

xperium  
by repup

TechFast500 2018 APAC by Deloitte.

**Deloitte.**

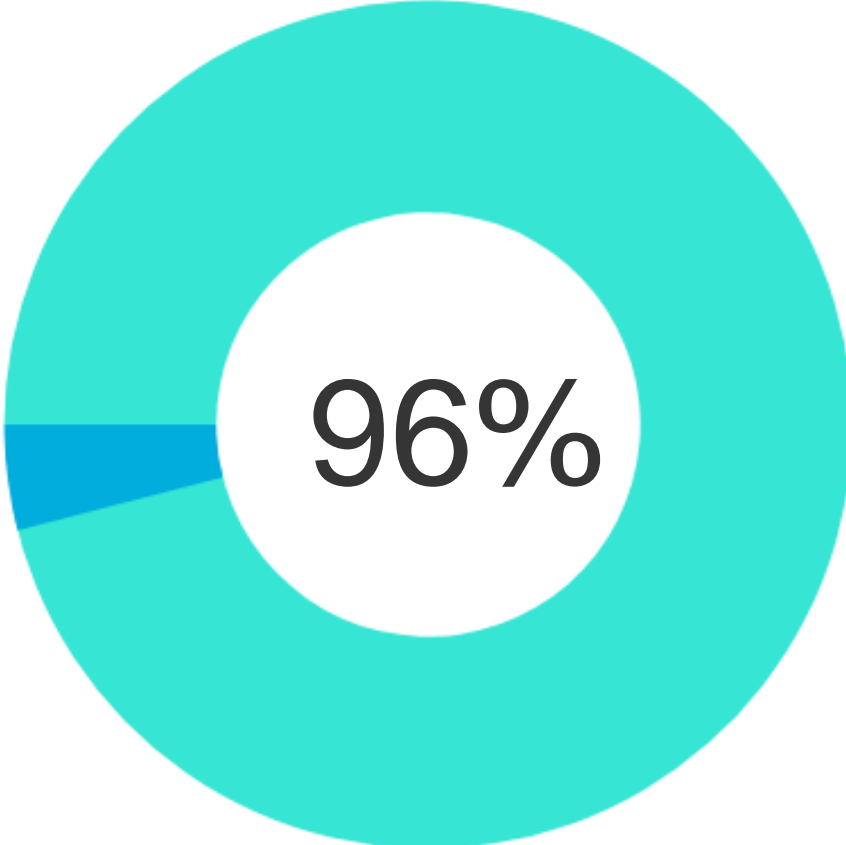
**500** | Technology **Fast 500**  
2018 APAC **WINNER**



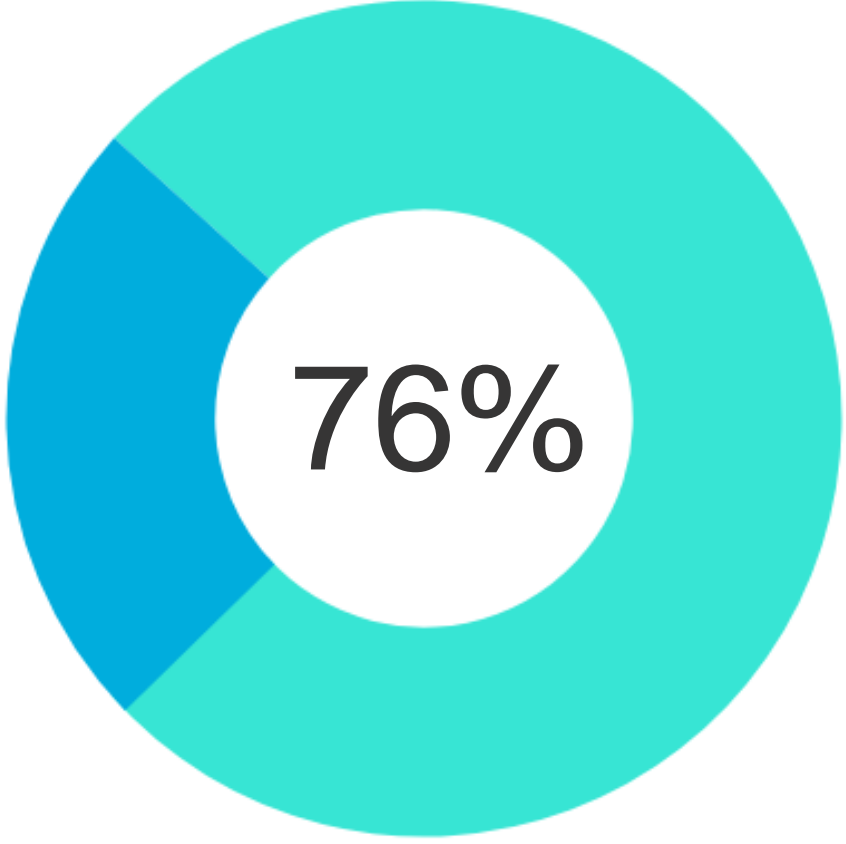
Guests are Looking for Great Experiences



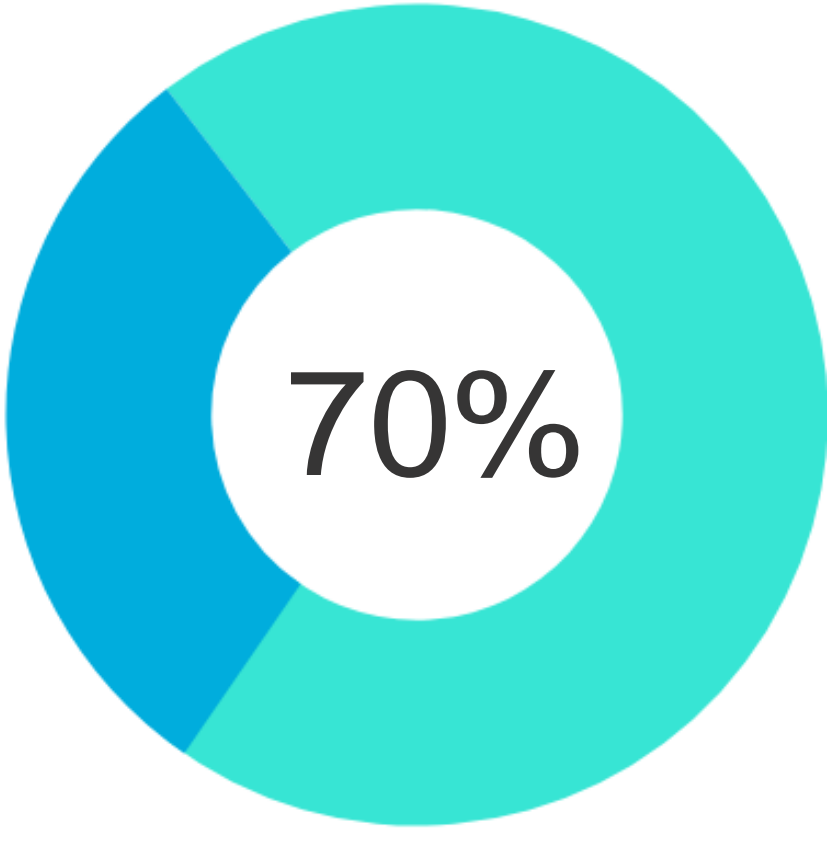
# Technology is creating a shift in the Hospitality Industry



