infor

Wyndham claims more travel market share with data-driven decision making

Overseeing 22 brands that operate across 95 countries and 9,000+ hotels, Wyndham Hotels & Resorts focuses on providing accessible, affordable, and quality travel options for global customers. The company's high consumer demand and wide variety of service management models—based on the overall franchise approach to growth and revenue—can strain operational workflows, especially when trying to handle data and analytics from a singular storage and processing platform.

Wyndham strives to stand out from increasing competition, such as Airbnb businesses and rental markets. Driving this market share means establishing centralized data management and finding the best tools that can give franchise owners access to reliable and timely information needed for more strategic decision making. This can equip those property managers to implement better industry practices and deliver higher quality customer service, building revenue for both the local property and the brand as a whole.

WYNDHAM
HOTELS & RESORTS

Headquarters
Parsippany, New Jersey, U.S.

Industry
Hospitality

Geo-expansion
95 countries

Locations
9,000+ hotels

Marketing
22 brands

Infor products
Infor Birst®, Infor® EzRMS, Infor EPAK, Infor ION®

Website
wyndhamhotels.com

> **Infor Birst has freed up significant resources allowing expand analytics from revenue management to other areas such as customer analytics, and demand forecasting to drive more revenues and occupancy. The more that we can do that, the more we differentiate and attract franchisees and investors."**
>
> BRIAN MOHR
> Director of Business Intelligence and Voice Analytics, Wyndham Hotels & Resorts

The challenges of global success

While enjoying ongoing expansion and brand growth, Wyndham Hotels & Resorts realized it had begun to rely on a variety of disparate reporting tools that were becoming quickly outdated. This had impaired analytics efforts and slowed down decision making, as well as made it a challenge for numerous department teams to rely on the reporting data being provided in an inconsistent and untimely manner. The travel company sought a unified solution that could establish streamlined analytics across its whole network and simplify the reporting process both for the main brand as well as countless franchise and revenue managers around the world.

Wyndham has historically relied on an asset-light model, decreasing costly overhead while relying on franchisees who provide a majority of international revenue. This allowed the company to focus its resources on supporting those franchise locations through different tech-based solutions. Wyndham wanted to allow managers to pull data from multiple sources and see all relevant info through a single dashboard for ease of use. After careful consideration and extensive research, Wyndham moved forward with Infor Birst.

Why Wyndham went with Infor Birst

The organization had some previous exposure to Infor products and knew that Birst offered comprehensive self-service capabilities with business-focused functionality. Birst's single platform interface could also handle the diverse data consumption models that Wyndham preferred to work through and allowed for easy data integration from the numerous sources the travel company drew from. On top of this, Birst delivered a highly flexible system that could establish greater agility on an international scale to meet ongoing data and reporting needs.

> **"** **Having all the information at our fingertips in visualizer allows our analytics team to look at lead time and length of stay in one view versus multiple queries. Birst combines all the attributes and the data points that we need... It helps us drive different reporting and more insights than ever."**
>
> BRIAN MOHR
> Director of Business Intelligence and Voice Analytics,
> Wyndham Hotels & Resorts

Business challenges

- The organization relied on multiple reporting tools with siloed data that were prone to inconsistent reporting across departments.

- Outdated data and analytic tools hindered report delivery and made it more difficult to recruit new franchisees.

- The company is facing a shifting and highly competitive market as Airbnb takes an increasing amount of market share.

- Processing reservation data across 9,000+ hotels required a highly robust and scalable solution, with multiple teams working constantly to stay on top of a massive amount of fluctuating information.

Seeking new revenue sources

Brian Mohr, Wyndham's Director of Business Intelligence and Voice Analytics, pointed out that, "Revenue management is probably one of our biggest clients that we have right now. We utilize Birst for our revenue management team to provide them with different reports and dashboards to show how the business is performing. One of the things that Birst does really well for us is take a lot of data from various sources and combine it to give them exactly what they're looking for."

Data within the travel industry is changing, not just daily, but every minute and hour of every day. New room prices and availability can shift by the moment, and these details can build up to make a huge impact on profitability—or can hamper revenue because people simply don't have the most accurate facts to operate with.

