OSG

Messaging And Communication Optimization For A Leading Hotel Chain

Product Highlight

OSG o360™ is our consumer targeting technology, built for identifying market needs through customer data. By tracking the omnichannel customer journey through structured and unstructured observations, our product can help opportunities for building an audience. By tailoring product development and messaging to reach key customer segments, **OSG o360™**, equipped with the behavioral and cognitive analytics capabilities of **ASEMAP™**, can help your business boost sales.

Executive Summary

Our customer, a leading hotel chain, wanted to build their brand, especially with younger audiences. By using OSG o360™, they could gather observations, both structured and unstructured, from their current and potential customers to develop messaging and communication targeted at engaging their target audiences while retaining their current customers. By segmenting by different demographic criteria, we found the message bundles that would be most compelling for their target demographics, based on their current and future unmet needs.

Objectives

The objective of our engagement was to reinvigorate and grow the client's brand, especially with younger customers. OSG o360 was employed to develop and help activate a promotional campaign that would:

1 Identify the most compelling message themes and elements and determine the importance of message themes and elements to each target demographic.

2 Identify the optimal message bundle and its impact for each target market.

3 Understand the current perception of the client's brand vs. competition, and how the message themes could potentially change that if personalized to the right customer audience.

Approach

OSG used a three-phase process for the project: Framing & Alignment, Analysis, & Activation:

Framing & Alignment

- Information audit
- Develop 45 message elements & themes. Agree on target customers
- Develop initial hypothesis for message themes and elements for each target market
- Design research and identify secondary data to append

Analysis

- Conduct primary research and synthesize secondary data
- Understand the hierarchy of message themes and elements
- Quantify the importance of the message themes and elements using ASEMAP™
- Identify key bundles, and predict impact and performance against competition

Activation

- Finalize recommendations
- Develop creative briefs for specific message bundles
- Develop/fine tune communication plan

By using a framework based in behavioral and cognitive analytics, ASEMAP™ goes beyond the basic customer data and survey responses to better understand how and why customers make choices. By understanding their key decision-making factors, OSG o360™ can help build more powerful messaging to influence and nudge customer decisions regarding their hotel stay.
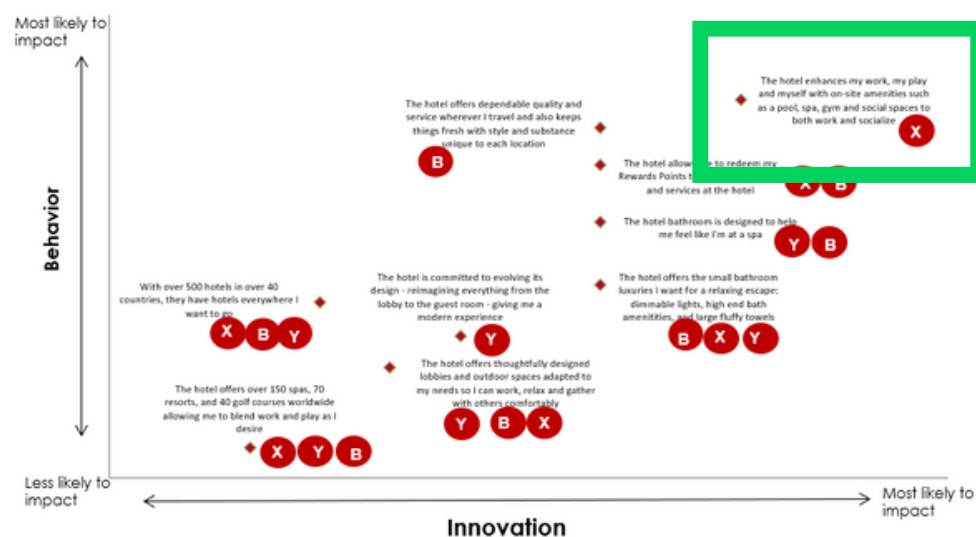
OSG was successfully able to identify communication themes that would generate the highest response among customers who would choose to stay at the client's hotels.