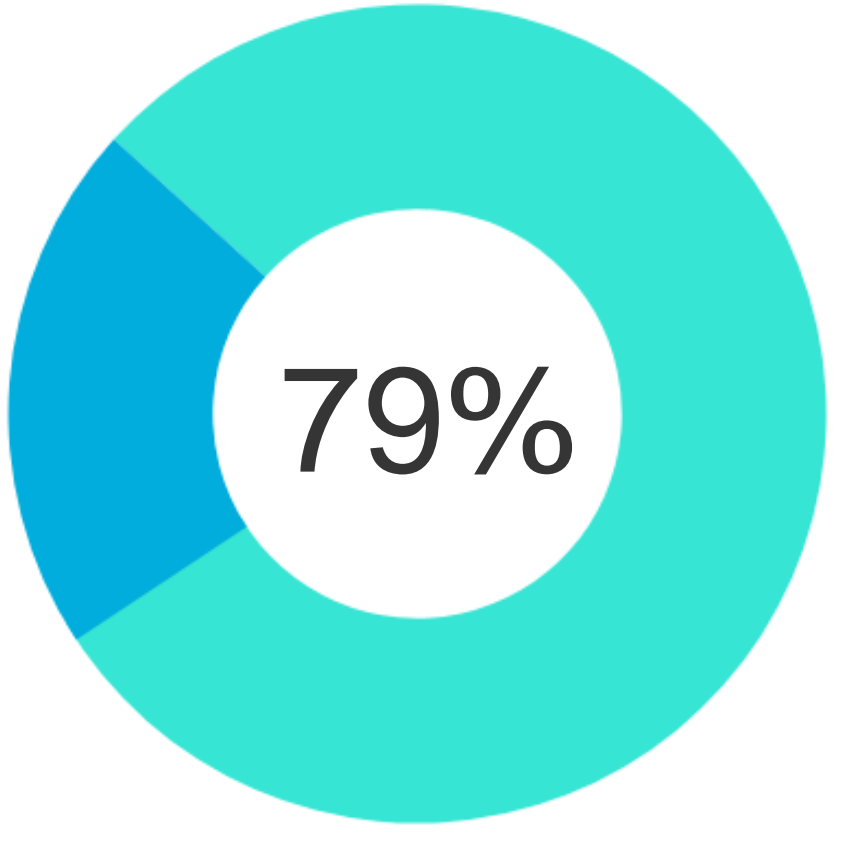
of guests consider reviews before booking



of hotel marketing revenue is through personalization



of guests use mobiles to book hotels



of guests read 6-12 reviews before booking

Every Guest is Different.  
So are their needs.

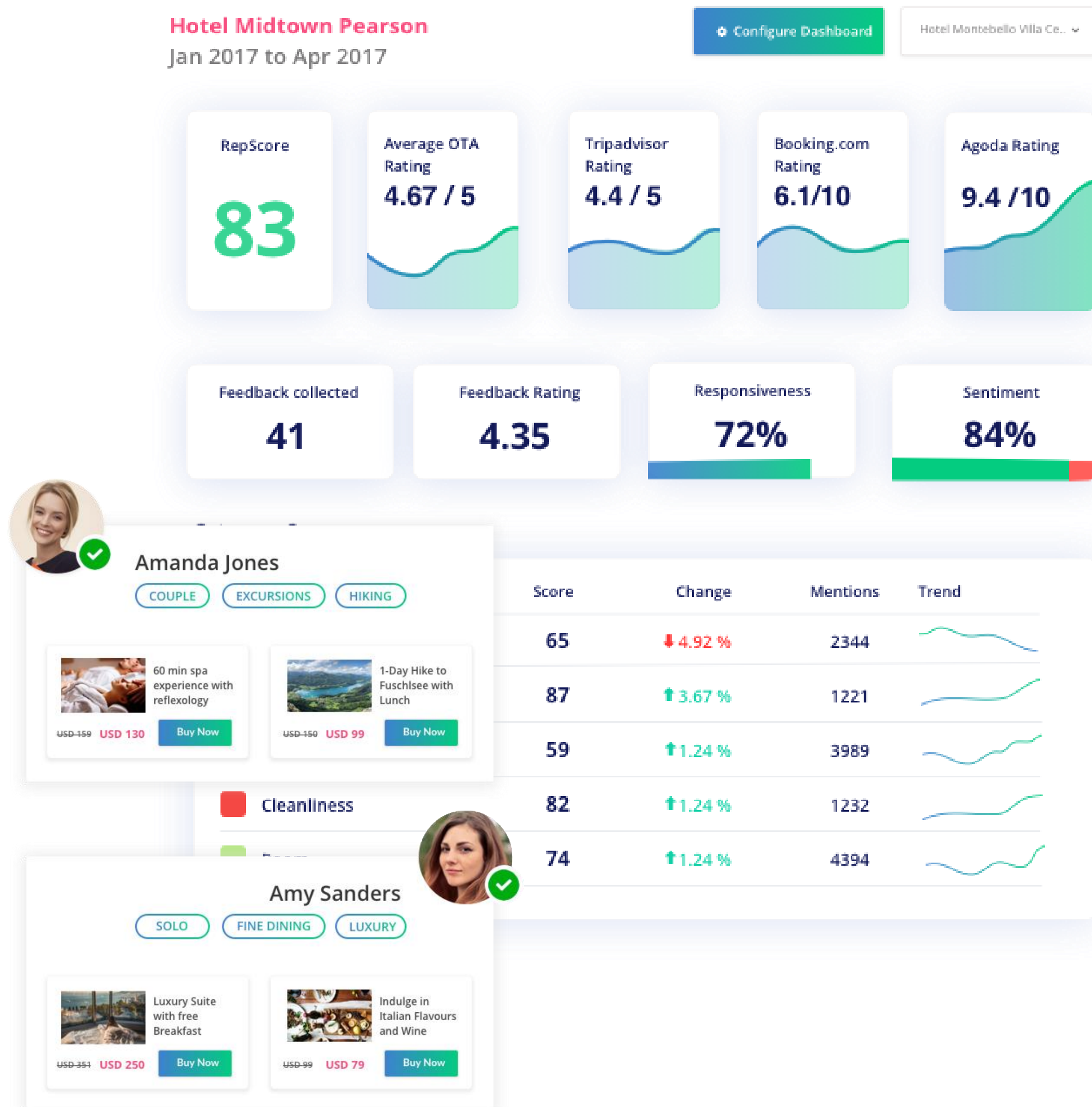


# Every Guest Persona Has Specific Needs



Type of guest	Business Travelers	Couple Travelers	Family Travelers
Purpose of travel	Business	Leisure	Leisure
Attributes	<ul style="list-style-type: none"> <li>• Age 25-55</li> <li>• Looking for convenience</li> <li>• Willing to spend upto company policy</li> </ul>	<ul style="list-style-type: none"> <li>• Young/ middle aged couples on vacation</li> <li>• Age 25-45</li> </ul>	<ul style="list-style-type: none"> <li>• Kids friendly</li> <li>• Age 0-60</li> <li>• Group travelers</li> </ul>
Benefits	<ul style="list-style-type: none"> <li>• Repeat guests</li> <li>• Will share experiences on online platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Very interested in using paid hotel services.</li> </ul>	<ul style="list-style-type: none"> <li>• They pre plan and pre purchase if offered a package</li> </ul>
Hotel Goal	<ul style="list-style-type: none"> <li>• Remarketing with better offers and specials to make them rebook</li> <li>• Offer additional services such as laundry, additional wifi speed, in room dining</li> </ul>	<ul style="list-style-type: none"> <li>• To communicate available offers during stay and pre arrival</li> <li>• Anticipating guest needs to create delight</li> </ul>	<ul style="list-style-type: none"> <li>• To communicate offers pre arrival</li> <li>• They enjoy staff interaction make it easy to collect positive guest feedback for external sources</li> </ul>

# Xperium Changes Everything with the help of ML



## Better online reviews and reputation

- ▶ Xperium provides unmatched solutions for collecting more reviews for online channels and replying to guests. Additionally, xperium stands out by providing a holistic solution for not only post stay but instay too.

