

From All Access to Intelligent Display

From our All Access integration to our Intelligent Display capabilities, RoomIt provides unique value to your program by enhancing your wellbeing & compliance, savings, and employee satisfaction.

Fully integrating with RoomIt's intelligent display provides access to the full array of capabilities of the RoomIt technology platform...

All Access

Intelligent Display

IMPROVED CONTENT & EXPERIENCE

More coverage and content, virtual payment.

RESULTS POWERED BY MACHINE-LEARNING

Display optimal results to achieve your program goals.

RATE SECURITY

Automatic squatter rate removal, supported by on demand reporting, to ensure program integrity.

UNIVERSAL CONTENT CONSISTENCY

Maintain consistency of content across your booking channels.

INDUSTRY-LEADING DATA CAPTURE AND REPORTING CAPABILITIES

Enable industry-leading data capture and reporting capabilities based on rates displayed to travelers at time of booking. Gain access to the Rate Security and the Rate Availability & Competitiveness Report.

MISSED & REALIZED SAVINGS REPORT

Identify missed and realized opportunities based on the rates displayed to each traveler at time of booking.

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"Intelligent Display makes it easier for my travelers to find the hotels they're looking for."

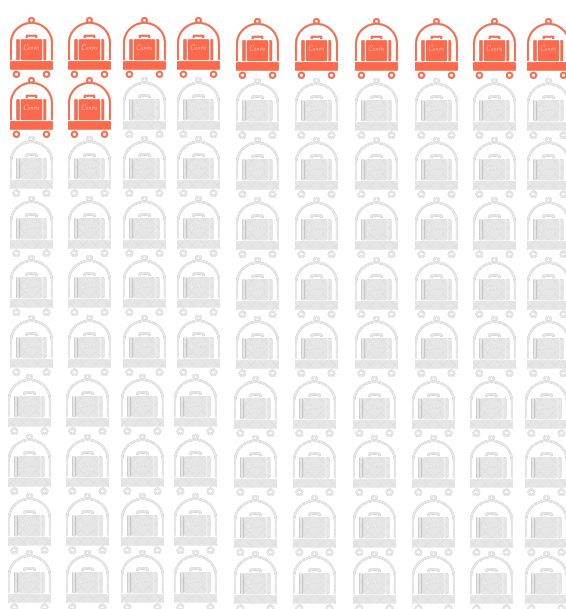
Pilot Travel
Manager

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Intelligent Display expands your influence by unlocking access to tailorable machine-learning powered displays, consistent content across all channels, and enhanced data capture and reporting capabilities.



Why enable Intelligent Display? ... Content relevancy matters.



99% of bookings

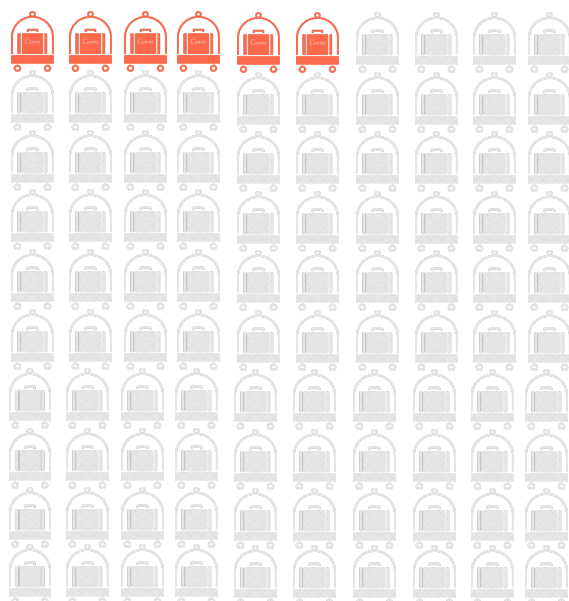


99% of bookings are made at just 92,000 properties.

95% of bookings



95% of bookings are made at just 47,000 properties.



