

Empowering teams with comprehensive, trusted data

## Driving better customer journeys and increased productivity



Radisson Hotel Group (RHG) is an international hotel group that provides a 360-degree guest experience and a “Yes, I Can!” service philosophy.

With the Reltio Connected Data Platform, RHG unifies data scattered across multiple systems and provides a 360° view of its hotels and guests to delight customers, boost operational efficiencies, and deliver more accurate reporting and insights.

**Year Founded**  
1960

**Over 1,340**  
hotels in operation and under development in 95+ countries

**70,000+**  
employees worldwide

**50 million**  
customers across the globe

### Meet Radisson Hotel Group

As inflation continues to rise and travelers face higher airfares and hotel rates, consumers and corporations alike are seeking ways to reduce rising travel expenses. By building a consistent, personalized profile of customers, it becomes increasingly easier to market to them while boosting loyalty and revenue. In addition, accurate and comprehensive hotel data makes it easier for customers to select a hotel with the amenities they want.

Radisson Hotel Group (RHG) wanted to build a solid, trusted data foundation to fulfill its vision of enhancing the customer experience, increasing customer satisfaction, reducing operational inefficiencies, and driving better conversion rates. To do so, they needed to consolidate data from a variety of sources—causing them to search for a data unification and management solution.

### Challenges

“When I joined Radisson Hotel Group, there was no master data management solution. All of our data was siloed across multiple different systems, and each system was managed by a different master data application, which created inconsistency,” commented Jonathan Genah, VP of Information Management and Enterprise Integration Center of Excellence at Radisson Hotel Group. Other additional complexities included no clear processes, and business functions were using different data sets with no single source of truth.

Radisson Hotel Group encountered challenges to create a golden record for every customer. Disconnected data compromised data quality and led to process slowdowns, also making it difficult to offer the best possible customer and guest experiences. Other complications were related to the lack of ownership for each domain regarding governance and the master record itself. In addition to operational inefficiencies, this caused a lack of trust in the data and increased manual work.

Hospitality architecture is complex and composable—and the consistency of the application master data in each application is critical. The team determined they would need a data unification and management platform to master and best use their data.

## Why Reltio

During this evaluation period, Nouman Ali, Senior Director of Global Data Governance & MDM at Radisson Hotel Group, mentioned, “From an architectural standpoint, we are a very agile organization. Most of our systems are developed and deployed on the cloud. We wanted a scalable solution and a SaaS product because we didn’t want to spend effort maintaining the platform and worrying about upgrades and downtime.” In addition, usability and user-friendliness were important to remove the dependency on technical users so the lines of business teams could manage their data the way they wanted.

The RHG team ultimately selected our Reltio Connected Data Platform because it was “born in the cloud” as a SaaS offering, had the high performance they needed for their large data volumes, and was easily scalable to adapt to business seasonality. In addition, they appreciated the intuitive UI that would empower their business users to get value from their data without requiring technical assistance. Last, but not least, our integration options gave them confidence they could connect and unify their many data sources with ease.

## Radisson Hotel Group’s solution

The team chose to take a phased approach to strategically address its business challenges. First, they decided to unify hotel (location) data to reduce inefficiencies. Employees’ time was freed up because they no longer had to manually maintain the information and attributes for every hotel in spreadsheets instead of a centralized system. In addition, making accurate hotel information instantly available would increase customer attraction and retention. Also, the marketing team would be able to target specific guests in specific locations, enabling marketing to execute more strategic campaigns.

Next, unifying and enriching B2B data—which included the use of Dun & Bradstreet’s organization and hierarchy data—was a key focus for Radisson Hotel Group to understand how its business customers were organized and structured so they could track and offer discounted pricing for related groups. The new view would enable the team to use knowledge of those relationships in rate negotiations. Their business customers, in turn, could be sure they received their preferred rates when booking guest or conference rooms.

“Before an MDM solution, people were looking at websites to generate a code to find the nearest airport and coming up with an ID. If a person was on holiday, we had to wait for them to return to work. It would take 2-3 days or more if that person was not available. Now, we can do this in seconds.”

– **Nouman Ali**

Senior Director  
of Global Data Governance & MDM at  
Radisson Hotel Group

## Solution

- Reltio Connected Data Platform with a current focus on the hotel and B2B customer domains and B2C customers in the pipeline.
- Multiple application-level master data management tools were replaced by one central hub RHG calls OneMDM (our Reltio platform)
- Over 15 connected systems including ERP, content management, revenue management, BI and analytics, CRM, marketing, third-party data providers, data lake, data warehouse, relational DBs, and message queues

## Results

Using the Reltio Connected Data Platform, Radisson Hotel Group has improved its business responsiveness with trusted, interoperable data. The company has increased operational efficiency with streamlined processes to maintain accurate hotel (location) data. With comprehensive data for B2B customers, RHG has improved pricing negotiations, provided better service, and increased revenue.

In addition, RHG is now able to:

- Mobilize trusted, interoperable data—sharing it with all channel-facing systems in real time—which supports sales analytics and process optimization
- Improve data quality for more accurate reporting and insights
- Drive a more holistic customer experience—thereby increasing customer loyalty and minimizing churn

“For the B2B implementation, there was 65% accuracy at the beginning of the program for each attribute, 85% at the middle; and at the end of the program, there was 95% accuracy for each of the attributes,” mentioned Genah. These results led to building trust and expanding the impact of the MDM program as business units started to see tangible results.

## Next steps

Next, the RHG team plans to simplify the complexity of its B2C business by building an accurate and comprehensive profile for its guests. This would enable hotel staff to better anticipate guests’ needs to deliver more enjoyable guest experiences. That, in turn, would increase loyalty and the success of marketing campaigns—ultimately improving top-line revenues.

This phased approach helps RHG build on incremental successes, showcasing the value of solving each problem. This helps them get stakeholder buy-in as they identify new business challenges.

This strategy has helped the Radisson Hotel Group team keep momentum—phase after phase.

powered by 

## Benefits

- Streamlined over 30 processes for maintaining hotel data, freeing employees for value-added work
- Better customer experience when searching for RHG hotels by ensuring hotel information including amenities is accurate and current
- Improved pricing negotiations with business customers based on an understanding of business volumes across related parties
- 30% increase in data quality for accurate reporting, insights, and decision support
- Increased revenue due to more effective marketing and increased guest satisfaction

### ABOUT RELTIO

At Reltio, we believe data should fuel business success. Our AI-powered data unification and management platform—encompassing Reltio 360 Data Products, Multidomain Master Data Management (MDM), and Entity Resolution—transforms siloed data from disparate sources into unified, trusted, and interoperable data. The Reltio Connected Data Platform unifies and delivers interoperable data where and when it’s needed, empowering data and analytics leaders with unparalleled business responsiveness. Leading enterprise brands—across multiple industries around the globe—rely on our award-winning data unification and cloud-native MDM capabilities to improve efficiency, manage risk, and drive growth.

To learn more, visit [www.reltio.com](https://www.reltio.com)

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