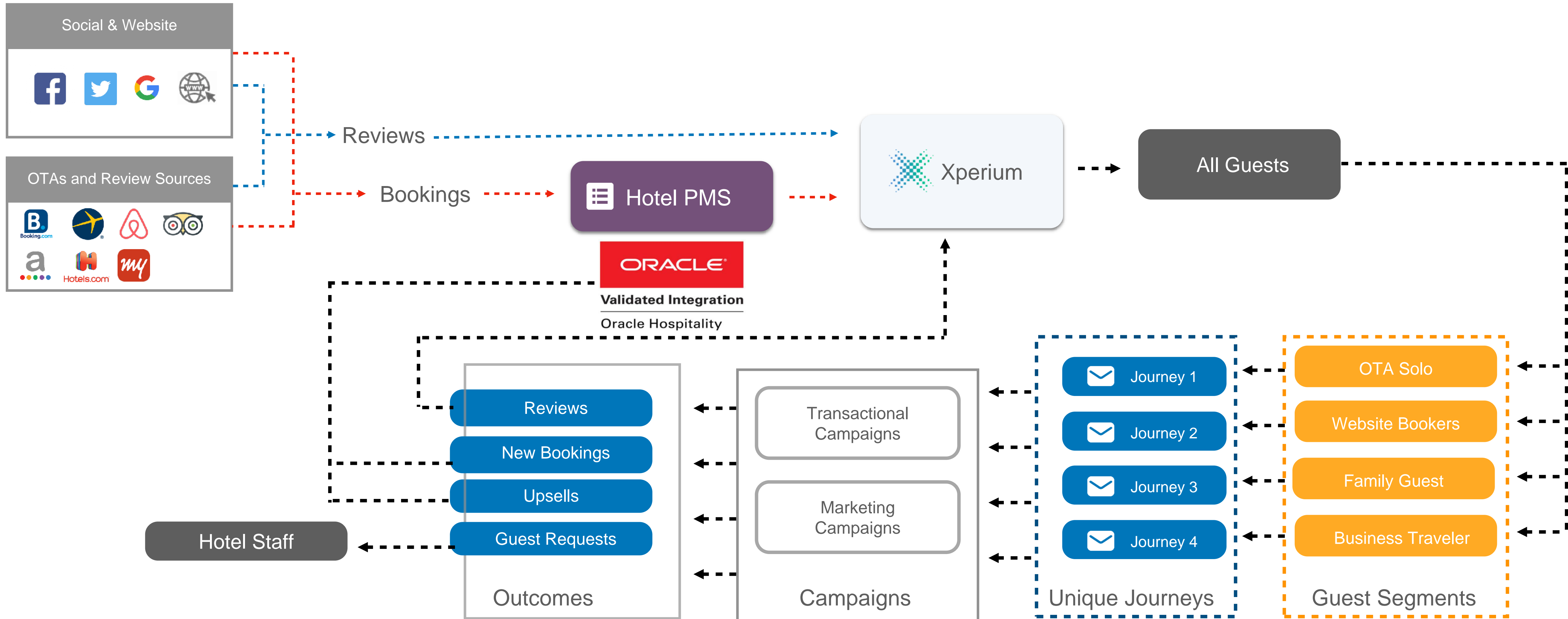
## Upsell Opportunity

- ▶ Knowing about every guest before their arrival can increase upsell opportunity without manual work.

## Personalised Automation for Marketing

- ▶ Automating Marketing Campaign processes can save upto 30 hours of time each week for the marketing team and increase guest engagement by upto 45%

# Connected Solution Design: Xperium

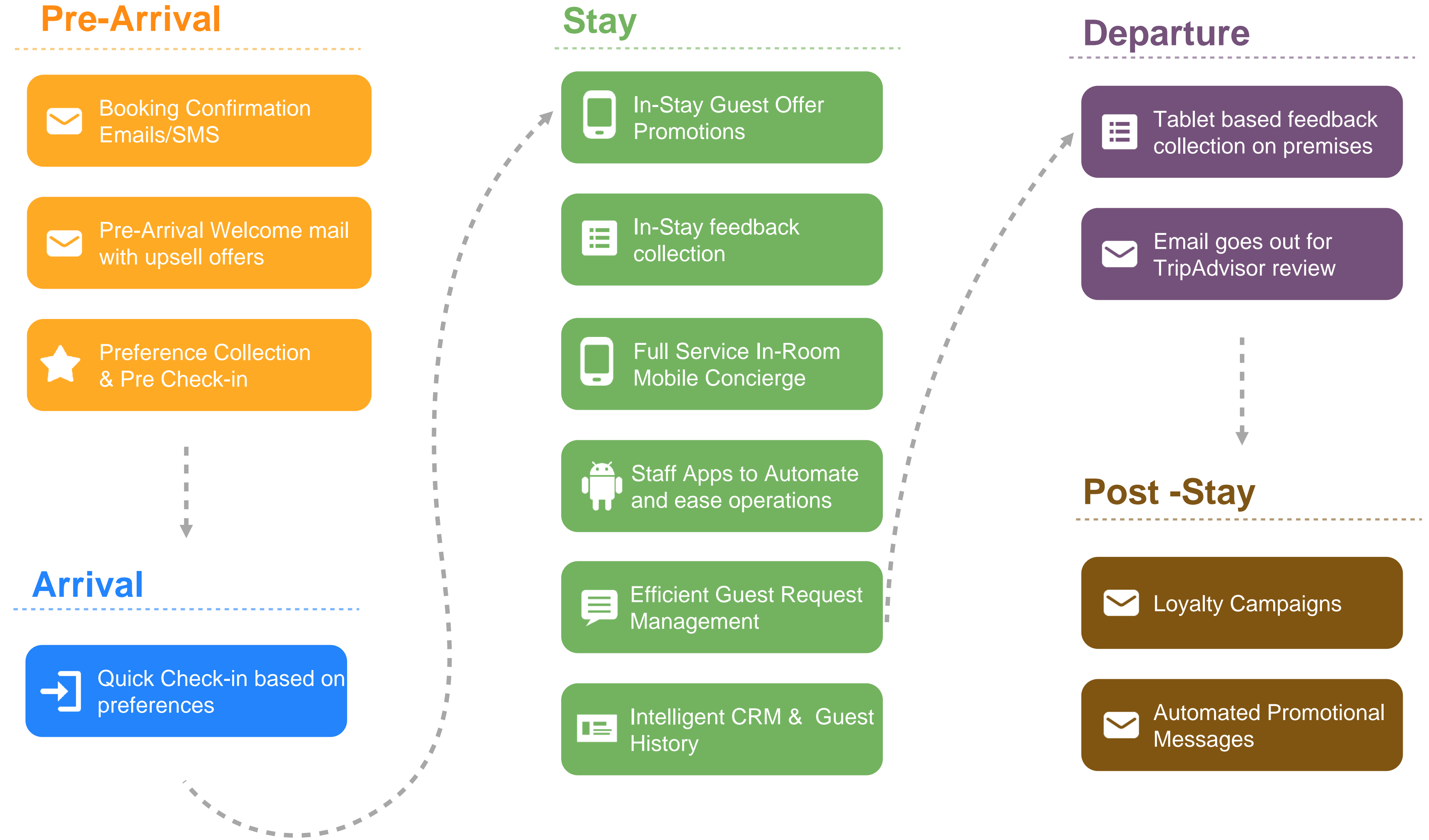


# Start With Segmenting Guests and Building Personas

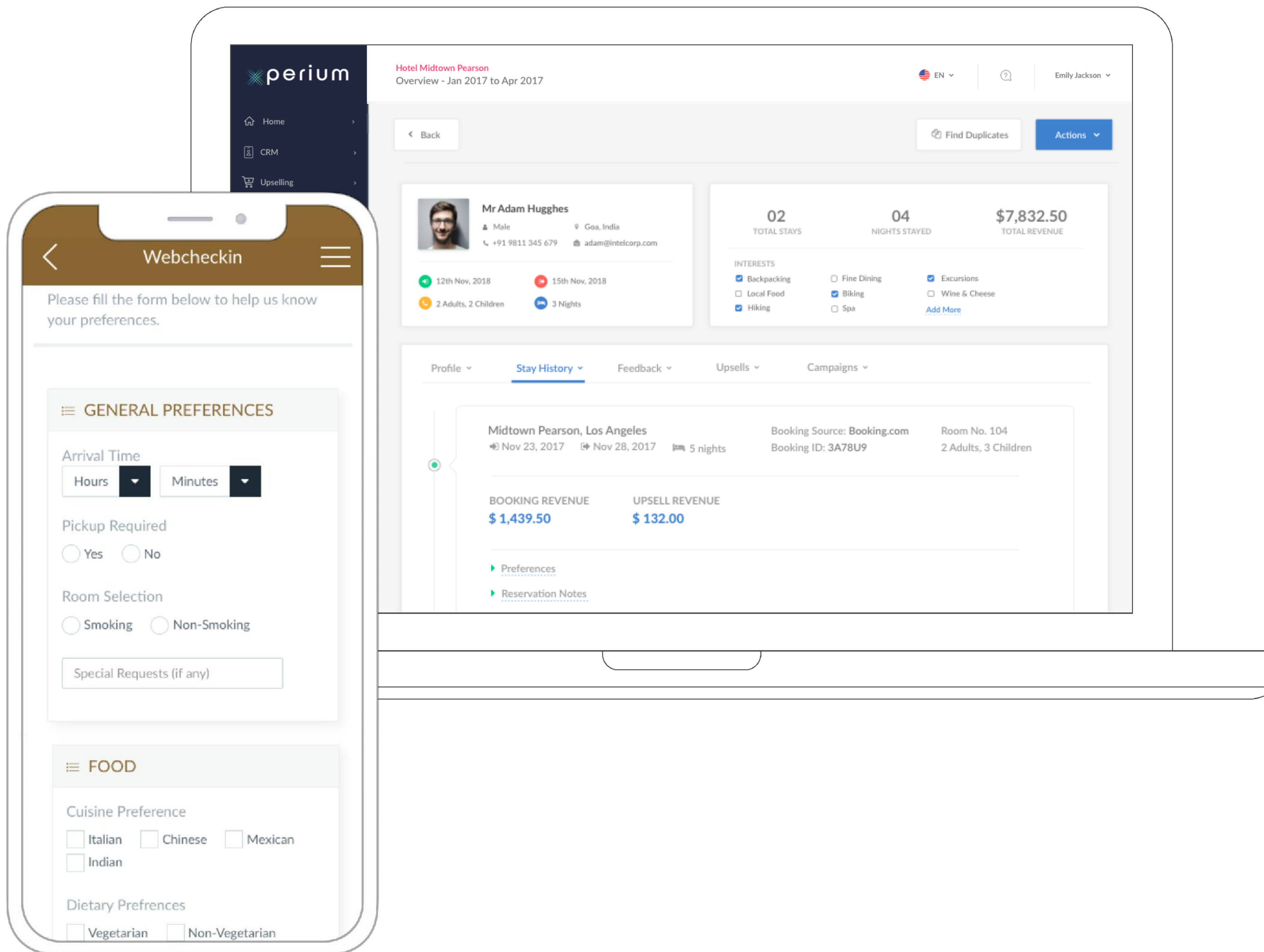
- ▶ Put guests into segments like Business Travelers, Family Travelers, Foreign Guests etc and create unique Guest lifecycles for them.
- ▶ Choose when to send emails, which upsells to promote and which marketing emails to send based on Guest persona

