A Data Journey:
How Wyndham Hotels & Resorts is delivering hyper-personalization on a global scale
SARAH PANNACCIULLI
Senior Director CRM Strategy and Enablement
Wyndham Hotel & Resorts

GUY CIERZAN
Managing Partner
ICF Next
89+ Million Members | 90+ Industry Accolades in 5 Years

WYNDHAM REWARDS
You’ve earned this.

ECONOMY
- Microtel by Wyndham
- Days Inn by Wyndham
- Howard Johnson by Wyndham
- Travelodge

MIDSCALE
- Ramada by Wyndham
- Wingate by Wyndham
- Hawthorn Suites by Wyndham
- AmericInn by Wyndham

UPPER MIDSCALE
- La Quinta by Wyndham
- Trademark Collection by Wyndham
- Tryp
- Wyndham Garden

UPSCALE
- Wyndham
- Dazzler
- Epoisses

UPPER UPSCALE
- Wyndham Grand

LUXURY
- Registry Collection Hotels

9,000 hotels | 95+ countries | 21 global brands
Everyone’s Goal is to Increase Customer Personalization.

Where do you start?
No One’s Path to Hyper-Personalization is Straight
Our Starting Point

Executing simple A/B offer tests in a singular channel for a singular behavior.

Not changing behavior as much as we wanted.
A Broader View of the Member Journey

Step back to gain a more holistic understanding of members’ journey

Analyze how various segments experience journeys differently

Identify Critical touch points throughout the journey
Going Deeper: Leveraging Segments to Power Personalization

+ Hyper-personalize the member journey via enhanced segmentation and data-driven understanding of customers

+ Leverage predictive modeling and multiple data points over time to differentiate segments
<table>
<thead>
<tr>
<th>Member Name</th>
<th>Account Links</th>
<th>Points Earned</th>
<th>Member Number</th>
<th>Member Status</th>
<th>Length of Stay</th>
<th>How they Booked</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Name</td>
<td>Account Links</td>
<td>Points Earned</td>
<td>Member Number</td>
<td>Member Status</td>
<td>Length of Stay</td>
<td>How they Booked</td>
</tr>
</tbody>
</table>
The Who, What and How

**Analytics - Who & What**
- Identifying the opportunity, audience size, and goal
- Sizing for movement and optimal ROI

**Strategy - How**
- Determining the right tactic and levers
- Personalizing the channel, offer and message to the individual within a segment
Adopting a Test and Learn Mentality
Setting ourselves up to measure the impact, apply learnings, and advance future efforts.

First, determine what you are testing:
+ Channel
+ Model performance
+ Strategy
+ Treatment or offer
+ Messaging

That informs the test plan:
+ Global holdouts
+ Local holdouts
+ Pseudo holdouts
+ Real-time optimization
Execute the Plan
+ Build, QA, and Launch
+ Monitor and Optimize

Measure and Refine
+ Measure Results Ongoing
+ Refine Existing Strategies
+ Apply Learnings to other segments
Discover New Opportunities
Evolving Personalized Experiences
Questions?

> sarah.pannacciulli@wyndham.com
> guy.cierzan@icfnext.com
Thank you