HILTON WORLDWIDE

Personalized customer experiences

Making it happen

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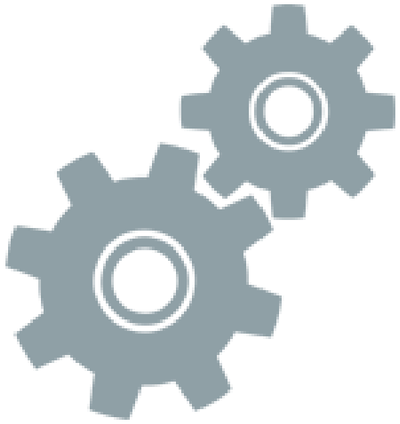
PERSONALIZATION



FRAMEWORK

CULTURE

DATA

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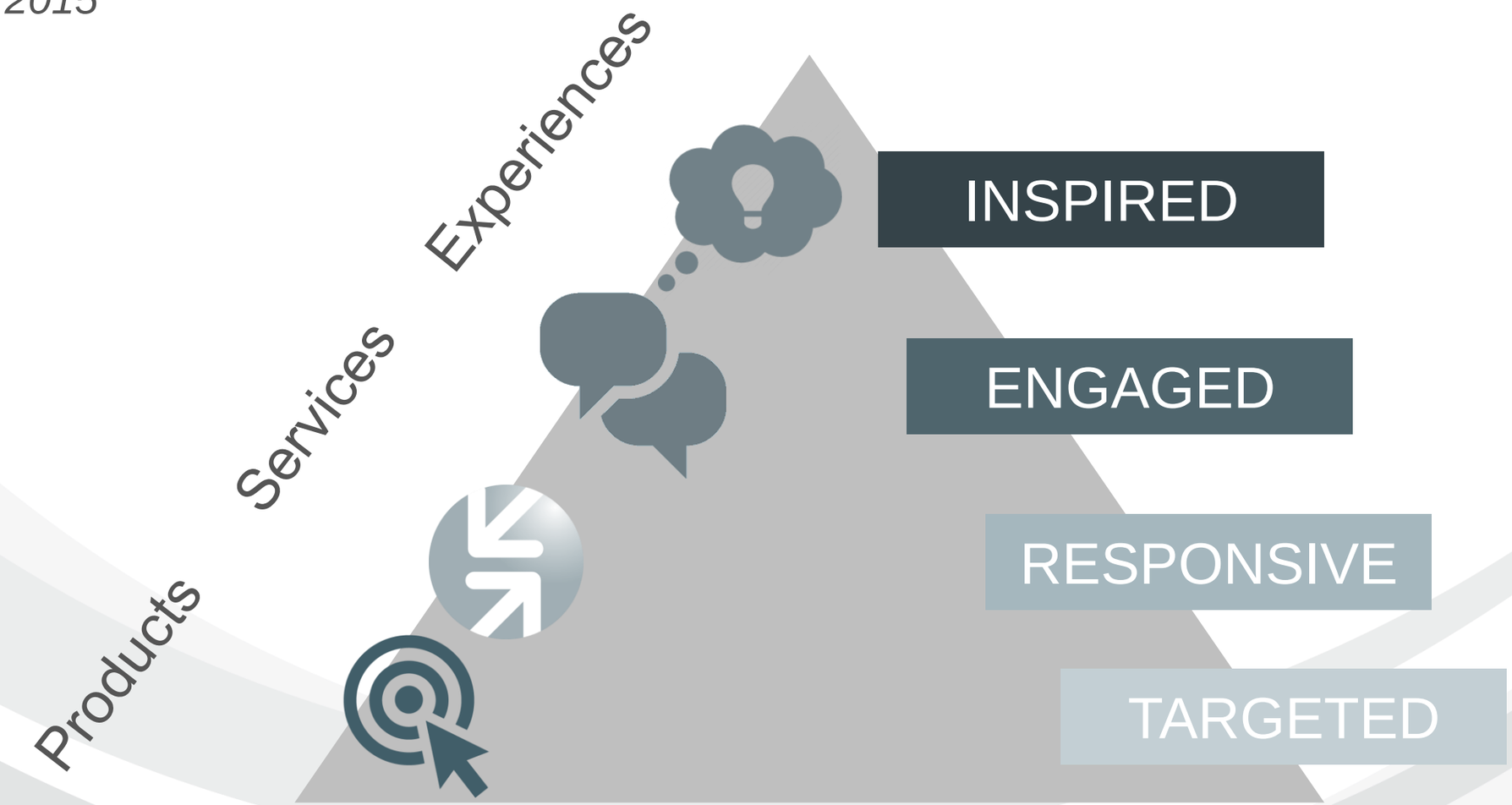
“travelers prefer to stay in hotels that know them”