The screenshot displays the Perium Marketing Lists interface for Hotel Midtown Pearson. The left sidebar contains navigation options: Home, CRM, Upselling, Marketing Automation, Reputation, Surveys (highlighted), Survey Configuration, Survey Languages, Survey Notifications, Survey Reports, Export Guest Data, and Guest Requests. The main content area shows a breadcrumb trail: Home / Marketing / Lists & Campaigns / Marketing Lists. The page title is "Hotel Midtown Pearson" with a sub-header "All Lists - All Time". A dropdown menu shows "Hotel Montebello Villa Ce..". Below this are filter options: FILTERS, SELECT PERIOD (All Time), and LIST STATUS (All Lists). A search bar labeled "SEARCH LISTS" contains the text "Search within Lists". To the right of the search bar are two buttons: "+ Create List from Search" and "Upload CSV". The main content area displays "28 Marketing Lists" (Showing Page 1 of 5). There are six list cards visible, each with a title, creation date, data source, list type, and guest count. The first card is "Guests with more than 2 stays" (Static list, 56 guests). The second and fourth cards are "Guests who Stayed on Christmas" (CSV Upload, 35% bounce rate). The third card is "Guests who Stayed on Christmas" (CSV Upload, List Rejected due to high bounce rate). The fifth card is "Guests who Stayed on Christmas" (CSV Upload, List Under Processing). The sixth card is "Guests who Stayed on Christmas" (CSV Upload, List Archived). Each card has a "PREVIEW" button.