Having broad content coverage is a great asset because it ensures your travelers have options on high-travel weeks and when potentially traveling to remote regions with lower coverage, but all of that available content presents the challenge of creating a lot of unnecessary noise.

Intelligent Display creates a frictionless shopping experience allowing you to enjoy the benefits of broad global coverage of available content, while ensuring you're surfacing only the most relevant, program friendly content that travelers will love.

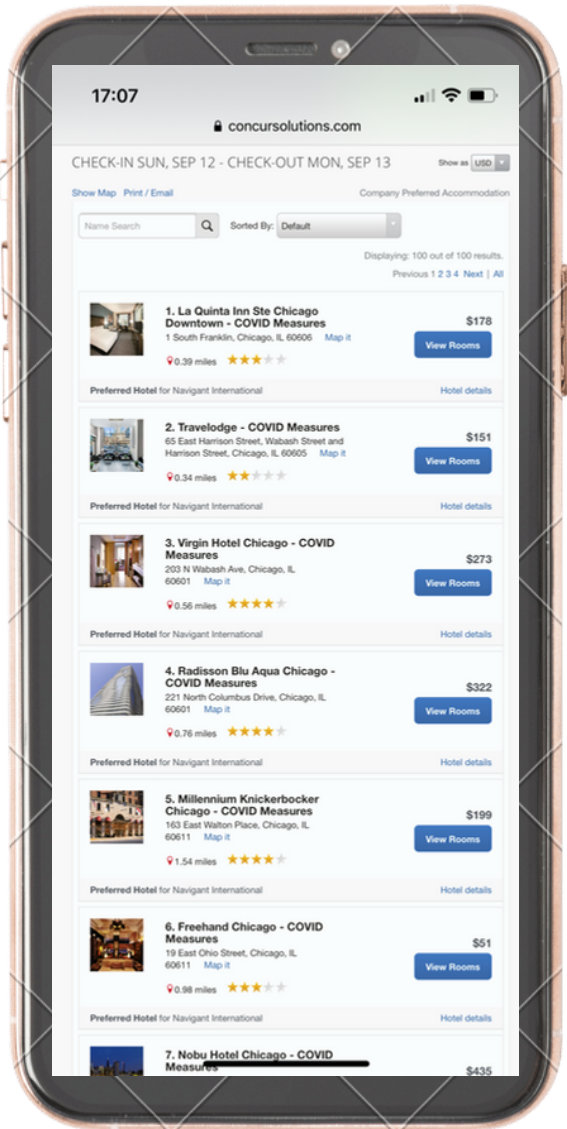
Our tailored, machine-learning powered display helps travelers do the right thing by marrying traveler desires with business needs based on your desired results.

Program Calibrated Results

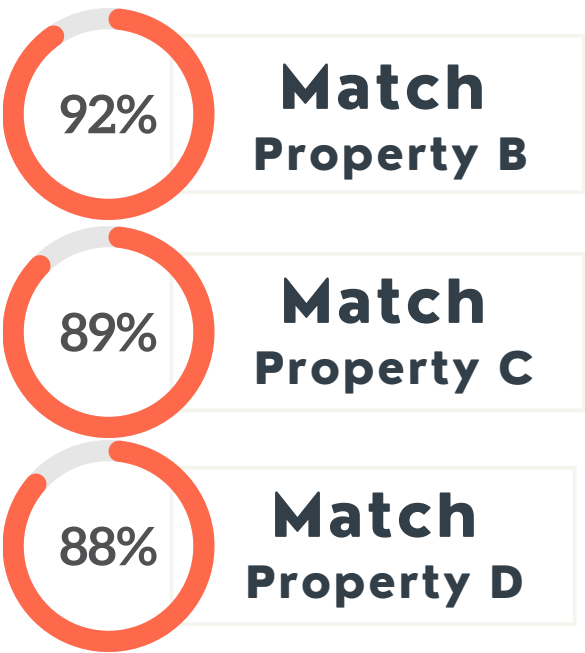


Traveler

- Stays frequently at Property A
- Recently has stayed at Property B
- Likes rooms with King beds
- Books refundable rates
- Books rates without breakfast
- Very price conscious
- Colleagues prefer Property A



Property A takes the first position because it is the property that best meets the business objectives that the traveler also has a high probability of booking based on he and his colleagues' preferences.



