DC's Hospitality Technology Experts

Excella has delivered dozens of hospitality technology projects since 2002, from cloud-based data platforms to mobile apps. We partner with AH&LA and HSMAI to put on the DC Hospitality Tech Meetup and are a member of the HEDNA Hotel Analytics Working Group. You won't need to teach us to tell RevPAR from ADR; our technologists have the hospitality acumen to help you achieve your goals.

LaSalle Hotel Properties

DC Hospitality Tech Meetup

Experience Across the Hospitality Business

Hospitality is a complex business, but many technology firms only know it from the inside of IT. Excella understands hospitality because we have worked directly with the business, including:

- Call Centers
- Loyalty
- Digital
- Digital Marketing
- Customer Experience
- Guest Services
- Property Operations
- Franchise Services
- Revenue Management
- Distribution Strategy
- Sales
- Measurements & Analysis

On-Site Collaboration

Based in Arlington, VA

Excella is a local firm that works at your location. No more struggling to manage distant teams or to communicate your requirements: we work hand-in-hand to deliver the best possible solution, on-time and within-budget.

Technical Depth

Lead 20+ technical meetups

Unlike agencies that slap shiny designs on fragile products and flimsy correlations, Excella delivers rock-solid systems and advanced data science. We regularly speak at national technology conferences.

Full-Service Digital and Analytics Capabilities

Personalization	Digital Analytics	Data Visualization	Data Science
Data Architecture	Data Platform	Data Integration	Data Quality
Data Governance	Data Security	Tag Management	Digital Asset Mgmt.
UI/UX Design	Product Management	App Development	Website Development

Enhancing Hospitality with Artificial Intelligence

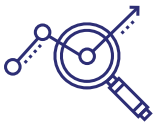
Excella helped Marriott plan and deploy the industry's first loyalty program social media chatbot. With a 100% response rate and 24/7 operations, it augments traditional customer service by quickly answering guest questions, and generates new revenue through natural language hotel search.

Completing the Customer Profile

Digital business needs a single, accurate, and complete view of the customer. Excella is working with Marriott to build a new master customer attribute and authentication database. We support roadmap creation, requirements gathering, legacy system analysis, architecture design, and data integration.

Personalizing Offers to Every Customer

Excella product management allowed Marriott to launch the Most Valuable Promotion decision engine on web and email channels. By applying machine learning to customer attributes and behavior, it serves custom offers and messages that drive engagement and incremental revenue.



Deriving Insights into the Complete Customer Journey

Excella gives Marriott insight into the full customer journey. Our team of 28 analysts, integration experts, data scientists, and dashboard developers combine data from every system and unify the data lifecycle: from setting up new web data capture and enterprise data sets to predictive modeling.

Streamlining Loyalty Enrollments

Marriott had to streamline its Rewards enrollment for mobile. Excella helped guide the project from strategy definition through rollout. We increased signups while still providing the data needed by marketing, and piloted new capabilities to enroll via Facebook and use SMS messaging in enrollment.

LEARN WHAT WE DID FOR MARRIOTT