# Build Personalised Guest Engagement for the Entire Guest Journey



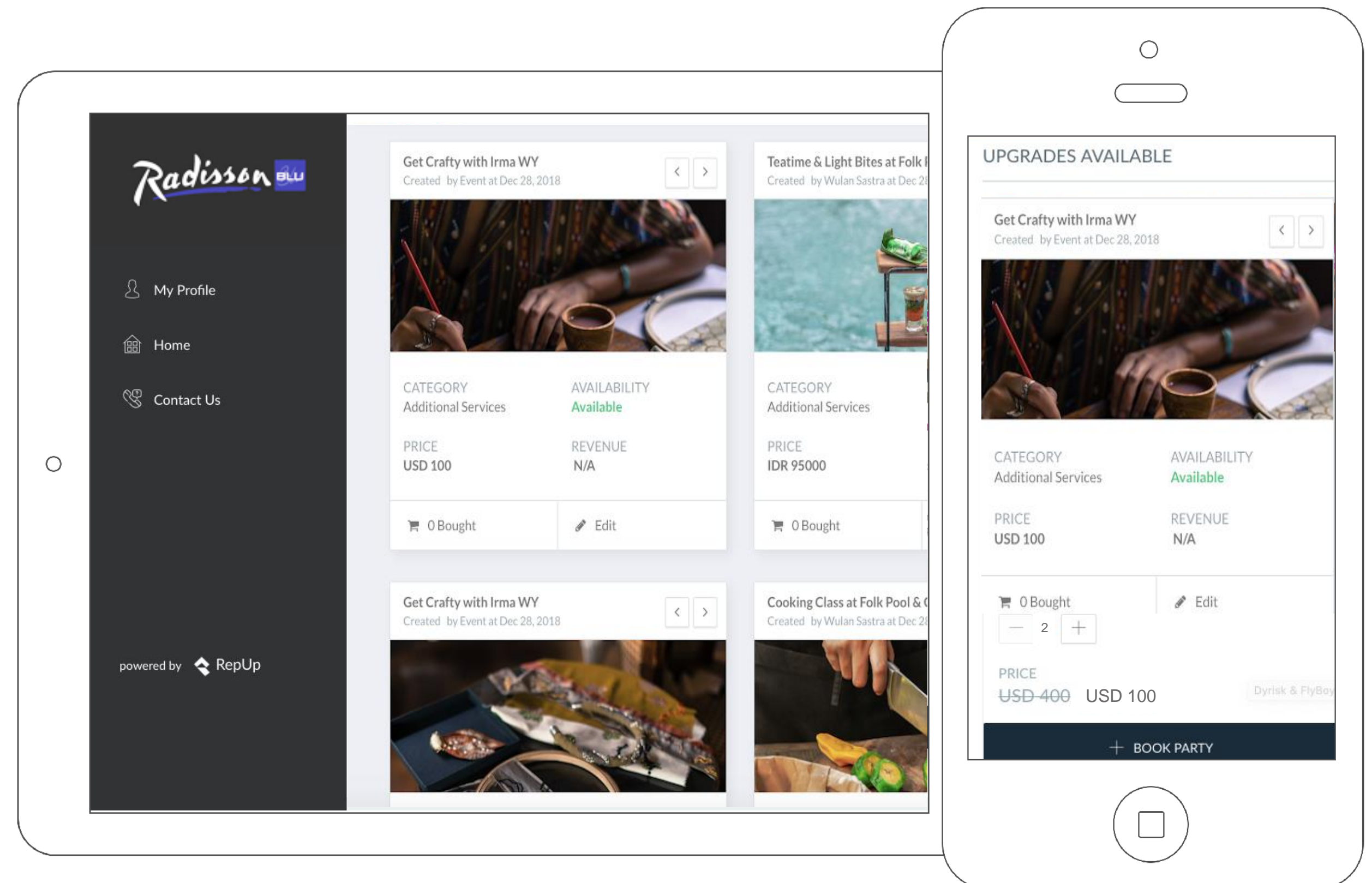
# Know your Guests before they arrive



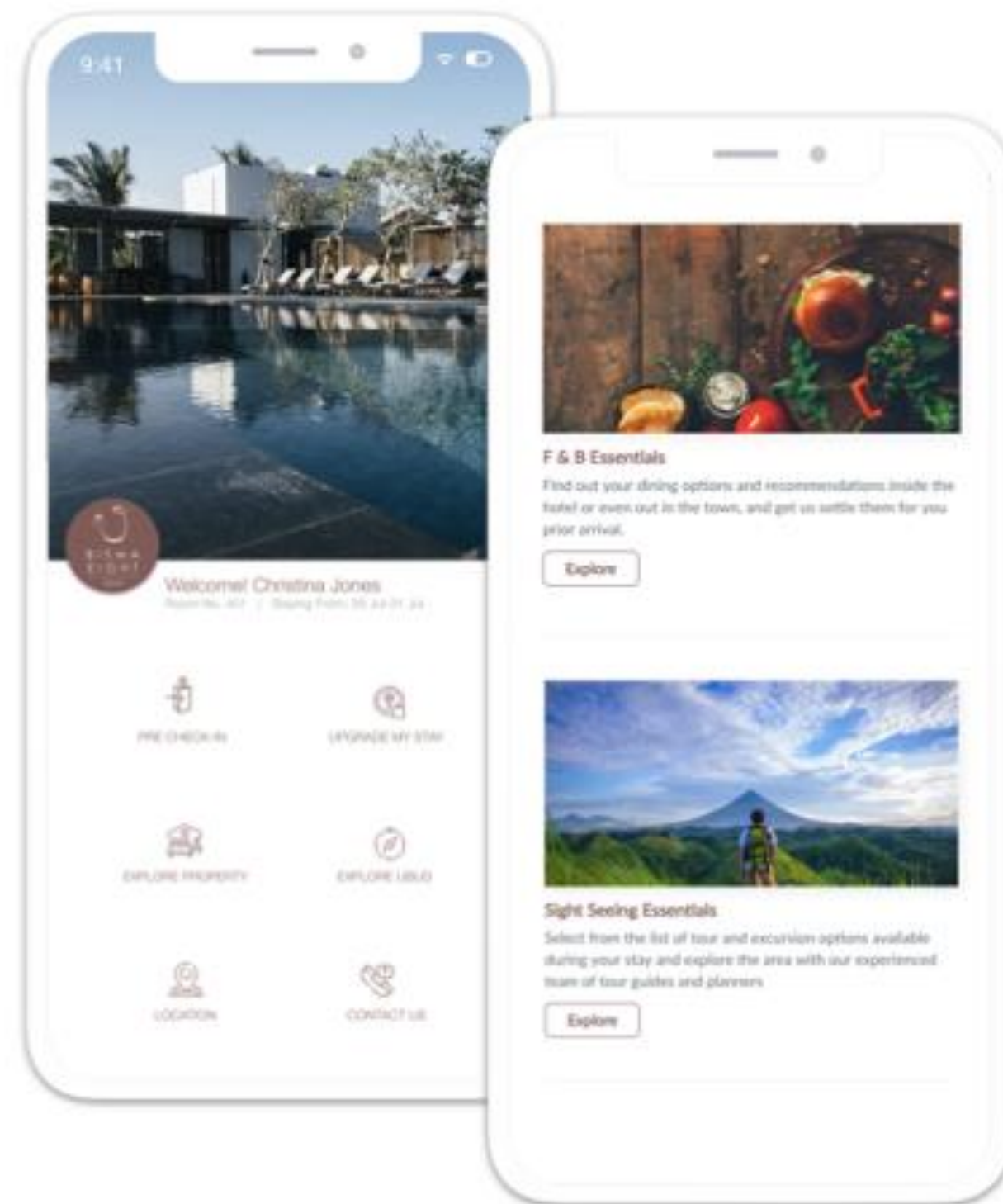
- ▶ Collect preferences from guests through a customisable Pre-check in process.
- ▶ Know guest preferences like food allergies, preferred cuisine, arrival time, arrival medium etc and segment them accordingly.
- ▶ Collect contact details for OTA guests and know about their likes and dislikes even before they arrive.

# Personalized Third Party Experience

- ▶ Create personalised Upgrade offers for each stage of the guest journey.
- ▶ With Xperium you can create upsell offers to be shown at a specific time, for guests who qualify a specific criteria, etc.
- ▶ Sell additional services like Spa, F&B, Outdoor activities etc; all with an easy to use interface that updates information in real time



# Give Guests Complete Control over Their Stay



- ▶ Let Guests control their stay with an easy to use mobile concierge that allows them to pre check-in, buy upgrades, log requests and provide feedback
- ▶ Help Guests get acquainted with the area with city info, places to see, restaurants etc
- ▶ Allow guests to easily contact the property or get directions from wherever they are

# Objective feedback at each stage

- ▶ Solve Guest Requests and concerns before they get published as negative reviews
- ▶ Collect feedback in an automated manner through in-stay and post-stay feedback emails
- ▶ Collect Reviews for TripAdvisor, Google and HolidayCheck with easy integration

Radisson BLU

BASED ON YOUR STAY WITH US, WILL YOU RECOMMEND US TO FRIENDS AND FAMILY?

0 1 2 3 4 5 6 7 8 9 10  
Very Unlikely Very Likely

ROOM

QUALITY & COMFORT  
★★★★★  
Please provide more details

WORKING CONDITION OF ALL FITTINGS AND EQUIPMENT  
★★★★☆  
Please provide more details

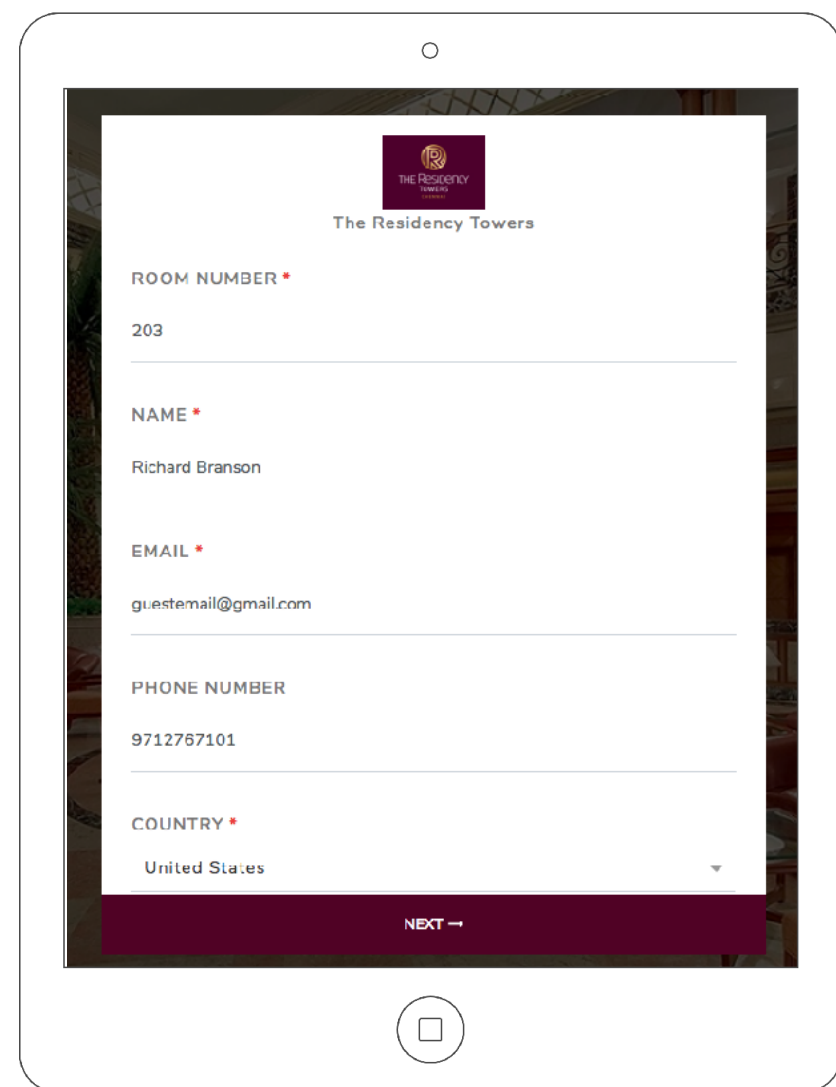
CLEANLINESS  
★★★★★  
Please provide more details