What are we hearing from implemented clients?



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"It's not disruptive. I mostly notice the change in the reduction of complaints from travelers."

Pilot Travel Manager

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Machine-learning powered displays

How does Intelligent Display Enhance your current OBT experience?

Traditional OBT displays run on simple, rules-based sorting that present a directionally correct set of property and rate results based on a basic set of prioritized variables.

These simple, rules-based results can't account for the complexities of traveler buying behavior leading to increased traveler friction and program leakage.

01 Price 

02 Preferred Status 

03 Distance 

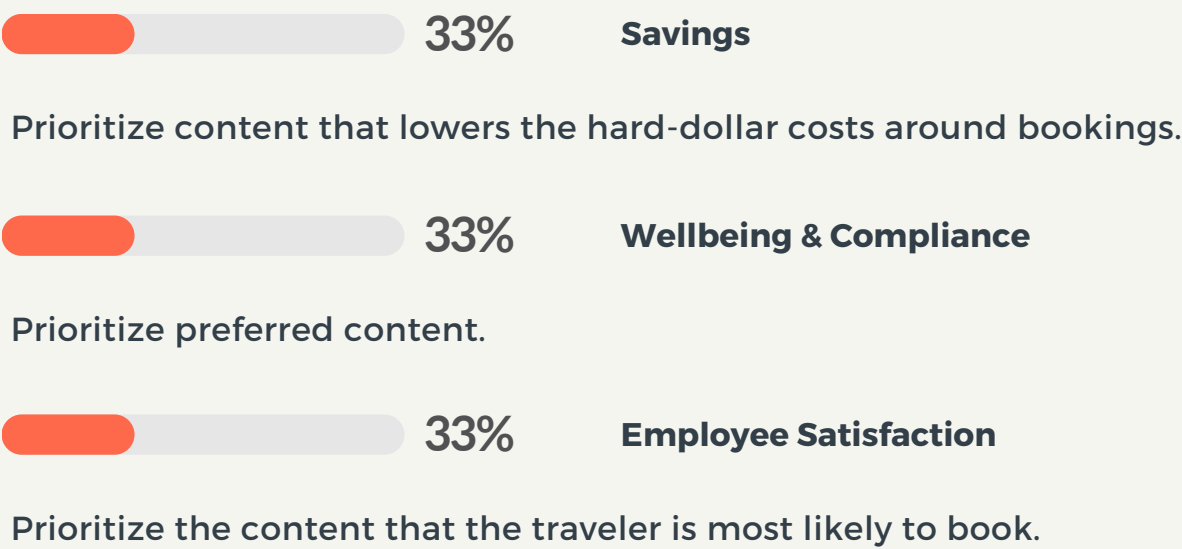
Intelligent Display helps you take command of optimizing your program through tailorable machine-learning powered displays.

Machine-learning powered displays enhance the traveler experience and improve your ability to convert bookings that drive the KPI's your program cares about most, because they are constantly learning more about your travelers.

Give our machine-learning display your own persona that reflects what your program cares about most to ensure you're always making the right tradeoffs and displaying the most relevant content to drive performance.



Calibrate your results.



*Results vary based on your specific travel program

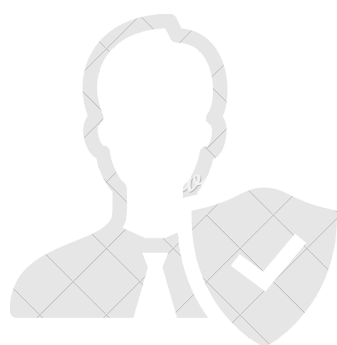
Whether you care more about driving hard-dollar savings, pushing bookings through preferred suppliers, or ensuring high in-policy conversion rates of satisfied travelers, RoomIt has an Intelligent Display that's fits your program's personality.