Key Messages	Statements Ranked 1-10	All ▾ N=272
The hotel provides free WiFi everywhere in the hotel, including my guest room		250
The hotel provides free, high quality WiFi in the lobby and outdoor spaces, allowing me the freedom to connect beyond my guest room		153
The hotel offers dependable quality and service wherever I travel and also keeps things fresh with style and substance unique to each location		145
The hotel offers outlets where I want them most as well as provides chargers for whatever device you carry so you're never out of power		140
The hotel offers the technology I need to stay productive and connected as well as has knowledgeable, tech-savvy staff to help resolve any problems 24/7		136
The hotel pays attention to even the small details that help me feel welcome, such as offering a snack or a bottle of water in my room upon arrival		134
The hotel's food and fitness offerings help me stay healthy and energized on the road		132
The hotel's thoughtful service ensures my stays are seamless and hassle-free so I can focus on what I want to do		131
The hotel remembers my needs and consistently rewards my loyalty, making me feel valued		130
The hotel staff show genuine warmth, making me feel welcome and comfortable during my stay		127

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Messages were grouped into four key themes: Health & Wellness, Service, Property, and Technology. We also segregated target customer segments by generation (Baby Boomers, Gen X, and Gen Y) to target younger demographics. There were clear differences in what messages would resonate with which customer group. For example, we found key innovations which would most strongly impact younger customers through examining their unmet needs.
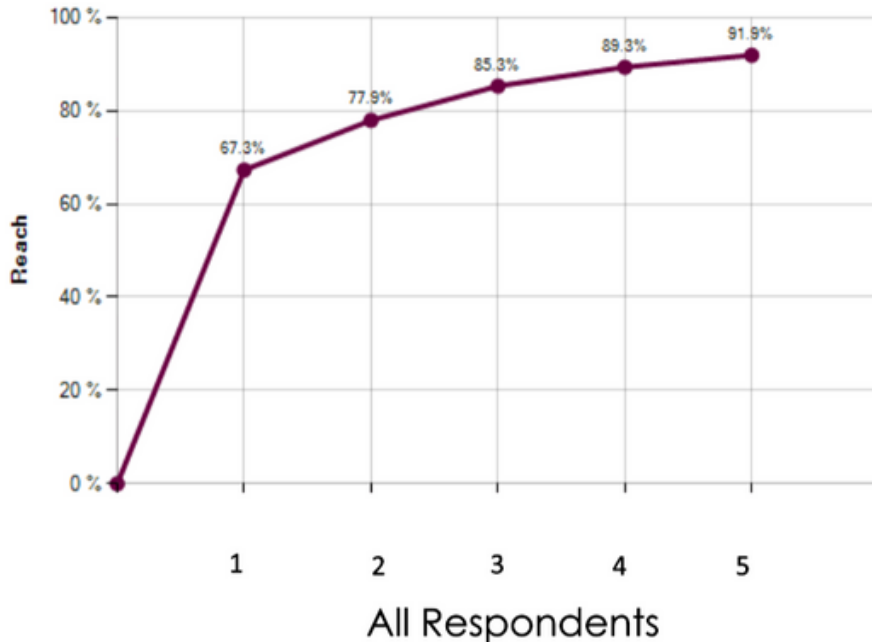

Association to Age groups is based on importance score and ranking of message by age group.
More than 1 age group can be associated with a message

Results (cont.)

OSG devised a strategy to determine how each of these message bundles should be combined in the marketing campaigns as well as the business impact this would have. As a result, our customer saw improved brand awareness and customer experience, and increased occupancy.

1	The hotel provides free WiFi everywhere in the hotel, including my guest room
2	The hotel provides free, high quality WiFi in the lobby and outdoor spaces, allowing me the freedom to connect beyond my guest room
3	The hotel offers dependable quality and service wherever I travel and also keeps things fresh with style and substance unique to each location
4	The hotel offers outlets where I want them most as well as provides chargers for whatever device you carry so you're never out of power
5	The hotel offers the technology I need to stay productive and connected as well as has knowledgeable, tech-savvy staff to help resolve any problems 24/7

The Power of OSG Analytics

OSG is a global technology and analytics provider that delivers outcomes on customer engagement to Fortune 500 clients with the help of leading analytical technologies and world-class global resources. OSG uniquely combines historical data with the future needs of patients, physicians, consumers, or customers of our clients by going beyond the "who" and the "what" and understanding the "how" and "why" behind their decision-making. OSG focuses on the 3E's, Behavioral Expectations, Superior Experiences, Guaranteed Engagement, to help drive growth through customer-centricity.

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