A How might we enable hotels to have a holistic view of guests information by collecting information, extracting information from individual systems and provide a collective representation of consolidated information of guests?

B How might we enable hotels to better measure customer satisfaction through timely feedback prompts to hotel guests?

C How might we enable hotels to better utilize individual preference data (both guests and potential guests), achieving revenue optimization through upselling?

2 Schoolber Pte Ltd

SOLUTION TYPE	UNIQUE SELLING POINTS

Data/Feedback Collection and Consolidation, and Revenue Generation Software

Collecting Data/Feedback

- Geo-Identity: Mobile first app that safe keeps Hotel Guests Personal information, preference, etc. Data is stored in a privacy-based CRM service in cloud that allows Hotels Ecosystem to a 360 view of guests' information; 100% Privacy Compliance – PDPA, GDPR, etc.

- Geo-Feedback: Allows Hotel to automatically trigger survey/feedback based on location/event. When the Guest enters/exits a particular location/zone, the system can trigger the survey to the Guest to get his/her feedback in real-time
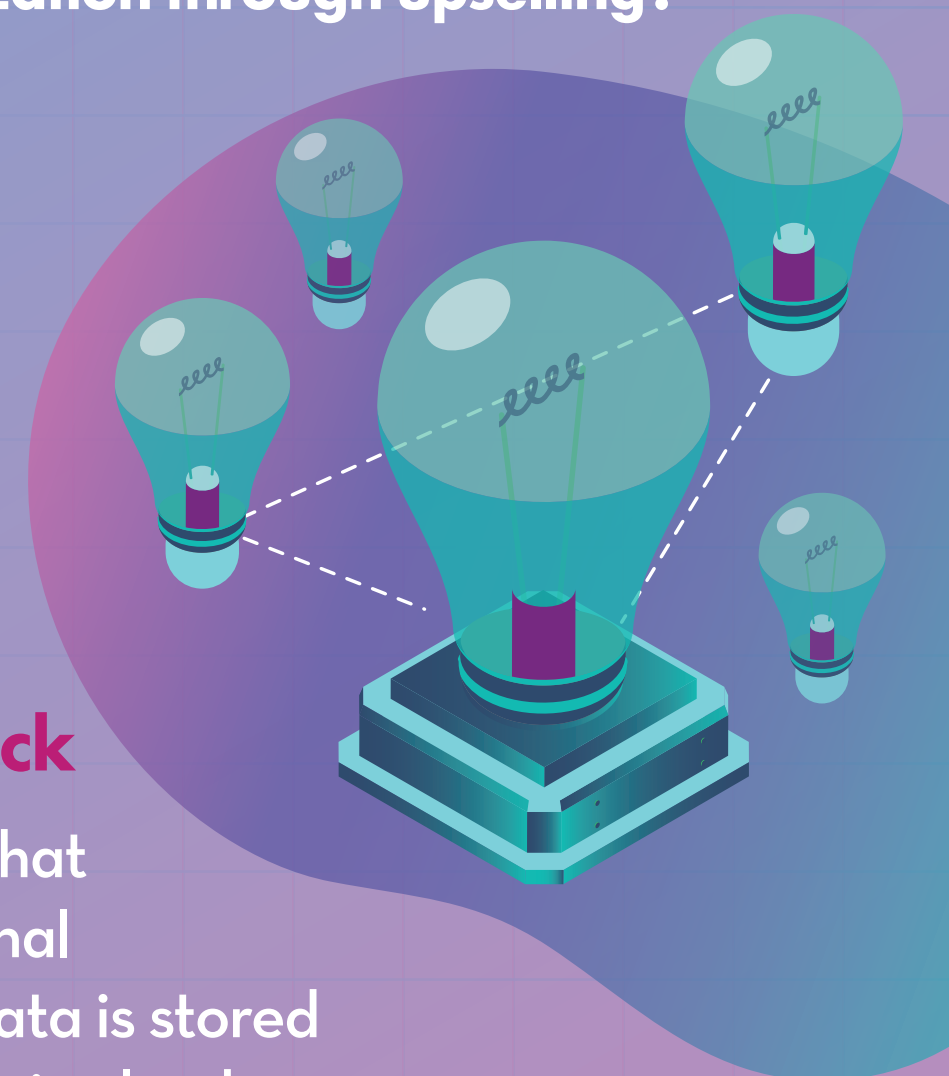
Extracting Data

Able to gather data from existing data points of hotel and consolidate with new information seeded

Utilising Data

Geo-Vantalytics: Uses a combination of geospatial analytics and Machine Learning technologies to help hotels identify unique cluster groups of guests and conduct segmentation exercise for each cluster. Insights to be translated into actionable upselling

Integration

Solution is recommended to work without the need for integration with PMS