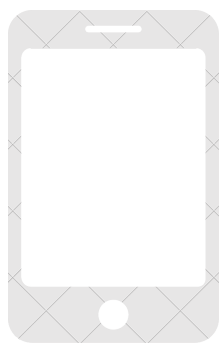
Universal content consistency

Intelligent Display ensures consistent content across all of your booking channels. You only need to configure it one time to enable it in every channel and give your travelers a consistent content experience no matter where they shop.

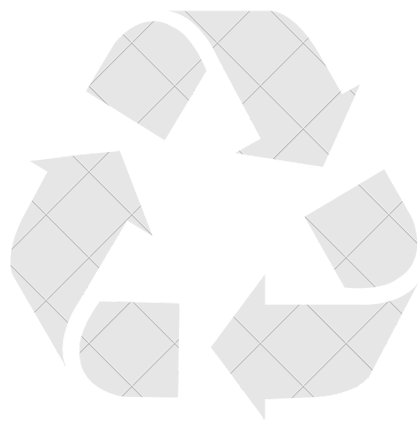
Travelers enjoy a consistent experience across your OBT, Power Hotel, and myCWT.



Agents can better assist when seeing identical displays as each traveler.



Experience the same content when switching between booking channels.



Enhanced centralization of policy information facilitates easier policy consistency.



"Seeing consistent results with our travelers eliminates confusion and makes it easy to support travelers throughout their trip"

CWT Travel Agent



What are we hearing from our travel agents?



Industry-leading new data capture and reporting capabilities

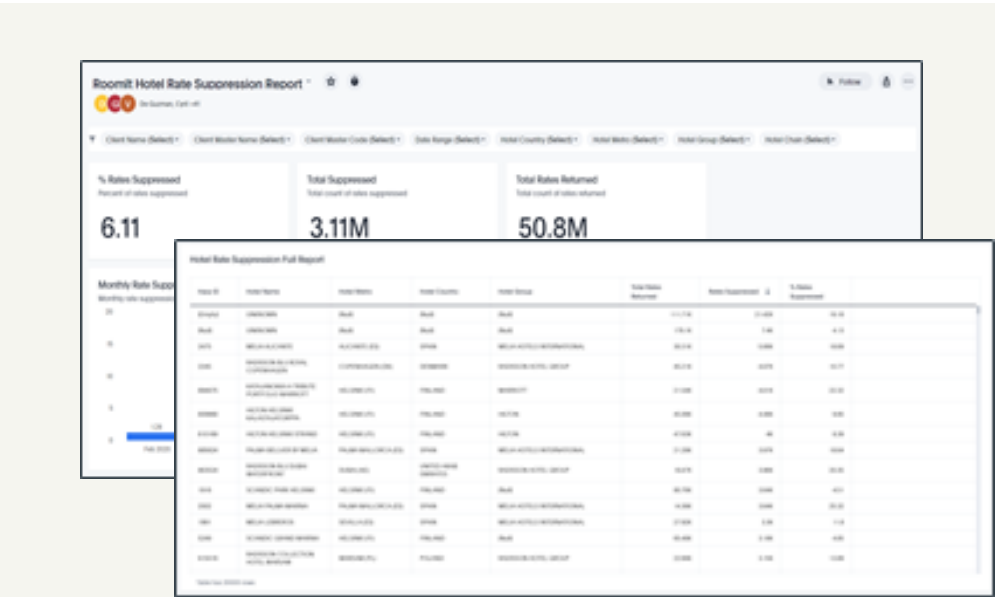
As an All Access customer, you already have access to the Rate Security Report as well as the Rate Availability & Competitiveness Report, which you can access from AnalytIQs.

By integrating with Intelligent Display, you also get the Industry's most advanced Missed & Realized Savings Report.

Rate Security Report

The Rate Security Report gives you full visibility into all of the fraudulent program content being automatically blocked by RoomIt's Rate Security Engine.

*Available for no cost with All Access integration.