WI-FI EXPERIENCE  
★★★★☆  
Please provide more details

< NEXT >

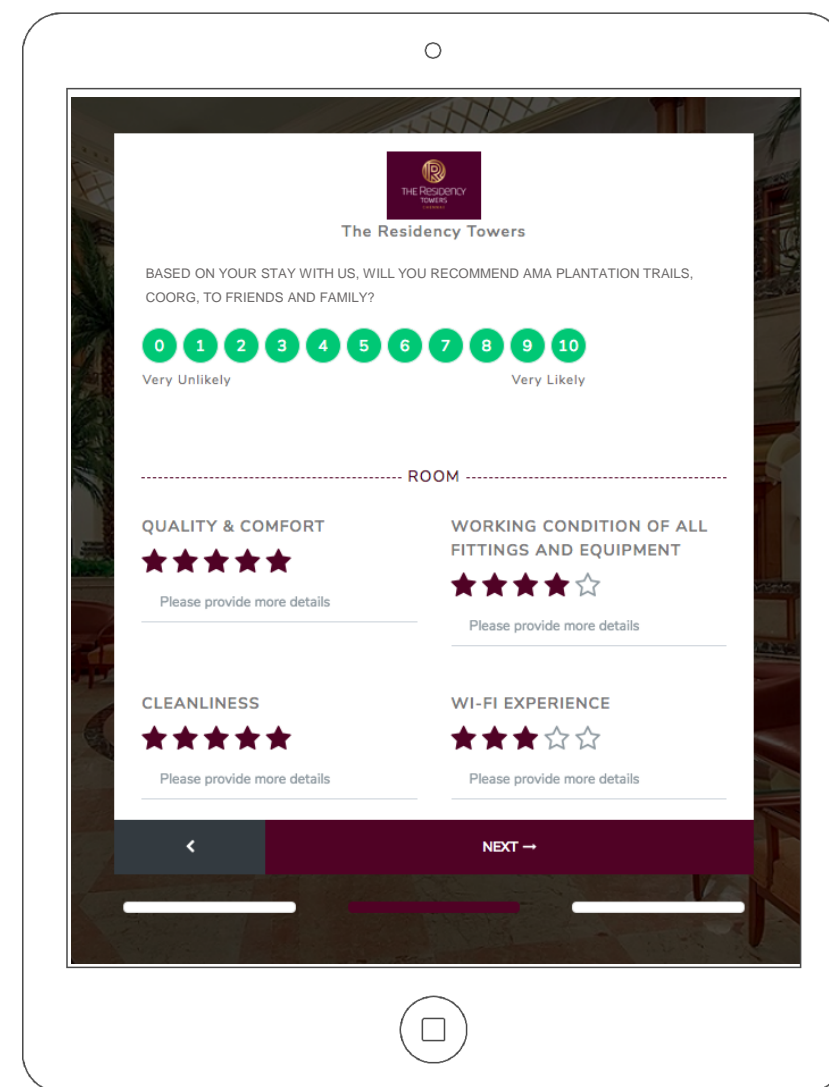


# Get 40% more reviews with unique TripAdvisor integration



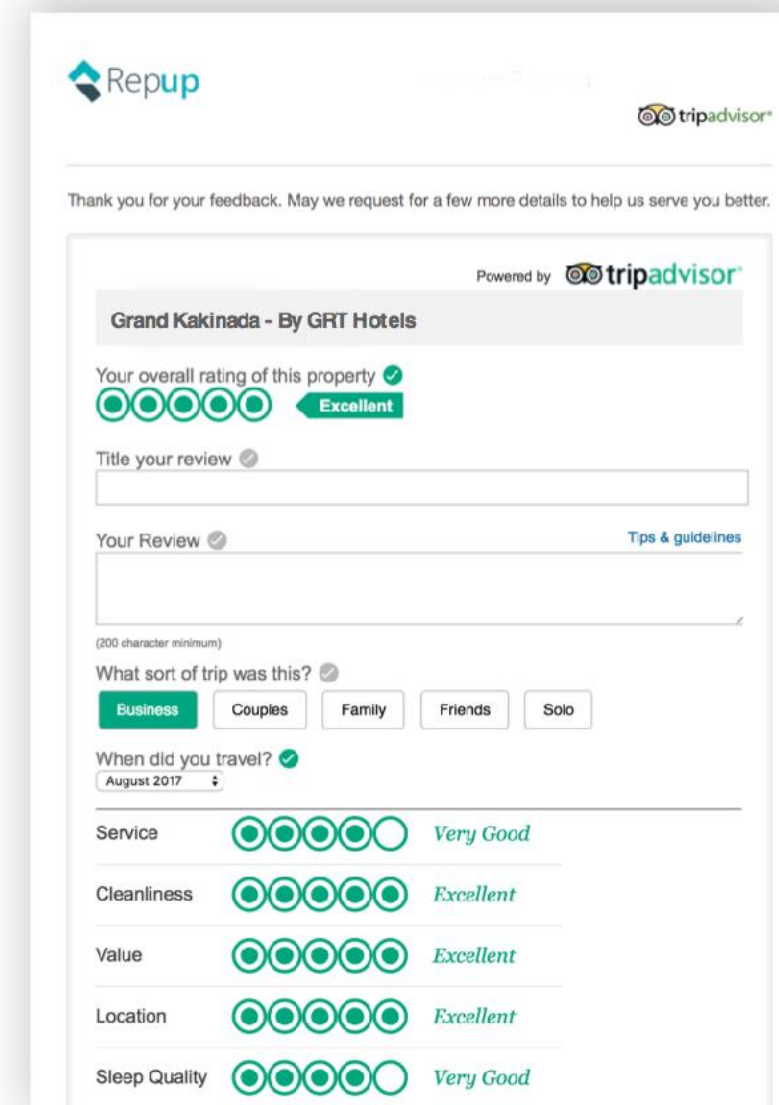
1

We automatically pre-fill the guest details at checkout



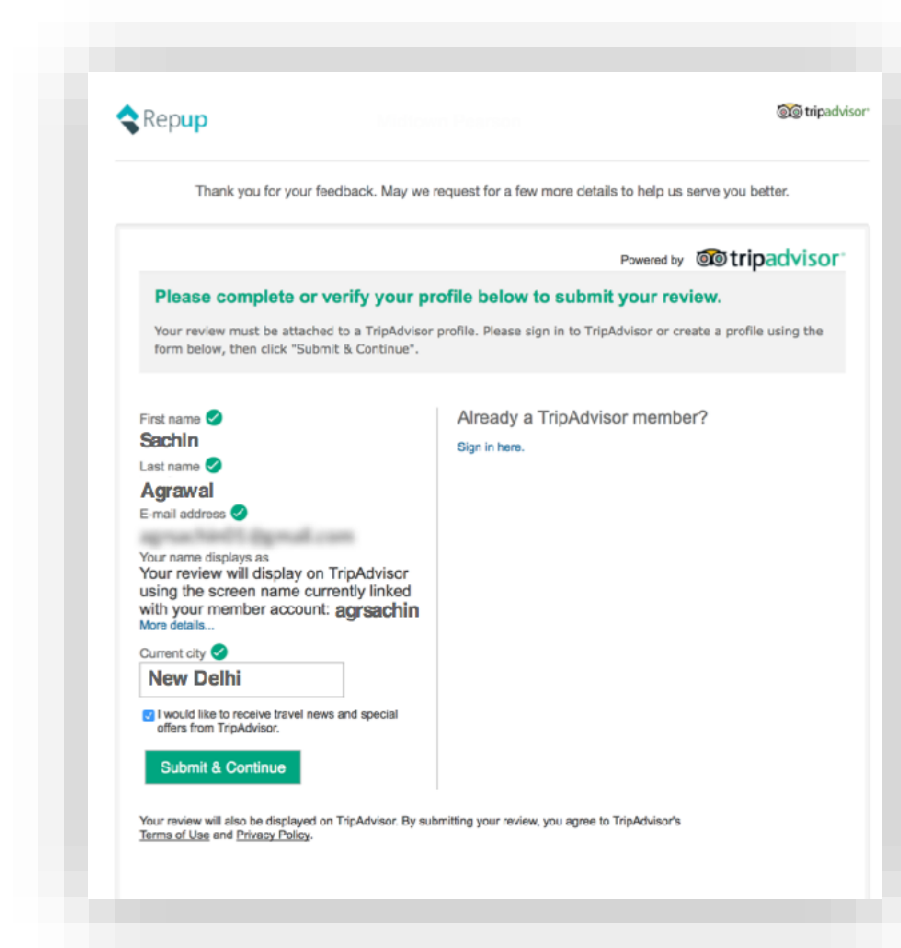
2

Guest initiates the review



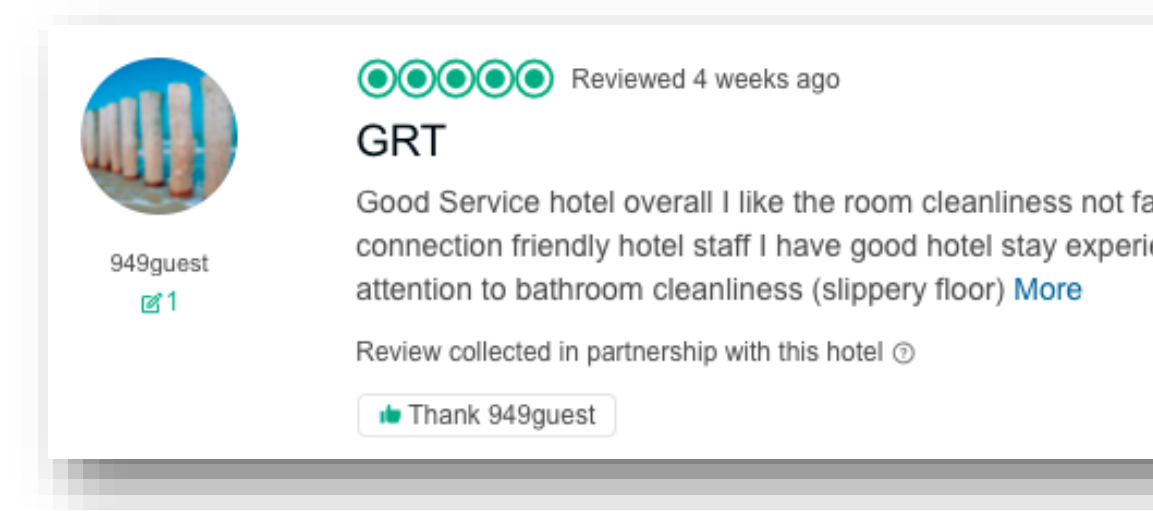
3

Guest receives a pre-filled review filled at the property on email



4

Automated Login created through email-id / No registration or app download required



