



Dusit INTERNATIONAL

CUSTOMER SCORING FOR LOYALTY PROGRAM

MADT 8101 CUSTOMER ANALYTICS



INTERNATIONAL

Dusit International is one of Southeast Asia's leading hospitality companies conducting business across five distinct yet complementary business units, including Hotels & Resorts, Hospitality Education, Foods, Property Development, and Hospitality-Related Services.



20+
COUNTRIES IN 2023



20,000+
ROOMS 2023

Current Loyalty Program

Dusit membership tiers are determined based on the number of stays/nights at eligible rates per year.

Member Tiers

Premier

Executive**

Elite**

Qualifying stay or nights*

Upon sign-up

5 Stays or 10 Nights

15 Stays or 30 Nights

* Membership tiers are determined based on the number of stays/nights at eligible rates per year.

** To qualify and maintain the consecutive year of Membership account levelled the same tier, minimum nights and stays at any Participating Hotels are required based on Membership tier level within 12 months after sign up or tier promotion.



Current Loyalty Program Pain Point

1. **Loss of opportunity** in selling high-tiers hotels due to the current calculation of customer loyalty programs.
2. Customer with higher lifespan may be **overlook** from the program.

CLV Scoring Features

Current

- Number of stays
- Number of nights



New

- Number of stays
- Number of nights
- Spending
- Lifespan (Year)

Scorecard Metrics

Metrics	Existing	New
Member Tiers	3	9
Retention (Year)	1	1
Factors	- Rooms - Nights	- Hotel Tiers (Based on star) - Spent - Room - Nights

Hotel Tiers

Hotel Tiers are divided based on the Hotel Star Rating



Silver



Gold



Platinum



(THB) Room Rate

1,500-3,500

2,500-10,000

7,000-100,00

SD -> (mode) Average Room Rate

2,000

5,000

12,000

Hotel Score

5

10

20

Scorecard

Scoring = LT Score x Hotel Score x Frequency

Loyalty Score Assumption (Unit : Year)

**Lifespan will reset if the customer doesn't have any transaction with Dusit Groups within a year

Lifespan	LT Score
2	→ 1.1
3	→ 1.2
4	→ 1.3



$$\text{LT Score} = 0.1(\text{Lifespan}) + 0.9$$

Customer Profile Score

5-Star Hotels

60

350

>450

4-Star Hotels

40

250

>400

3-Star Hotels

25

150

>350

Avg. (Room x Night) < 25

25 - 225

>225

Customer Lifetime Value

**CLV = Avg. Transaction Amount Per Year x Avg. Transaction Per Year
x Lifespan (Year)**

Customer A stay information:

1st year: Total amount spent 50,000 THB/ 2 times

2nd year: Total amount spent 55,000 THB/ 2 times

3rd year: Total amount spent 50,000 THB/ 2 times

He stayed in our hotel 3 years consecutively.

Avg. transaction amount per year = 25,833 THB

Avg. transaction per year = 2

Lifespan = 3

CLV = 155,000 THB

Member

6510414001 Satorn Onsri



6510414002 Jamjuree Kongkaew



6510414003 Kittabhas Suksai



6510414004 Chaiwat Premrudikul

6510414005 Worakan Charoensri

6510414007 Kiriwat Anantakul

6510414008 Prawit Danpittaporn



GOOD
MOOD

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GOURMET

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INTERNATIONAL
THANK YOU

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