel site sends an email offer for a discounted stay at top hotel destinations near them.

Travel & Hospitality demonstrates the largest shift towards personalized email,
with marketers tailoring

74%

of their communications
to individual customers.³



A Special Offer for Your Special Day

Dear Tiffany,
Your birthday is almost here! Take your birthday celebration on the road with a birthday weekend getaway. We've compiled a list of personalized hotel deals for last minute bookings at top destinations near you.

What are you waiting for? Start your booking today!

TRIGGER

- Customer birthday month approaching

CHANNEL

- Email
- Mobile App

EXPERIENCE TYPE

- Email
- Push Notification
- SMS

GOAL

- Improve customer experience
- Increase bookings

AI Breakdown

Customers desire 1:1 personalization. By combining personal data, such as an individual's birthday, with relevant insights such as location data and travel preferences, hospitality companies can provide timely, relevant, and useful offers.

Website Personalization

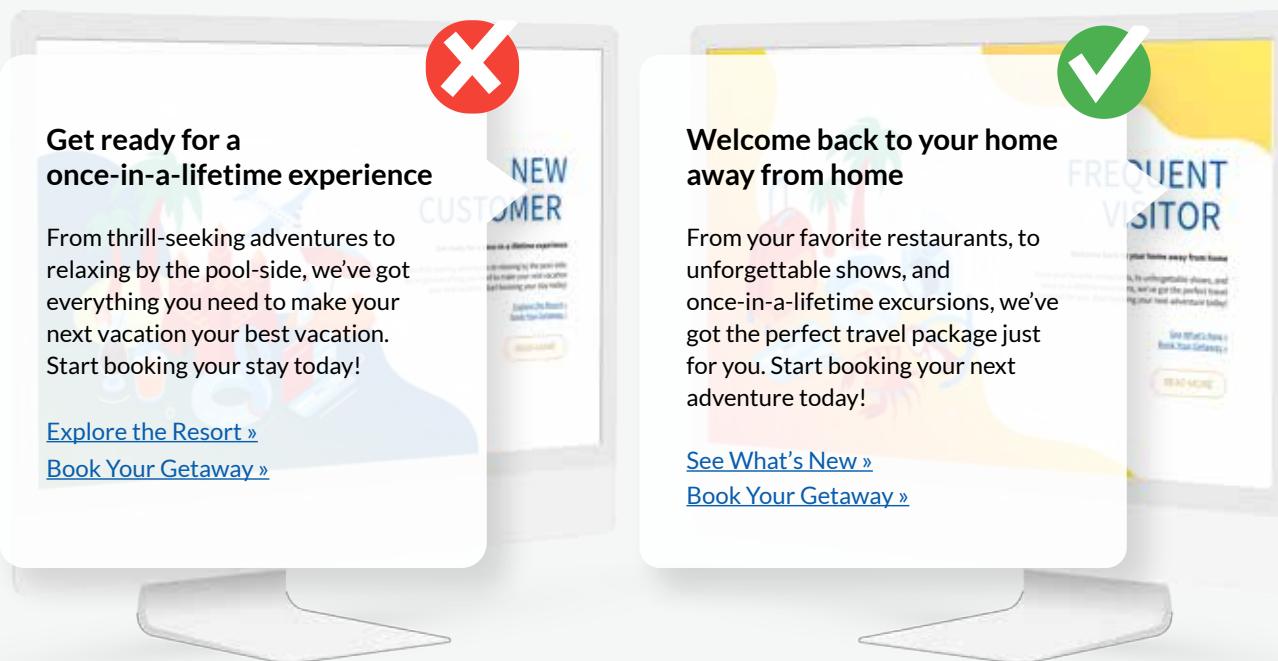
Scenario

A vacation-goer visits the website of a resort they travel to annually.

Response

To simplify bookings, the resort's homepage offers an easy booking feature, pre-populated with the traveler's favorite excursions.

74%
of consumers
feel frustrated when
website content is not
personalized.⁴



TRIGGER

- Customer visits resort website

CHANNEL

- Web

EXPERIENCE TYPE

- Overlay or inline
- Hero image

GOAL

- Higher engagement rate
- Increase cross selling
- Better customer experiences

AI Breakdown

Each traveler is looking for their own vacation experience. By utilizing guest data, resorts and hotels can dynamically update their homepage experience to display the best-fit message based on a guest's prior actions and engagements with the company.