Gartner Nov 2015



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FRAMEWORK : DIMENSIONS

Single Channel — Omni Channel

Single Phase — Continual

Offline — Real-time

Mass marketing — Segments of 1

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FRAMEWORK : SCOPE

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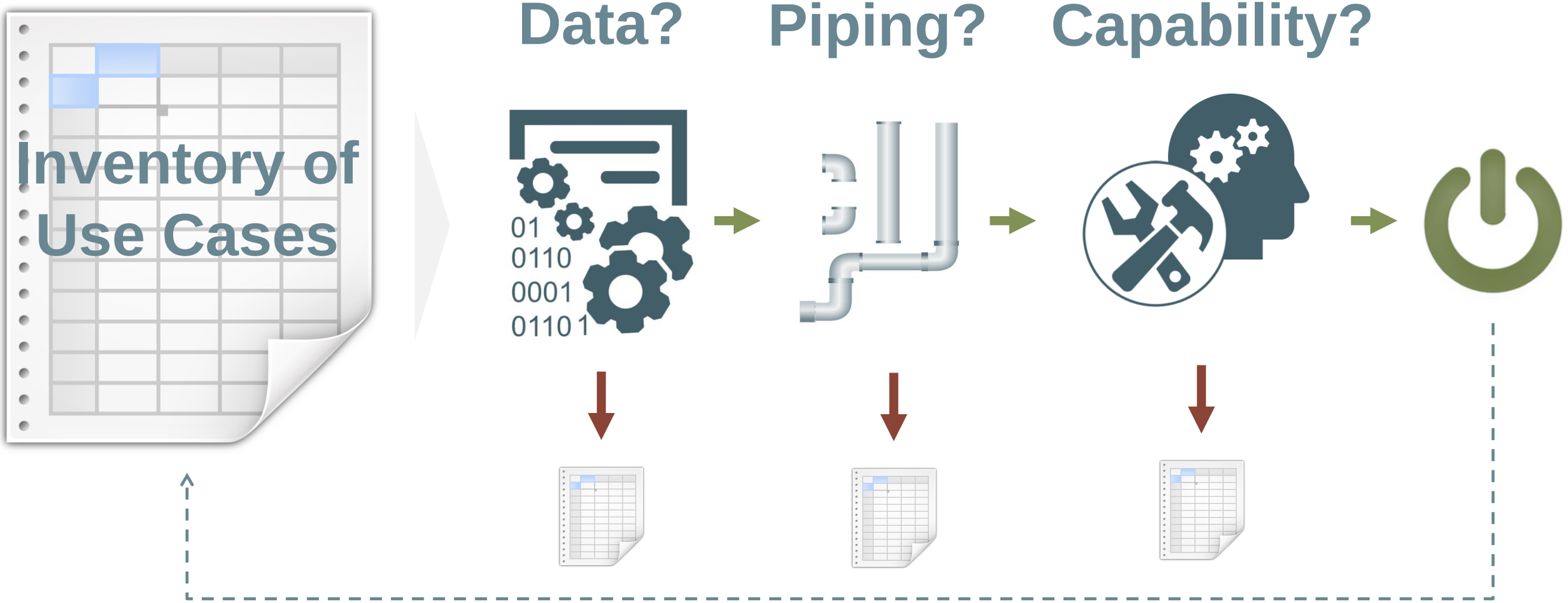
FRAMEWORK : PROCESS



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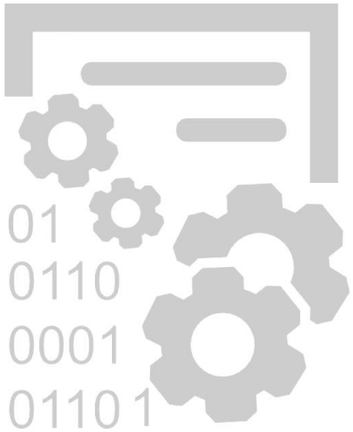

DATA

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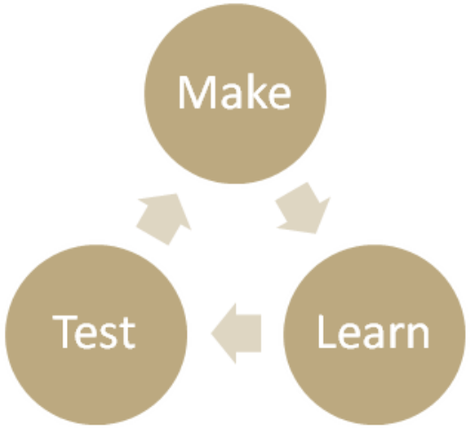
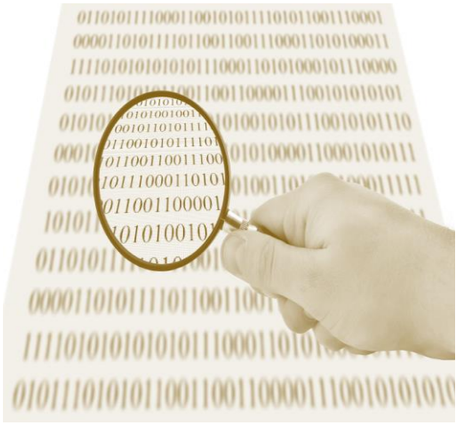
CULTURE : TENETS