Rate Availability & Competitiveness Report

The Rate Competitiveness Report gives you insights into how often your negotiated content is available and competitive at your preferred suppliers.

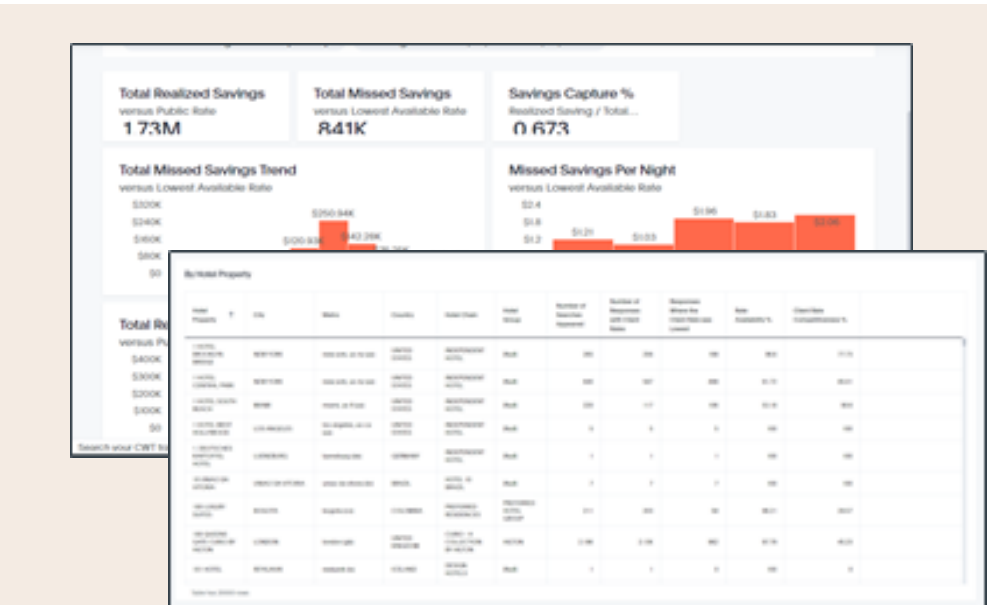
*Available at no cost with All Access Integration.



Missed & Realized Savings Report

Gain a true dollar-for-dollar accounting of your missed savings opportunity based on the rates displayed to each traveler at the time they booked.

*Available at no cost with Intelligent Display Integration.



RoomIt Solutions & Intelligent Display

For RoomIt Solutions clients, Intelligent Display works hand-in-hand with your procurement strategy to ensure your travelers are always getting the most competitive rates at the hotels they love, while driving key business priorities.

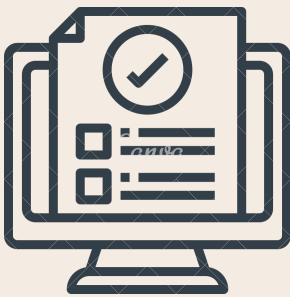
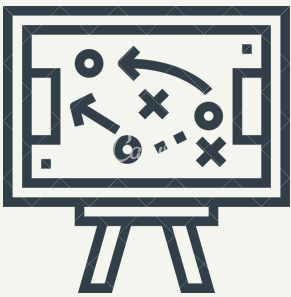


Increased procurement capabilities through enhanced reporting and preferencing

Fully Integrating with the RoomIt platform enables unique data capture and reporting capabilities giving key insights into optimizing your procurement program. Also, enable more dynamic preferencing capabilities among client preferred properties.

Improve program performance by aligning sourcing, display, and traveler re-booking policy

Work with trusted RoomIt Solutions consultants to enable the display that best compliments your sourcing strategy, as well as aligns with your post-trip re-booking strategy to work together to drive the same performance metrics.



Calibrate your results through performance reviews

Review key performance metrics and fine-tune your results through quarterly performance review sessions.

Work with RoomIt Solutions to enable an aligned, comprehensive, end-to-end strategy that drives the performance metrics you care most about.



Sourcing



Intelligent Display



Price Optimization

Is your sourcing strategy aligned with your program goals?