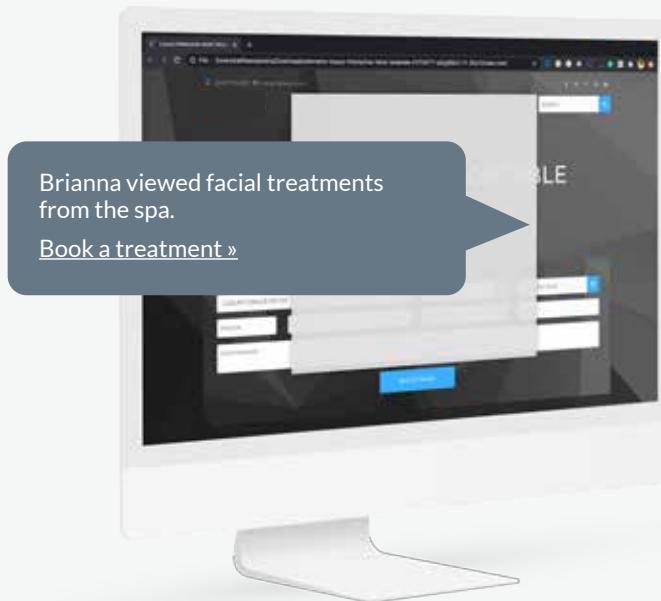
Front Desk Enablement

Scenario

A traveler, who has the mobile app of the hotel, approaches the front desk to check-in to their room.

Response

The hotel's personalization engine sends the front desk employee information about a spa treatment the travel viewed prior to arriving at the hotel.



TRIGGER

- Guest breaches geo-fence as they approach front-desk.

CHANNEL

- Front Desk

EXPERIENCE TYPE

- Front Desk Interaction

GOAL

- Increase upselling at the front desk

AI Breakdown

Guest breaches geo-fence as they approach front-desk. The concierge can then tap into insights on a guest's existing bookings and previous actions to empower more informed and relevant assistance.



Event-Based Updates

Scenario

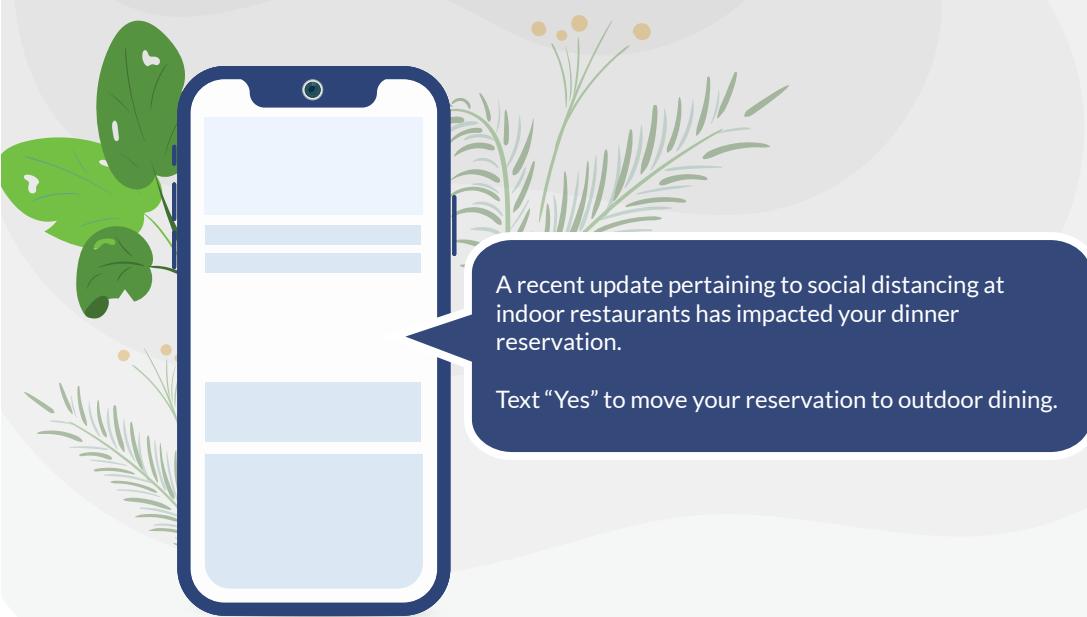
An update to local guidelines takes place that impacts a guest's pre-booked dinner reservation.

Response

The hotel's restaurant automatically sends out a message informing the guest of the change and presenting them with options.

According to eMarketer,
40%
of all digital travel sales
will come from mobile
devices, with over.

