



AccorHotels digitizes hospitality.

Global hotelier welcomes customers with excellent service and technology innovation.



"Adobe Campaign enables AccorHotels to deliver the perfect message to any customer at exactly the right moment."

Romain Roulleau, Senior Vice President, E-commerce and Digital Services, AccorHotels

SOLUTION

Adobe Marketing Cloud including the Adobe Campaign solution

RESULTS



Supports **MOBILE-FIRST** contact strategy



Personalizes **REAL-TIME** communications



Targets offers using unique **CUSTOMER PROFILES**



Experimenting with **PAPERLESS** guest engagement



AccorHotels Group

Established in 1967

Hotels worldwide: 4,100

Employees: 240,000

Paris, France

www.accorhotels.com

CHALLENGES

- Becoming a leader in digital hospitality
- Delivering personalized, real-time communications to enhance guest experiences
- Using collected customer data to improve services

"Adobe Campaign helps us take customer data, anticipate what guests need, and then personalize their journeys in real time with targeted offers and information."

Romain Roulleau, Senior Vice President, E-commerce and Digital Services, AccorHotels

Rising above the noise

When AccorHotels opened the first Novotel in Lille Lesquin, France in 1967, the hotelier was a master of customer relationships, a focus the company maintains to this day. Since then, AccorHotels built a portfolio of over 4,100 hotels in 95 countries; internationally acclaimed luxury brands including Raffles, Fairmont, Sofitel Legend, SO Sofitel, Sofitel, onefinestay, MGallery by Sofitel, Pullman, and Swissôtel; the popular midscale and boutique brands of Novotel, Mercure, Mama Shelter and Adagio; the in-demand economy brands including ibis, ibis Styles, ibis budget; and the regional brands Grand Mercure, The Sebel, and hotelF1.

Over the years, the company has adapted well to changes in the industry, and is taking its inventive spirit even further as it competes in a crowded digital landscape. Today's hotel owners and operators vie for customers' attention against online travel agencies and online vacation rental companies. These digital-only companies specialize in amassing lists of lodging inventory and then taking a commission on each booking. To them, which hotel the customer selects is less important than the reservation itself.

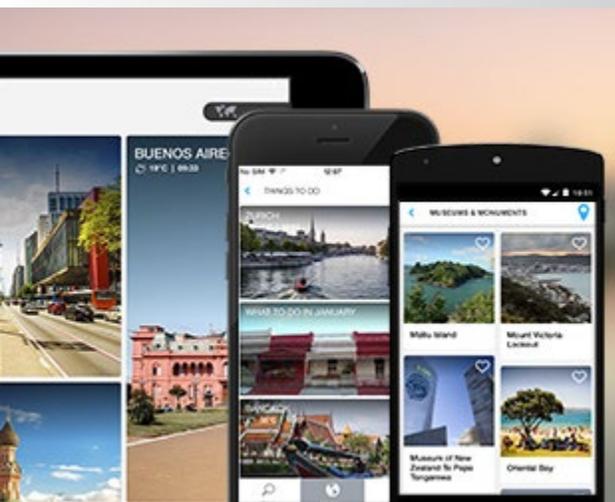
"Our online-only competitors are pulling customer relationships and margins away from hoteliers," says Romain Roulleau, Senior Vice President, E-commerce and Digital Services, AccorHotels. "We wanted to enable our guests to receive outstanding digital services right from the beginning, long before they even step into one of our hotels."

A tradition of excellence

AccorHotels is transforming a customer's digital journey, thanks to its online booking platform and its mobile app, to give its customers personalized services before, during, and after their stays. Adobe Campaign in Adobe Marketing Cloud is a powerful solution used by AccorHotels to better target its customer needs.

The booking platform at AccorHotels.com handles 329 million annual visits in 18 languages, resulting in about 47,000 daily average reservations. AccorHotels also recently opened the site to more than 1,000 independent hotels. Independent hotels represent up to 80% of available inventory in many markets, so AccorHotels is giving qualified partners an alternative channel to online travel agencies for booking guests. In exchange, AccorHotels provides customers with more choices. Besides its luxury, midscale, and economy hotel brands, AccorHotels has made investments to expand into the burgeoning luxury Serviced Homes market.

The AccorHotels mobile app allows guests at its branded and franchise hotels to view each hotel's details, book rooms, or contact a hotel via email or telephone with a single click from the app. It also offers 70 city guides for travel ideas and synchronizes with customer accounts to track and modify bookings. The app is a must-have travel companion for guests that also integrates with Adobe Campaign, which AccorHotels uses to manage customer communications, such as offers and alerts, across channels.



SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Campaign solution. Capabilities used include:
 - Integrated customer profiles
 - Cross-channel campaign orchestration
 - Real-time interaction management

For more information

www.adobe.com/solutions/digital-marketing.html

www.adobe.com/marketing-cloud/campaign-management.html



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

"Adobe Campaign enables AccorHotels to deliver the perfect message to any customer at exactly the right moment," Roulleau says. "With Adobe Campaign, we have succeeded in managing the entire customer relationship using precisely timed, personalized communication."

The Integrated Customer Profile in Campaign lets AccorHotels track all online and offline interactions. The merged data in these profiles enables the hotelier to automate campaigns for targeted cross-sell, up-sell, and loyalty program communications that reach across channels and brands.

For example, by integrating with the AccorHotels customer relationship management (CRM) system, Adobe Campaign has details about when someone booked a summer vacation to destination such as Cannes. Instead of sending that customer email offers or app notifications for other trips to the French Riviera, Campaign automatically sends personalized communications that contain pre-stay messages about hotel services, local attractions, and other helpful information.

Great ideas from everywhere

"Collecting data doesn't make you a better company. The hospitality companies that are going to win are the ones that learn how to harness data," Roulleau says. "Adobe Campaign helps us take customer data, anticipate what guests need, and then personalize their journeys in real time with targeted offers and information."

Accordingly, the company is piloting new customer experiences with a mobile-first strategy for communicating consistently with customers before, during, and after their stays. The Pullman London St Pancras Hotel is experimenting with paperless stays. From the AccorHotels app or any device connected via Wi-Fi, guests can access any hotel service, such as booking a spa appointment, looking up gym hours, or ordering room service. Similarly, the hotel can make real-time offers to guests for services and activities using Adobe Campaign.

"Of course, you can still call the front desk. We are, after all, a service industry that relies on people," says Roulleau, "But Adobe Campaign enables us to expand and enhance our service approach to combine the best of both in-person and technology interactions."