Hospitality & Travel

Excella

Turn Travelers Into Brand Champions.

Today's traveler expects more. They want a seamless experience that begins before they book a flight or choose a hotel room. They expect companies to know who they are and what they like, and offer tailored services across every part of their customer journey.

With more than $500B booked online every year, the opportunity has never been greater for hospitality and travel companies – but neither has the competition. The companies that can tie together their systems and data to improve the customer experience and create loyalty will seize market share.

For 14 years, hospitality and travel leaders have turned to Excella to help them innovate. From revenue management systems and digital analytics to beacon technology and social media integration, we've delivered solutions to win the booking and turn first-time customers into life-long fans.

At Excella, hospitality is in our DNA. Since 2002, we have helped some of the world's largest hospitality companies develop custom software, manage technology projects, deploy digital marketing, integrate data, and get value from analytics.

We pride ourselves on understanding the hospitality business. Our consultants know the difference between a GDS, CRS, and PMS. We know when to use ADR and when to use Net RevPAR. Most importantly, we know your competitive environment and your business. Technologists who blindly follow written requirements create errors and rework. Excella is a technology partner that understands what you're trying to do and how best to achieve it.

Excella has delivered projects across the industry, including:

- Loyalty Enrollments and Social Media
- Geo-Location Beacons
- Email/SMS Customer Messaging
- Segmentation and Personalization
- Sentiment Analysis
- Digital Analytics
- Sales & Marketing Systems
- Property Information Systems
- Revenue Management Systems
- Property Management Systems
- Point of Sale Systems
- eCommerce and Loyalty Data Warehouses

Capturing Online Behavior to Generate e-Commerce Insights

Excella helps Marriott International track over 250 customer variables across 700 million annual website and app sessions. By managing the data capture lifecycle, Excella enables Marriott to translate raw data into accurate and actionable business insights.

Marriott updates the design, content, and functionality of its websites and mobile apps on a monthly basis. The scope and frequency of these updates, coupled with release processes that spanned multiple divisions, risked broken, delayed, and incomplete tracking.

Excella bridges the divisions by deploying analysts who understand the product, the business, the reporting software, and the analytical methods. We have helped establish and manage a new governance process for data capture that defines clear responsibilities, timelines, and communication channels for each release. The process emphasizes data quality, because to identify trends and define KPIs, the data must always be complete, consistent, and clean.

Data capture may not sound glamorous, but it is the foundation of digital analytics and the bedrock upon which all eCommerce decision-making is built. Because Excella manages Marriott's data capture process to deliver timely and high-quality data, Marriott can spend less time wrestling with its data and more time using it to evaluate marketing campaigns, assess site changes, and understand customer behavior.

Winning the Loyalty of a New Generation of Travelers

When one of the world's largest hospitality companies needed to win the loyalty of a new generation of travelers, it turned to Excella to help manage technology projects to appeal to its customers in new ways.

Excella managed a pilot to geo-target guests at 14 properties with offers and messages using beacon technology. As guests moved around a property, they were surprised and delighted with targeted content, such as a free drink when near the bar. Excella coordinated multiple client and vendor teams to integrate functionality into the mobile app and test processes for offer sourcing, content development, on-property beacon installation, system testing, staff training, marketing, and reporting.

Excella also handled project management and business analysis as the client piloted a program to award points for social media activity to tens of millions of loyalty members. Excella coordinated across many disciplines, including IT, third-party vendors, creative agencies, legal, communications, customer support, digital, and brand marketing.

These projects are pioneering new ways to interact with customers and win their loyalty in today's digital marketplace.

CLIENTS WE SERVE:

Excella

AGILE | DATA | DIGITAL | MODERNIZATION

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