

Enhancing Guest Experience with AI-Powered Hospitality

How GWC partnered with the client to revolutionize hotel operations and deliver smarter, data-driven experiences for guests worldwide.

Executive Summary

A global leader in the hotel and hospitality industry, wanted to strengthen its guest experience strategy by leveraging AI and analytics. With customer expectations evolving rapidly, Accor required a solution that could deliver personalized services, optimize operations, and provide real-time insights into guest behavior.

GWC partnered with the client to design an AI-powered hospitality solution that integrated guest data, operational systems, and analytics, enabling Accor to deliver smarter, data-driven experiences.



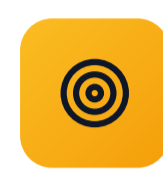
AI Personalization

Delivering tailored guest experiences through advanced machine learning



Real-Time Analytics

Actionable insights from unified guest data and operational metrics

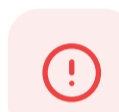


Scalable Framework

Enterprise-grade solution for multi-property global operations

The Challenge

Fragmented Guest Insights Hindering Experience Excellence



Key Challenges

Critical pain points affecting operations

- Guest preferences and booking data were stored in disparate systems
- No unified framework for personalized recommendations or service optimization
- Manual tracking of guest experience metrics delayed action on feedback
- Leadership lacked real-time visibility into operational performance across properties
- Growing competition in the hospitality industry made customer experience a key differentiator

Current State Metrics

Performance before transformation

Guest feedback analysis

Post-stay only, reactive

Personalization

Limited to loyalty programs

Operational efficiency

Tracked in silos

Improvement planning

Heavy reliance on manual surveys

The Solution

AI-Powered Hospitality Platform

GWC implemented a comprehensive customer experience transformation solution powered by AI, creating a unified platform that connects guest data, operational systems, and analytics to deliver exceptional, personalized hospitality experiences.



Guest 360 View

Integrated booking, preferences, and feedback data into a unified model for complete visibility



AI Personalization

Delivered tailored recommendations for services, dining, and amenities using machine learning



Operational Dashboards

Provided managers with real-time KPIs on occupancy, service quality, and efficiency



Feedback Analytics

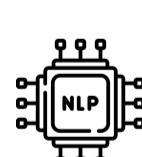
Automated sentiment analysis on guest reviews and surveys for proactive improvements



Executive Reporting

Leadership gained visibility into guest satisfaction and operational excellence metrics

Technology Stack



- AI/ML Models – personalization and predictive insights

- Power BI / Domo – real-time operational dashboards

- SQL / APIs – data integration across booking and feedback systems

- NLP Tools – guest sentiment analysis

Business Impact

Transformative results across guest experience, operations, and strategy



Guest Experience Impact

- Enhanced personalization improved guest satisfaction and loyalty
- Faster response to guest issues with real-time feedback insights



Operational Impact

- Improved efficiency with real-time operational KPIs
- Better alignment of resources with guest demand



Strategic Impact

- Positioned Accor as a hospitality innovator leveraging AI
- Built a scalable AI-driven platform for global operations