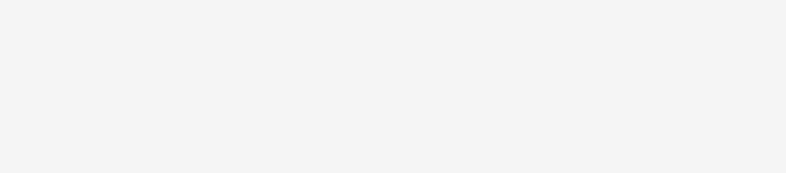


Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Share template feedback



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says What have we heard them say? What can we magine them saying? Operating model RADISSON H O T E L S the model. Technology

Radisson Hotel Group is one of the world's largest and most dynamic hotel companies, with seven distinctive hotel brands and more than 1,400 hotels in operation and under development around the world..

As a result of growth at any

cost strategy, the focus of

the hotel was diverted from

customers to growth

strategy. In addition to that,

the company started facing

challenges of low

employee satisfaction and

service in-consistencies.

Developing the new operating model needed to support a single global Radisson Hotels brand including a new Digital organization to support

Defining an integrated AdTech and MarTech stack to support new capabilities in ad verification, ad serving, bidding, demand-side platforms, data management, data visualization, and more.

REWARDS

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

A company founded by Curtis L. Carlson in 1938 was formally known as Carlson Companies Inc. in 1962; Curt Carlson purchased the nationally known Radisson Hotel in Minneapolis, USA.

individual customer behavior. Forecasting and cost recovery Defining a global forecasting and cost recovery model, supporting the development and planning of Radisson Hotels' growth agenda. Advanced analytics Embedding advanced analytical capabilities to support data-driven attribution and propensity models and

optimize digital campaign performance.

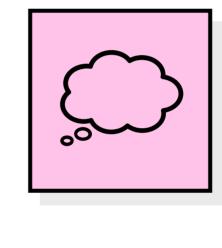
Market analysis

Offering in-depth analysis of Radisson

Hotels' principal markets, local media

partners, competitor landscape, and





ANALYZING THE PERFORMANCE & EFFICIENCY OF RADISSON HOTELS USING DATA VISUALIZATION TECHNIQUES

Radisson

Radisson executed a technique

named as "complaint card" that

was utilized to gather visitor

criticism at the end of their stay

in the hotel. This project was

unsuccessful because numerous

visitors did not even finish them;

as a result the organization was

required to take some different

measures.

 \sim



Management of Radisson also applied IT techniques to incorporate the information related to their guests backed by marketing infrastructure. The main focus of the hotel became the training of employees to create a network that could be globally accessed by all the Radisson Hotels globally.

Relationship between customer satisfaction, employee satisfaction and organizational success:

According to many researches done by scholars, it has been identified that good and satisfactory service provided by employees will lead to customer satisfaction.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Does

What behavior have we observed? What can we imagine them doing?

