



SOLUTIONS

TRAVEL &
HOSPITALITY**Personalized
Guest Experiences**

AccorHotels, the premiere French hotelier with 4,100 hotels in 95 countries, elevates the guest experience with real-time, personalized messaging across channels

Challenges

- Compete and lead in an ever-evolving, more digital, more mobile market
- Deliver personalized, real-time communications to enhance the guest experience
- Consolidate data and make it actionable, to drive personalization and context of messaging
- Implement a mobile-first contact strategy

Key Results



Supports mobile-first contact strategy, putting guests in charge



Integrated Customer Profile tracks all online and offline interactions, merging data into individual profiles



Communications are personalized, real-time, contextual, often automatic, and supports the loyalty program

[Read the Story](#)[Watch the Video](#)

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 VP, E-commerce & Digital Services
AccorHotels