5

Review posted on TripAdvisor

# Personalised email automation at scale

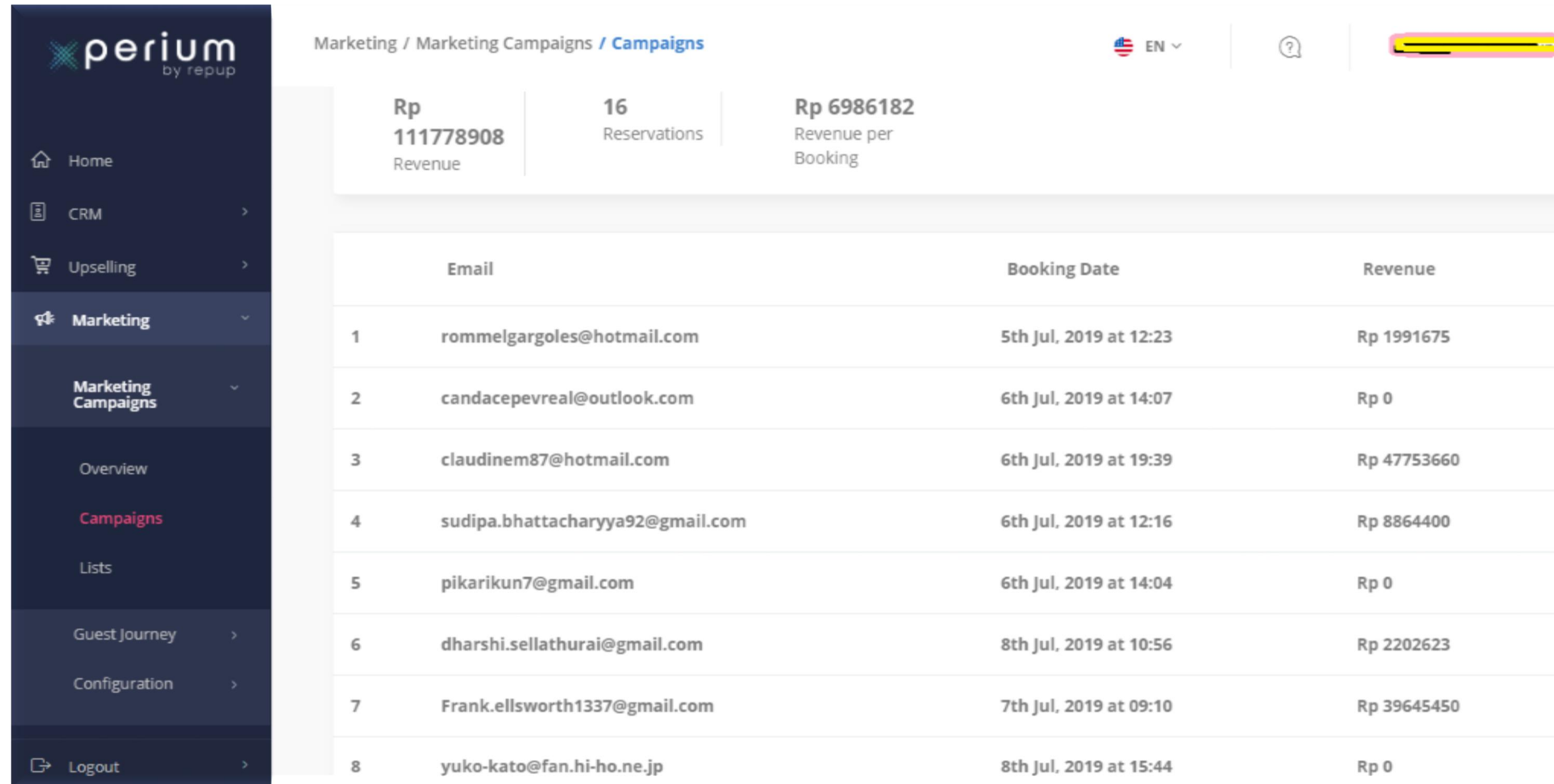
The screenshot displays the Perium marketing automation interface. The left sidebar contains navigation options: Home, CRM, Upselling, Marketing Automation, Reputation, Surveys, Survey Configuration, Survey Languages, Survey Notifications, Survey Reports, Export Guest Data, and Guest Requests. The main content area shows the 'Marketing Lists' section for 'Hotel Midtown Pearson'. It includes filters for 'SELECT PERIOD' (All Time) and 'CAMPAIGN STATUS' (All Campaigns). A search bar for campaigns and a '+ Create New Campaign' button are present. Below, a table lists 35 email campaigns, with the following details visible:

CAMPAIGN NAME	STATUS	SUBSCRIBERS	LIST	ACTIONS
Christmas Holiday Campaign Last updated on 31 Mar, 2018	Queued <small>The campaign has been queued in our system and will be running shortly.</small>	4,250	Sample List 2 + 11 More	Preview
Test Campaign 2 Sent on 21 May, 2019	Processing <small>The campaign is now processing and will start sending emails shortly.</small>	101,249	Unsubscribers Test India	Preview
Easter Campaign 2019 Sent on 11 Apr, 2019	Sent <small>The campaign has been sent. However, it may take time to deliver to guests' inboxes.</small>	44,590	Guests from USA Australia Guests	Statistics, Preview
Easter Campaign 2019 Last updated on 21 May 2019	Running <small>The campaign has started sending. The status will be updated once all emails are sent.</small>	2,301	Sample List 2 + 2 More	Statistics, Preview

A pagination bar at the bottom shows page 15 of 17.

- ▶ Increase revenue through direct bookings and ancillary revenue from marketing campaigns
- ▶ Set personalised campaign schedulers based on guest segments
- ▶ Send and schedule email for different occasions like birthdays, anniversaries, festivals and holidays
- ▶ Increase loyalty with automated bringback campaigns

