

Defining the Problem Statement

PROBLEM

Radisson is losing its market share and revenue in the luxury/business hotels category.

Brainstorming Ideas

Swetha B

| Creating a loyal customer base. | Identify what factors led to the loss of market share. | How to overcome the affecting factors? |
|---------------------------------|--|--|
| Mobile check-in and check-out | Conducting surveys and focus groups | Check on pricing of the products and services. |
| Search | Social | |

marketing.

Preethy K

| Offering discounts | Enhanced cleaning and sanitization | Contactless check-in and check-out. |
|---|--|--|
| | | |
| Influencer marketing | Offering meeting and event spaces, co-working spaces for new revenue streams | Policies for changes to bookings to accommodate in uncertain times |
| | | |
| Lenient policies for free cancellations | Building strong relationship with | Creating staycation packages |

customers.

Conduct Market Research

Grouped ideas

| Identify what factors led to the loss of market share. | How to overcome the affecting factors? | Understanding market trends. |
|--|--|------------------------------|
|--|--|------------------------------|

Pricing Competitively

| Check on pricing of the products and services. | Reduce OTA dependency and increase direct bookings | Creating staycation packages |
|--|--|------------------------------|
| | | |

Offer Incentives

| Offerdiscor | | Introducing loyalty programs | Offering promotions |
|-------------|--------|------------------------------|---------------------|
| | | | |
| Impleme | enting | Provide incentives | |

Build Relationships

interested

Invest in Technology

| | nplementing elf check-in kioks |
|--|--------------------------------------|
|--|--------------------------------------|

Diversify Revenue Streams

| Offering wellness | Offering meeting and | Identify & attract visitor |
|----------------------|-----------------------------|-------------------------------|
| programs | event spaces, co-working | that will spen more across |
| to attract | spaces for new | portfolio and |
| customers | revenue streams | experiences |

Improve Product/Service Quality

| Conducting | Conducti |
|------------|----------|
| urveys and | custome |
| focus | feedbac |
| groups | session |
| | |

Invest in Marketing

| Social media narketing. | Influencer marketing | Search Engine Optimization (SEO) |
|-------------------------|---|---|
| Leverage ravel and | Run keyword campaigns on search engines | |

Stay Innovative

Improving

Search

Focus on Health and Safety

Enhanced Contactless cleaning check-in

Implement Flexible Policies

| Flexible | | Leni |
|-------------|---|---------|
| booking for | | polici |
| the | | fre |
| customers. | (| cancell |

Policies for in uncertain

Madhumitha G

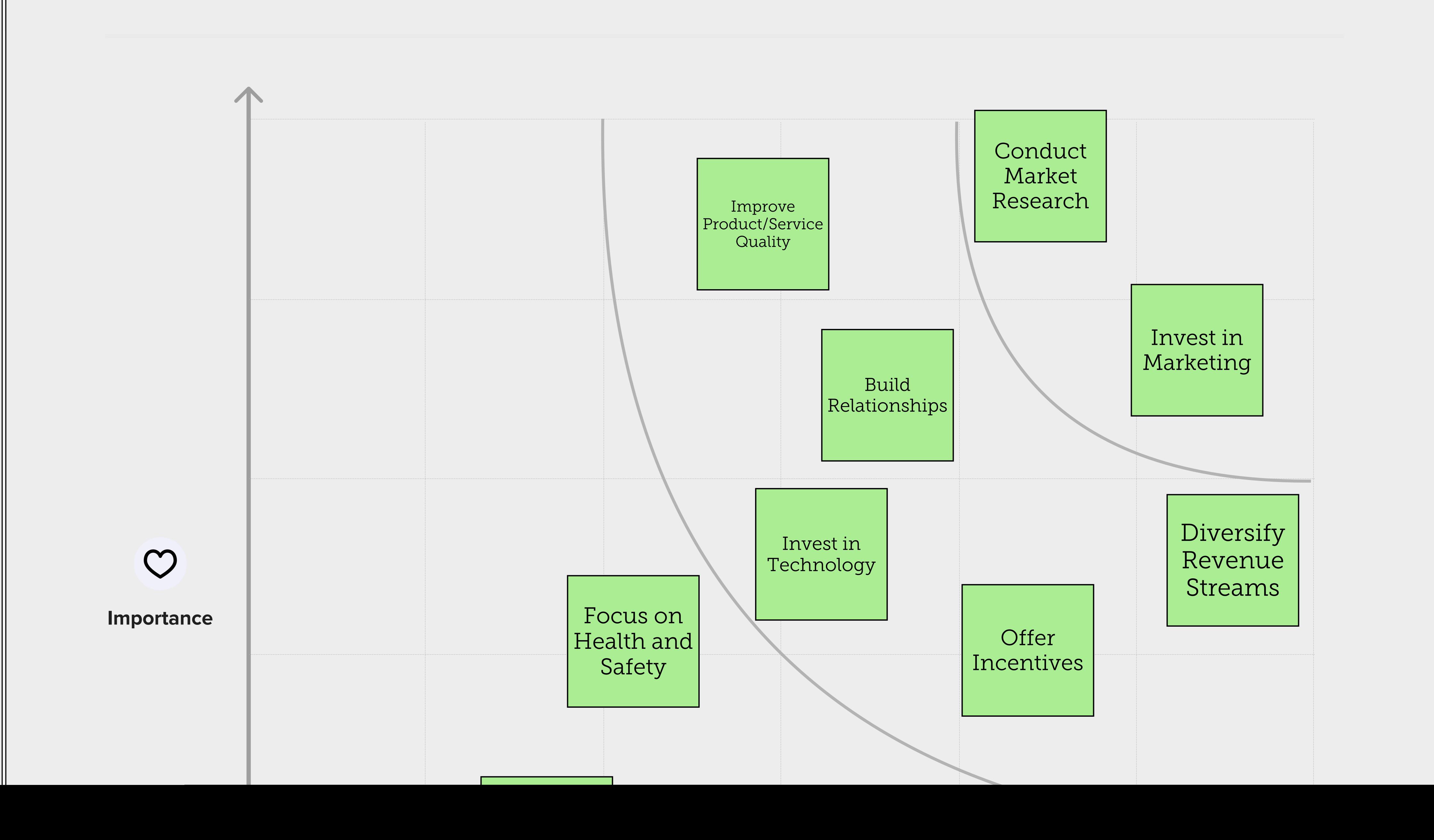
| Understanding market trends. | Introducing loyalty programs | Offering promotions |
|--|------------------------------------|--|
| Run keyword campaigns on search engines to ensure your message stays front and center. | Understanding customer preferences | Identify & attract visitors that will spend more across portfolio and experiences. |
| Building a rapport with suppliers and stakeholders | Improving new products | Improving the already existing services |

Nandhitha S

| Reduce OTA dependency and increase direct bookings | Leverage travel and digital marketing expertise. | Provide incentives to get people interested |
|--|--|---|
| Offering wellness programs to attract customers | Flexible booking for the customers. | Implementing self check-in kioks |
| Conducting customer feedback sessions | Implementing referral programs | |

Summarised Ideas

- 1. Conduct market research
- 2. Improve product/service quality
- 3. Price competitively
- 4. Invest in marketing
- 5. Offer incentives
- 6. Stay innovative
- 7. Build relationships
- 8 Focus on health and safety



WHAT WE NEED TO DO?

In order to regain their market share and revenue, we need to create an analytics dashboard & story to provide them insights to make better business decisions.