80%
of those purchases
coming from smartphones.⁶



TRIGGER

- Weather, regulatory, or policy update impacts booking

CHANNEL

- Email
- Mobile App

EXPERIENCE TYPE

- Email
- Push notification
- SMS

GOAL

- Keep customers informed
- Improve in-person experience

AI Breakdown

Weather-based events and government policy can impact guest's experiences. Through ML models, hotels can inform guests of changes automatically and coordinate updates prior to impacted reservations.

Contactless Interactions

Scenario

A guest breaches a hotel's geo-fence, informing the hotel of their upcoming arrival.

Response

The hotel sends a push notification with the option to check-in via mobile app and use their mobile device as a key card.

In-app, the hotel offers digital restaurant menus and travel guides for the local area.

By 2020, millennial travelers will reportedly make up more than

50%
of all hotel guests

worldwide, and are 70% more likely to book a hotel with tech amenities such a keyless entry, mobile payments, and Smart TVs.⁷

TRIGGER

- Customer approaches their hotel

CHANNEL

- Mobile

EXPERIENCE TYPE

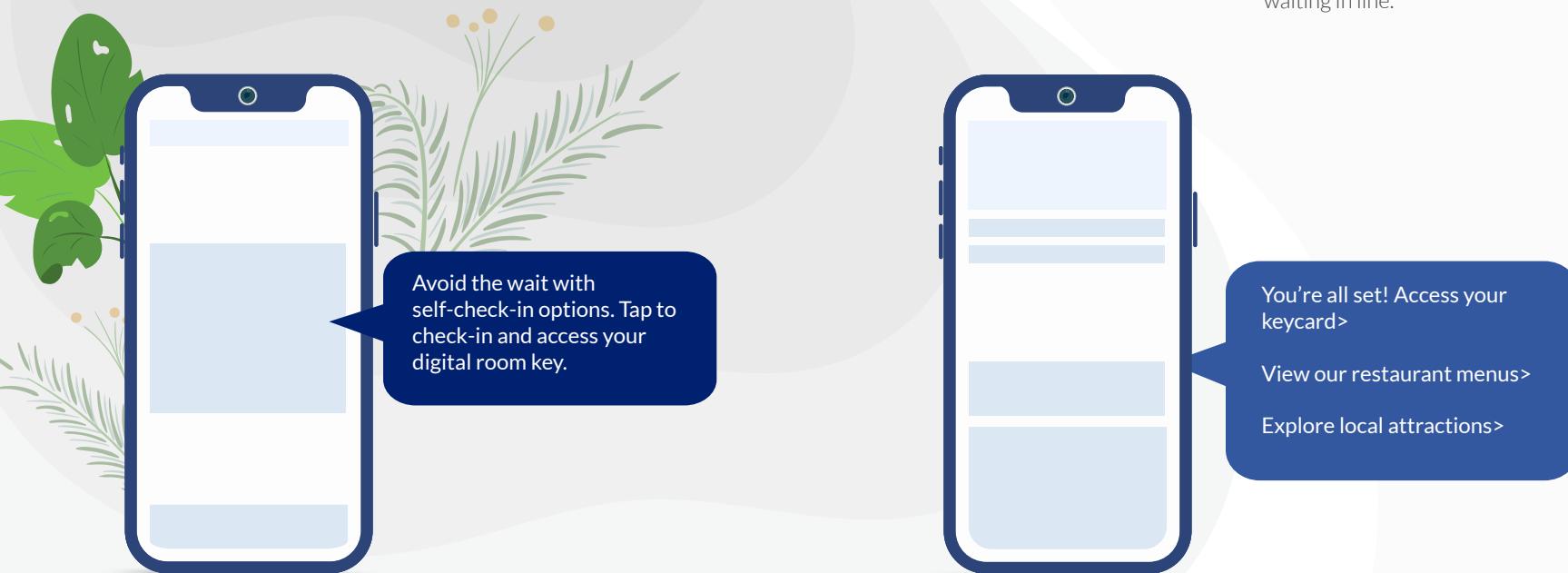
- Push notification

GOAL

- Increase traveler convenience
- Eliminate shared items across guests

AI Breakdown

Guests value the ability to interact how and when they choose. Through contactless check-in, hotels can increase customer convenience, provide added value, and avoid waiting in line.



Real-Time Assistance

Scenario

An out-of-town guest is looking for a nearby attraction for the afternoon.