Wyndham has employed Birst to give property managers the flexibility to change visualization based on specific time periods, comparing and contrasting booking data on a wide range of filters. Reporting for prior years can also be analyzed to provide better pricing positioning while maintaining optimal reservation activity. This sort of functionality and data availability has significantly improved the efficiency of the company's revenue managers and given Wyndham a further foothold in a highly competitive marketplace.

Unifying the data for future performance

Birst has been critical in helping Wyndham bring together old data with the constantly growing new data sourced from its over 9,000 properties around the world, each of which can be based on different service models and customer traffic trends. By tying the old data together with the new, Wyndham is able to leverage industry insights more accurately.

Prior to 2018, the company's business intelligence team relied on the MicroStrategy product, which, while good at extracting data from network sources, couldn't actually let users query the available data. The clunky process slowed analytical efforts and left a lot of data unprocessed on a daily basis. With Birst, however, the company is now able to take in data from more than 9,000 hotels, comprising over two billion records (and growing) and simultaneously deliver that same information to the revenue managers who are able to then act on the reports and get answers to vital operational questions.

Streamlined reporting to provide reliable insights

Mohr noted that, "The biggest problem that we previously encountered was the time it took to get reporting out to the organization, where team members wouldn't wait for the reporting to come out of MicroStrategy, users would go find the sources themselves and compile it in Excel which proved difficult to replicate."

All Wyndham properties are connected through a central reservation system, which was intended to handle all of their bookings. Because of data silos, though, managers had to go into the property management system, pull out desired datasets, and compile it all in individual Excel files to track history. That data could widely vary on the exact same day, giving different property managers different answers.

This kind of confusion and conflicting strategic analysis couldn't be allowed to continue. Now with Infor Birst, Wyndham data is centralized, ensuring that everyone is able to access the same data at any point in time, with relevance to respond to a particular pain point with confidence.

Business results

- Wyndham has saved up to 24 hours per week per department with automated reporting.

- Leadership can support data-driven decisions faster using real-time reporting on a daily basis.

- Better pricing decisions are made with real-time, actionable insights across the global network.

- Departments have increased confidence in using available data, with everyone able to view and act on the same revenue numbers.

- TCO is lower because of less needed maintenance on previously disparate data management and reporting services.

- Wyndham boosts growth through more franchises and new site development.

Daily reporting to free up dedicated resources

The company also wanted to establish daily reporting, giving executives an at-a-glance overview of how the whole brand is performing and the whole customer journey from booking through to final travel experiences. This was essential to determining optimal booking rates, customer satisfaction, and industry trends that could be harnessed to boost revenue. But this level of reporting required a significant amount of time and had multiple full-time employees committed to the effort—and normally still took weekly or biweekly meetings to stay on top of.

With Infor Birst, this process transitioned to automated daily reporting, which let those teams be reallocated to higher priority analytics and other revenue drivers, such as demand forecasting.

Empowering internal and external customers

The organization doesn't just cater to travel customers, but also aims to deliver higher quality service to their own revenue management team, field operations team, and marketing team. This involves ensuring that the tools being made available to franchisees and investors provide visually appealing layouts and comprehensive data that's necessary to do their jobs to the best of their abilities. Plus, Wyndham is able to use the data to differentiate their brand services and give their franchisees a competitive edge.

Proper data and analytics can help the Wyndham brand attract more franchise managers, improve their performance, and retain more loyal investors. Wyndham can more easily pitch developers to build a Wyndham property and convert market information into actionable growth strategies.

Mohr clarified that, "We're also trying to make sure that our field operations team are equipped with insights to create a plan to help hotels that are underperforming so we can retain them by getting them get back to generating more revenue or improving their quality."

Ongoing support from the Infor team

Throughout this process, Wyndham has been working closely with Infor, getting help for more complex reporting goals. In the end, Mohr is pleased to say, "The Infor team was very helpful and instrumental in translating the business rules into Birst logic, so that users get exactly they data and insights they need and do not have to revert to the old way of manually getting what they need in Excel."

With Infor Birst, Wyndham Hotels & Resorts has saved up to 24 hours per week per department with real-time automated reporting and is able to make faster data-driven decisions. As their organization continues to grow and expand, so has their confidence and accuracy in keeping revenue at its peak across their worldwide operations.

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