



# Vacation-experience company uses data to transform travel

Guest-centric application delivers personalization

## Delivering smooth sailing

Vacations are changing. Rather than just a destination, trips need to provide experiences that can be easily captured on social media. Staying in one place for a week is no longer the main draw for vacationers.

According to industry research, 82% of millennials took vacations last year—ahead of any other demographic. And this younger generation of travelers wants experiences over anything else. In fact, millennials are twice as likely to seek adventure compared to other generations.

## Unlocking data to improve the client experience

For a vacation-experience company, the goal is to keep guests at the center of all they do and leave them with an experience of a lifetime.

The company is working to become even more traveler-friendly by transforming the guest experience with smart technology and artificial intelligence. From the moment guests book a vacation to the time it ends on the last day, they are the number one priority because happy guests are much more likely to re-book.



However, the company struggled to extract meaningful data to better understand and anticipate guest needs during those vacations. The solution was to use many sensors to gather information on the guest experience and then use that data to improve the overall customer experience.

## Creating personalized service

The company launched a pilot project at one property to create an intelligent wearable device that personalizes each guest's experience via mobile apps, kiosks, and in-room televisions.

This process began three years ago when the company engaged Capgemini to help with the project. The decision was made to approach the development of the wearable device with a start-up mentality to ensure it created a tool to provide the ultimate vacation experience. The company chose Capgemini because of a proven track record and history of success. In addition, Capgemini delivered quality work and collaborated successfully with other companies and developers.

Working with partners Dynatrace and ServiceNow, the project grew from a handful of developers to almost 100 to prepare the code to deliver the wearable device. The team helped develop the quality-control processes, including an automation team to ensure apps could be deployed with no issues, a watch team to resolve immediate problems, and a team to identify trends to solve recurring incidents.

The goal was to create a process that easily deployed a new app so the client could rapidly expand the implementation of wearable device across its properties.

## Excellent guest experience, valuable data

The device is being rolled out across a select number of properties after a successful pilot program. Guests will enjoy services such as:

- Cashless payments
- Keyless entry to their rooms
- Online check-in
- Booking theater seats
- Determining dining options
- Choosing local excursions
- Ordering food and beverages for delivery anywhere on the property.

The goal was to elevate the guest experience in every aspect. The wearable device streamlines the vacation experience, so guests can do more of what they love, while providing real-time analytics to the company. This allows it to learn about preferences and suggest activities based on guest behavior and combine this with detailed notes from the local staff. This information also helps identify new prospects with similar interests and behaviors.

The long-term goal is to offer the device across all vacation brands. Vacation demographics are changing and younger people value quality experiences, so real-time analysis and deep insights will allow the company to spot trends, attract new guests, anticipate changing needs, and continue to deliver the best vacation experience.

## Key partners

- Dynatrace
- ServiceNow

## Services and technology

- Dynatrace OneAgent
- Security Operations Center
- Data center and network services
- 24x7 service desk
- Database services

## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion (about \$15.6 billion USD at 2018 average rate).

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