Response

Using the in-room virtual assistant, the guest asks for recommendations for activities to do in the area.

Gartner predicts that by 2021, about

15%
of business interactions
with customers will be
undertaken by virtual
assistants.⁸

TRIGGER

- Guest looking for local recommendations

CHANNEL

- Virtual assistant

EXPERIENCE TYPE

- Voice interaction

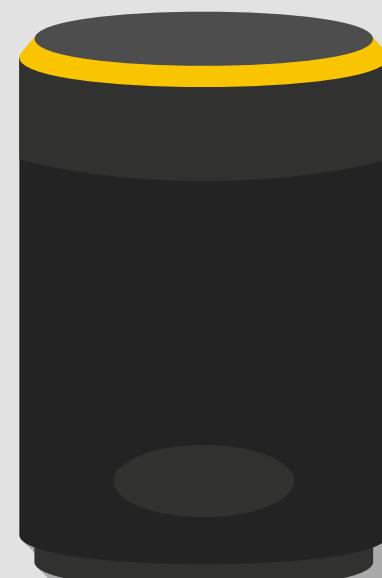
GOAL

- Reduce front desk inquiries
- Improve traveler experience
- Eliminate shared items across guests

AI Breakdown

Innovative channels, like voice interaction, and cross-channel interactions are becoming increasingly important for today's digitally savvy travelers.

What attractions are near me?



There is an amusement park, spa, golf course, and movie theater near you. Would you like to hear more options, or pick from these?

Triggered Outreach

Scenario

A customer penetrates the geo-fence around a nearby restaurant at 7PM.

Response

The hotel sends a text message to reserve a table at the hotel's restaurant the next day at 7PM.

80%
of consumers want location based (geo-fence) alerts from businesses and nearly 3 out of 4 consumers complete an action after receiving a message when approaching a physical location.⁹

TRIGGER

- Guest penetrates geo-fence

CHANNEL

- Mobile

EXPERIENCE TYPE

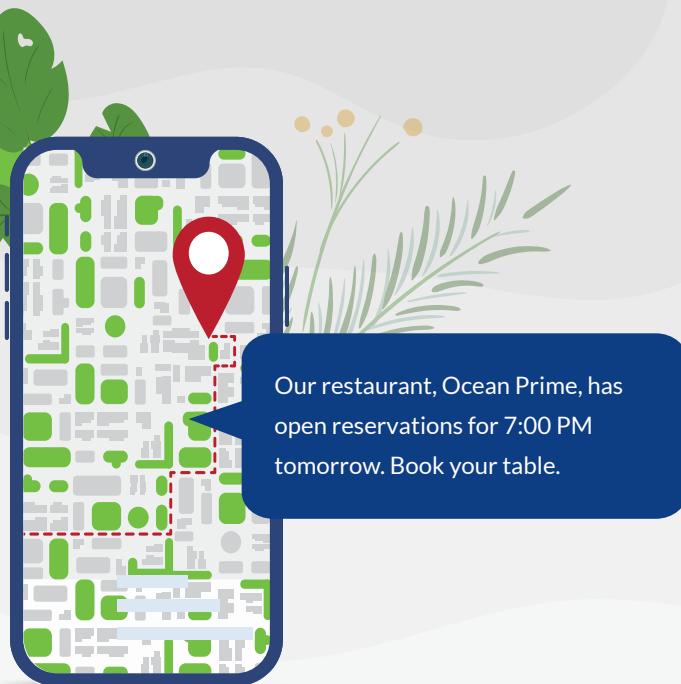
- Push notification
- SMS

GOAL

- Increase traffic to on-site restaurants and experiences

AI Breakdown

Through geo-fencing, hotels, resorts, and casinos can identify when guests have visited local competitors, and deploy targeted offers and outreach to encourage them to stay on-site in the future.