Collaboratively omni-channel

Steadfast customer advocates



Test & learn every turn



Relentlessly data-driven

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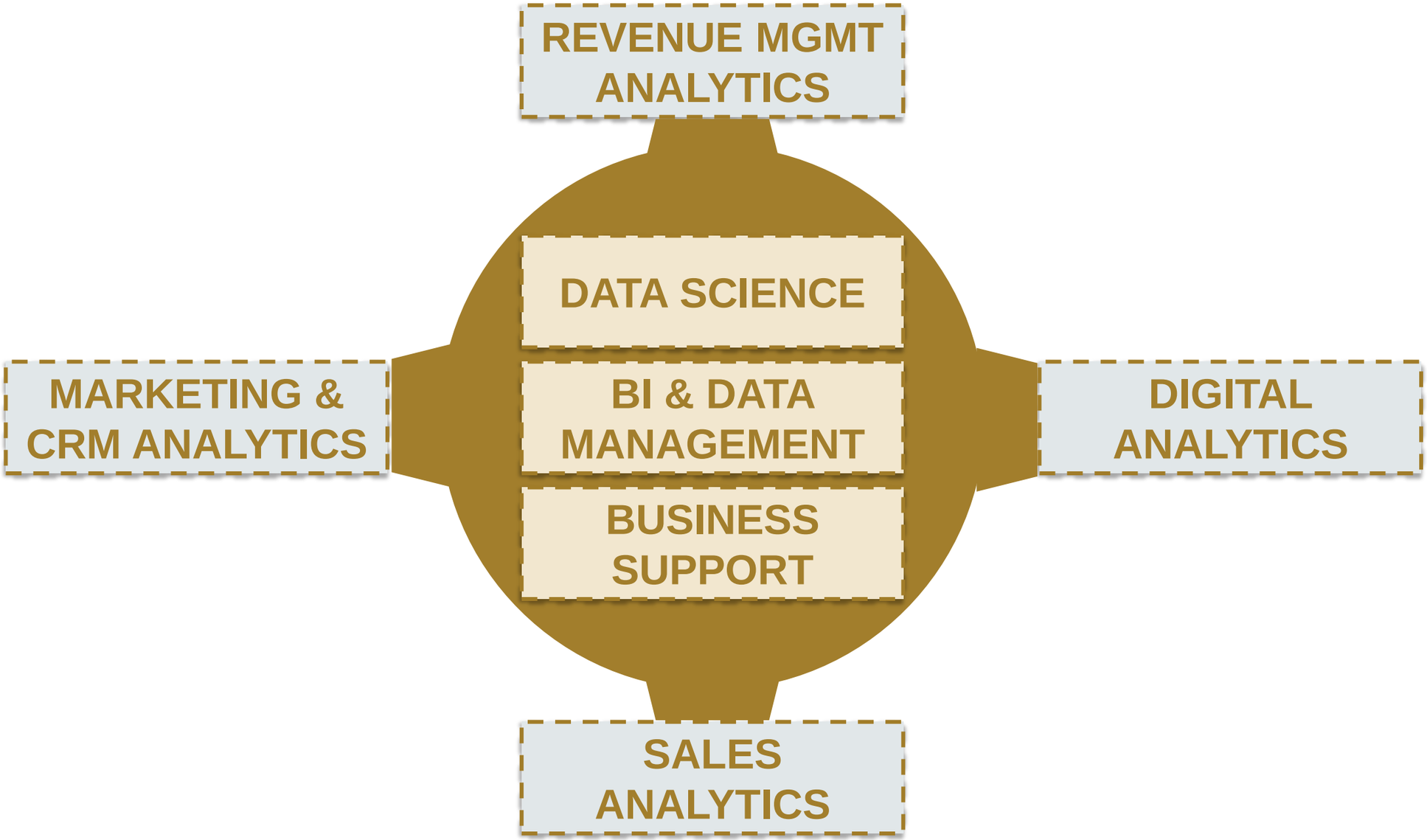
CULTURE : CENTRALIZED ANALYTICS



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CULTURE : TIPS

Communicate ‘til they ask you to stop

Start small, **celebrate** big

Recognize your I.T. (and legal) friends

Scorecards make it official

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DATA : PURPOSEFUL STRATEGY

HILTON WORLDWIDE

Architect

Purposeful environments
Event based
Unstructured
Scalable

Augment

1st. Activity-based
2nd. Provided
3rd. Purchased
4th. Derived

Access

Empowered marketing technologists

Streamlined governance

Activate

ROMI – based accountability for personalization team

Technologists → Business Technicians → Marketing Technologists

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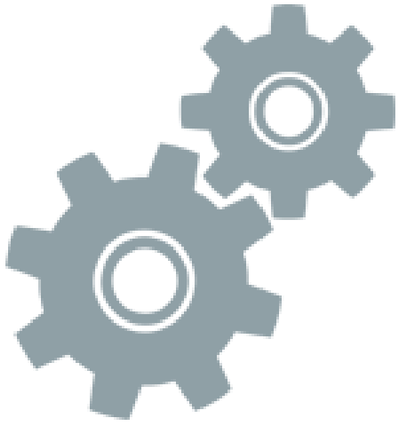
PERSONALIZATION



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