Guest Profile Information
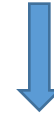
Within the db, we need to maintain all of guest profile, and maintain tracking by mobile # and email address so we can cross check against other hotels that use the application

Each Hotel management company needs unique ID as well as for each hotel, then if part of management group, then make certain they are linked somehow

DB

Hotel Management Comp

Just as in loyalty currently we want to track the # of night stays

Track guest at other hotels within management group, (Need to set up Management Group Function)

Hotel Name

Track guest who stay at other hotels that use our application,

Message function has to be working from the Singleview page to each of the loyalty guest

Guest Name

mLoyalty

Guest Profile

When guest creates profile and stored in our system, we need to be able to automatically create a digital loyalty card, with all of the content that is captured in the Personalization record to display on the back of card.

Hotel Admin

Hotel Admin for mLoyalty- We need to have area for hotel to monitor accounts, track behavior and staying patterns for the guest, see which coupons have been downloaded by guest. This helps us to gather information for seeing guest behavior patterns. Seeing how guest interacts with coupons will provide hotel insight into guest reviews.

Passbook Integration

We also need to be able to create a digital card and store it as part of the hotel in db. And like our loyalty now, it should automatically be linked to a similar page, then hotel can take those cards and attach them to message. Right now we manually copy the link, so if there is a way to profile each coupon with link that would be great, if not we can still manually load them for the hotel.

There is technology in Passbook already that allows changes to information to be sent automatically via updates to the coupons.

With the APIs between guestext and passtrek, hopefully we can figure out a way

Hotels need ability to automatically pull from Passtrek the coupons associated with their name in Passtrek, which means accounts have to be set up in iDestn as well to automatically set up in Passtrek. When guest stores profile in mLoyalty, we need to be able to hotel to set up message or auto send message that pulls coupons from Passtrek (Need to think about Android or just delivering them in HTML5, which means not using Passtrek, which I think would be a mistake, because when a guest creates an mLoyalty profile, then we should be able to deliver a digital mLoyalty card with their information on it that can be saved either in Android or IOS

When Hotel pulls those coupons from Passtrek, we need to be able to track them being pulled and then track somehow that they were saved to guest mobile.

Hotel Admin Page

Hotel Admin for mLoyalty- We need to have area for hotel to monitor accounts, track behavior and staying patterns for the guest, see which coupons have been downloaded by guest. This helps us to gather information for seeing guest behavior patterns. Seeing how guest interacts with coupons will provide hotel insight into guest reviews.

Design Hotel Admin Page in Modern Green, with various windows
       1) Searchable function by
              a Name
              b Most Stayed
              c Most Rewards
              d Mobile #
              e Email Address

       2) Guest Profile

Guest Information selected from Personalization Profile
       1) Hotel Insights (always with ability to add new ones and edit)
       2) In Hotel Rewards tracking – show how many times downloaded and opened if possible
       3) Partner Rewards - show how many times downloaded and opened if possible

Guest Comments
       1) FB- provide access to see about guest comments in FB about Hotel (Permission Based), this will be in personalization profile at some point
       2) Trip Advisor- access to see about guest comments in TA about Hotel

Also, always have a message button there to send communications by text

Hotel Admin Page

ANALYTICS IS GOING TO BE KEY TO SUCCESS OF THIS APPLICATION   (Theme is Predictive Personalization Rewards)

Tracking guest behavior and presenting it in a factual manner will strengthen the usage of the application because hotels will see the benefit of understanding guest intentions better. We need a graphical interface with various types of charts.

www.piwki.org for our analytic solutions (Modern Green format)
Charts should include
> # of times each user visits particular hotel pages e or m
> # of times user downloads coupons from same area and track
> # of times user downloads coupons from different area & track

Some type of overlay to view what user does the most.

Pie Charts
Graph Charts
Column Charts
Other Charts the hotel can find useful

Track in hotel rewards separate from partner rewards

At top of Hotel Admin Dashboard we should have 3 circle graphs like we do now, which should display

1) **Total # of loyalty Members**
2) **Total # at hotels today**
3) **Total # of In Hotel Rewards**
4) **Total # of Partner Rewards**