# Track Highest Performing Campaign



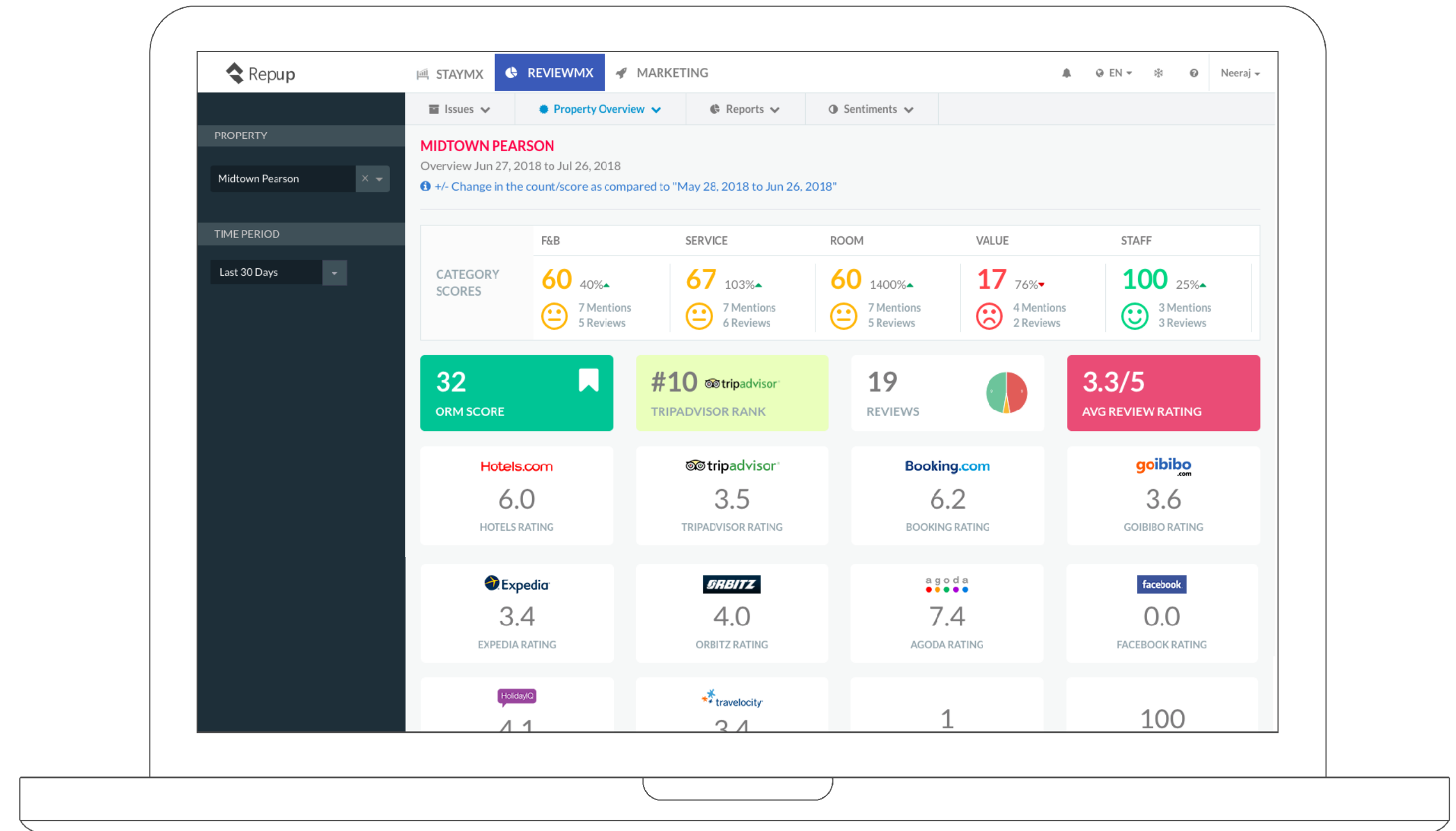
The screenshot displays the Perium CRM interface. On the left is a dark sidebar with navigation options: Home, CRM, Upselling, Marketing (selected), Marketing Campaigns, Overview, Campaigns (highlighted in red), Lists, Guest Journey, Configuration, and Logout. The main content area shows a summary of performance metrics: Revenue of Rp 111778908, 16 Reservations, and Revenue per Booking of Rp 6986182. Below this is a table of individual bookings.

	Email	Booking Date	Revenue
1	rommelgargoles@hotmail.com	5th Jul, 2019 at 12:23	Rp 1991675
2	candacepevreal@outlook.com	6th Jul, 2019 at 14:07	Rp 0
3	claudinem87@hotmail.com	6th Jul, 2019 at 19:39	Rp 47753660
4	sudipa.bhattacharyya92@gmail.com	6th Jul, 2019 at 12:16	Rp 8864400
5	pikarikun7@gmail.com	6th Jul, 2019 at 14:04	Rp 0
6	dharshi.sellathurai@gmail.com	8th Jul, 2019 at 10:56	Rp 2202623
7	Frank.ellsworth1337@gmail.com	7th Jul, 2019 at 09:10	Rp 39645450
8	yuko-kato@fan.hi-ho.ne.jp	8th Jul, 2019 at 15:44	Rp 0

- ▶ Figure out which campaign are most successful for your property
- ▶ Start segmenting by overall purchased activities
- ▶ Find your best revenue-producer and add them into automation
- ▶ Increase loyalty with automated bringback and other campaigns

# Measure everything in an integrated dashboard

- ▶ View comprehensive analysis of online reviews including semantics, competitor comparison, group reports and survey analytics
- ▶ View reviews from over 150 review sources and reply from a single dashboard
- ▶ View detailed guest profiles with past history, persona and detailed activity tracking
- ▶ Schedule automated reports for review analysis, marketing campaigns and upsell performance

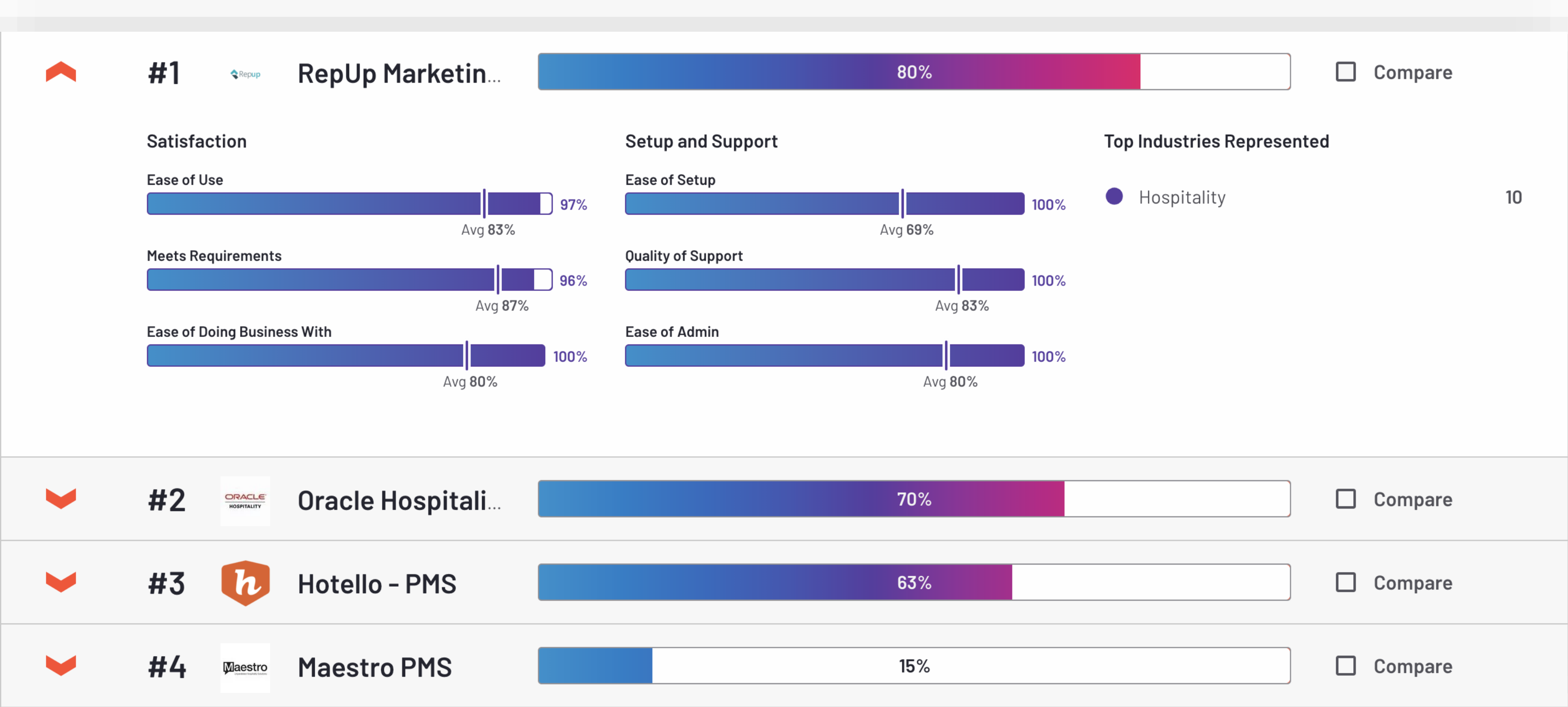


# Customers love us

“Great technology partner for driving reviews”

-Senior Director Brand Marketing Moxy hotels

Rated no 1 on G2 crowd



# Brands who moved to Xperium.AI



# What do you get with Xperium

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## CRM & Loyalty

- ▶ Connect with existing systems to get a complete view of your guest profile with rich history and analytics. Design customized loyalty programs.



## Marketing Automation

- ▶ Segment your guests and automate marketing to promote loyalty, one-time offers and events. Design beautiful campaigns using customized templates.



## Reviews & Surveys

- ▶ Drive more bookings by effortlessly managing online reputation and improve ratings by collecting objective feedback and using a review collection process.



## Personalized Upselling

- ▶ Increase revenue through targeted upsells and personalized communication. Automatically replace offers that don't work with ones that do.



## In-stay Virtual Assistant

- ▶ Showcase hotel services and allow guests to buy upgrades, make requests and communicate with staff through AI enabled in-room tablets.



Learn more about our entire solution at [xperium.ai](https://xperium.ai)