Are you displaying content in an intelligent way to drive performance?

Is your post-trip re-booking policy aligned with your content strategy?

Price Optimization & Intelligent Display

For Price Optimization clients, ensure your traveler re-booking policy is aligned with your display configuration to ensure you're helping travelers make the best decisions during the shopping process, while having an automated re-booking process to re-book on lower priced rates if they become available.

Intelligent Display optimizes your display to sell the right rate up-front, when your traveler books. Price optimization ensures you don't miss any best buy-of-the-day savings that might have been unavailable at the time of booking.

Intelligent Display



Influence your travelers to book the right rates at the time of booking

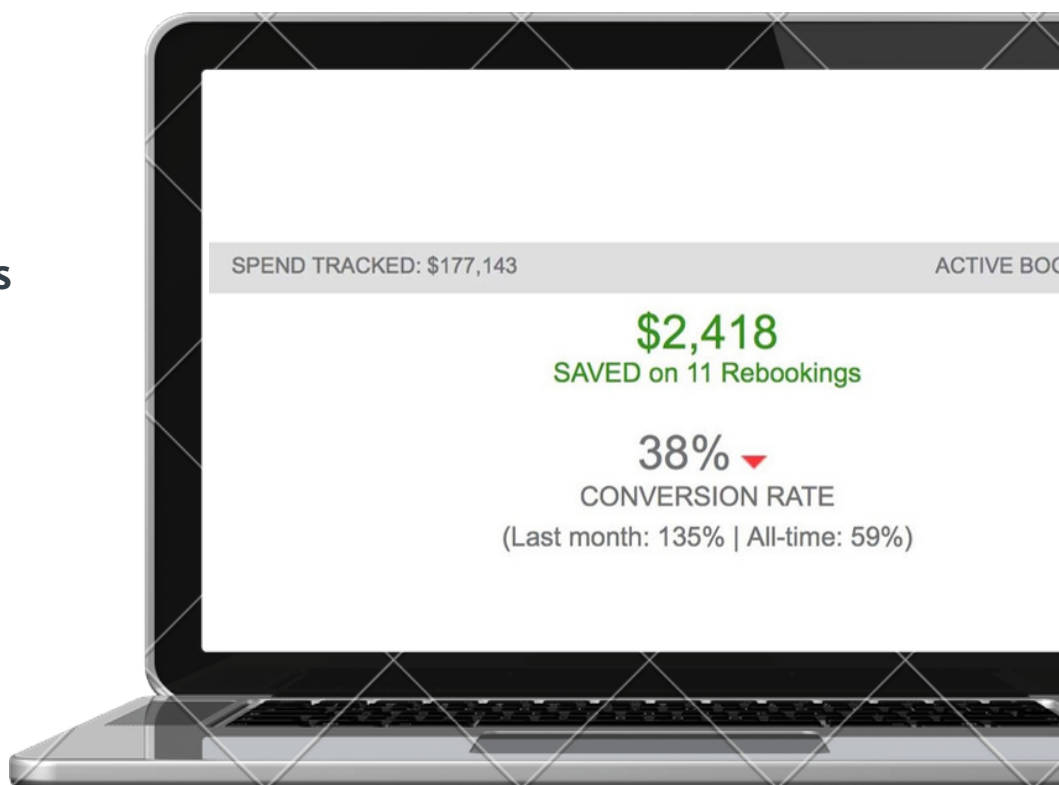
Price Optimization



Re-book travelers on lower rates at the same hotel if a better price becomes available

Watch your savings add up

Weekly and monthly email summaries



All Access and Intelligent Display implementation timelines

When you sign up for Intelligent display we automatically put you on the persona that most closely mimics and enhances your current OBT settings, or reach out to your CWT contact to discuss re-calibrating to your program's specific needs.

This ensures the initial changes you experience in your display will be an improved experience of subtle enhancements that drive optimal program performance results.

Travelers enjoy a consistent experience across your OBT, Power Hotel, and myCWT.