Real-Time Upgrades

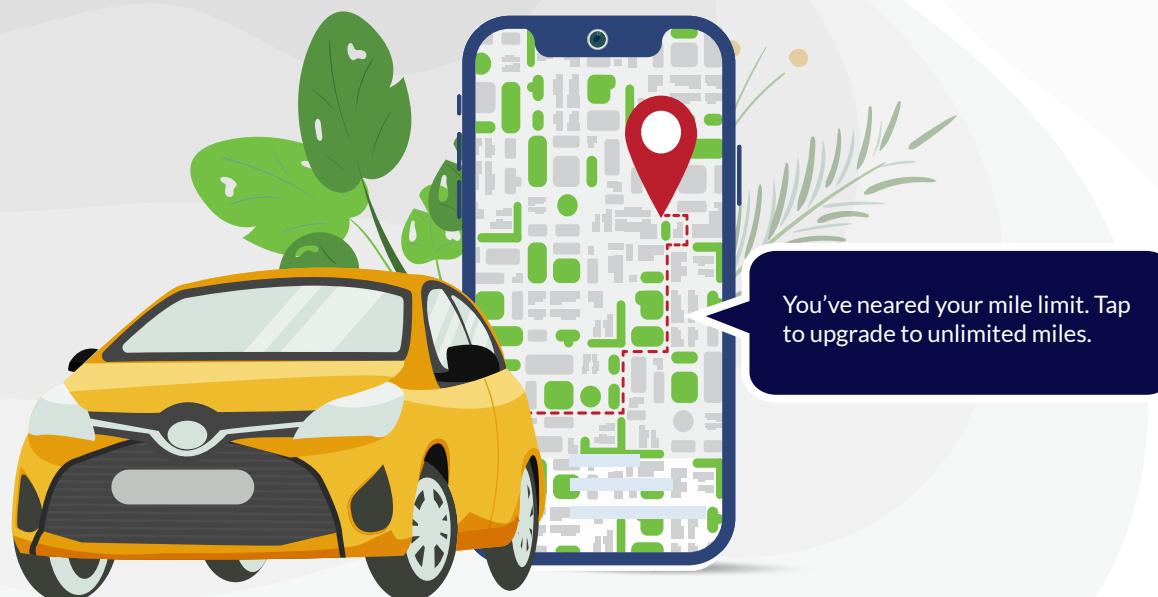
Scenario

A customer using a rental car nears their mile limit.

Response

The car rental company deploys a push notification that allows the customer to upgrade to unlimited miles on-the-go.

67%
of travelers
feel more loyal towards a
brand that shares useful
information with them
during their trip.¹⁰



TRIGGER

- Customer nears mile limit on rental car

CHANNEL

- Mobile

EXPERIENCE TYPE

- Push notification
- SMS

GOAL

- Increase customer convenience
- Reduce surprise overages

AI Breakdown

By pre-emptively intervening before a customer incurs overages, car rental companies can increase customer convenience and reduce unexpected costs and fees that impact overall satisfaction.

Next-Best Offers

Scenario

The weather forecast shows that it is going to rain the next day when a guest has a horseback ride scheduled.

Response

To ensure the guest has a memorable experience, the hotel's personalization engine sends an in-app message offering to transfer the guest's booking to an indoor activity they previously viewed.

67%

of consumers

say they are only likely to engage with an offer if it has been personalized to reflect previous interactions the consumer has had with the brand.¹¹



TRIGGER

- Experience is canceled

CHANNEL

- Mobile

EXPERIENCE TYPE

- Push notification
- SMS

GOAL

- Improve guest experience
- Fill available bookings

AI Breakdown

When first-choice selections are unavailable, next-best offers allow resorts to serve up relevant and personalized offerings to guests for experiences related to their interests.

Bringing Intelligence to Every Hospitality Interaction

Rising guest expectations, coupled with an evolving technology and regulatory landscape, has transformed the travel experience. In order to create memorable experiences, the hospitality industry must increasingly apply predictive insights to their guest's data to inform intervention. Through the ZineOne Intelligent Customer Engagement (ICE) platform, hospitality providers can tap into personalized customer data to ensure relevant and timely interactions before, during, and after every stay.

Are you ready to use predictive engagement at each stage of your guest's lifecycle? Talk to the ZineOne Team at info@zineone.com to learn how AI can be applied to elevate every guest experience.

About

In the realm of digital transactions, predictive responses need to be immediate, relevant, and accurate. ZineOne's Intelligent Customer Engagement platform enables the hospitality sector to understand and respond in-the-moment with relevant 1:1 customer engagements to influence desired outcomes. Recognized by Gartner as a "Magic Quadrant for Personalization Engines" provider, ZineOne has quickly positioned itself as a leading provider of AI-based predictive engagement that is delivering nearly \$1 billion dollars in new revenue while respecting and preserving margins for companies who seek to provide consumers with superior digital experiences. Its patent-pending platform and continuously learning models provide deep insights into each and every visitor across digital and physical channels while delivering intelligent customer experiences in key moments that delight customers, foster loyalty, and increase revenue. Learn more at www.zineone.com.

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