

OSF | DIGITAL

3 Ways to Personalize Your Loyalty Program in the Hospitality Business

Obtaining a 360-degree view of customers to grow your digital revenue is easier than you think

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Executive Summary: How to Personalize a Hotel Loyalty Program or Restaurant Loyalty Program

Modern customers have very high expectations regarding their interaction with the hospitality industry: they want to enjoy 1:1 tailored and meaningful experiences in a personalized hotel loyalty program or restaurant loyalty program. More than just knowing each customer, the hospitality industry should anticipate their needs and intents, ensuring the best offer, product, or service at the right time.

Building emotional connections via targeted, relevant experiences reinforces the relationship between the customer and the hospitality retailer. With tightening restrictions on third-party data and the impending changes to browser and device tracking, the ability to leverage first-party data effectively is where battles will be won and lost.



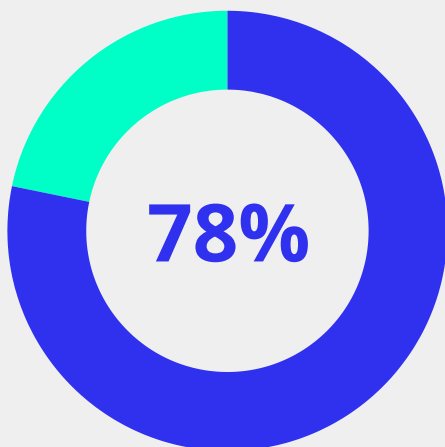
Key revenue drivers for the hospitality industry include the ability to book an accommodation or restaurant once or on an ongoing basis, cross-sell or upsell orders online, click and collect, offer events, use vouchers or gift cards, and even sell merchandise—all of which require the right technology.

In 2022, 23% of North American travel and hospitality decision-makers reported a maximum of 50% of brands having 75% of their customers in a loyalty program (eMarketer, “Reimagining the Traveler Journey: How Brands Are Using Customer Data to Drive Growth”). Now, numbers tell a different story. About 81% of US respondents value loyalty programs when choosing their travel destination. Chinese and UAE travelers particularly value loyalty programs, hotel branding, and star rankings, with 90% and 84% respectively.¹

¹ McKinsey, “State of Tourism Survey,” Feb 27-Mar 11, 2024, retrieved at [The state of tourism and hospitality in 2024 | Travel, Logistics & Infrastructure | McKinsey & Company](#)

The luxury & hospitality industry is expected to accelerate growth at 6% per year through 2025, more than any other segment. As people incrementally move towards experiences, showing decreased interest in things, data becomes more valuable for loyalty, especially in Travel and Hospitality. 78% of consumers are more likely to repeat purchases when they benefit from tailored experiences.²

In the era of 1:1 hyper-personalization, the challenge is extracting useful insights for every customer from scattered data to define successful engagement strategies. Hospitality retailers need a single guest view for actionable customer data and the ability to understand the customer's need or intent in real time. With unified data, brands can deliver a consistent and personalized experience and create emotional connections with each customer by reimagining their loyalty program management.



78% of consumers are more likely to repeat purchases when they benefit from tailored experiences.²

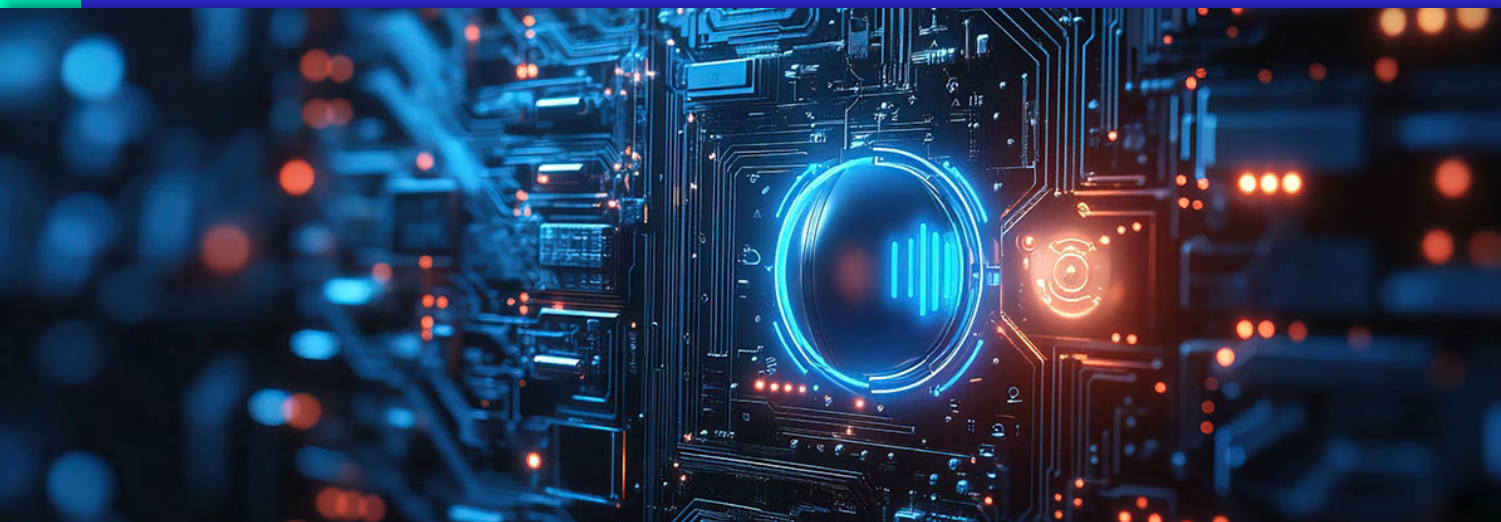
²McKinsey, "Travel Loyalty Survey", 2023, retrieved at [Reinventing travel loyalty programs | McKinsey](#)

Digital Transformation Trends in Hospitality and Tourism

Technology continues to drive innovation in the hospitality industry with upgrades like facial recognition for check-in or offering AI and voice-recognition technology to integrate virtual assistants into the guest room. Robots can deliver items to guests around the clock or help stow luggage with a robotic concierge. RFID wristbands can replace room keys and wallets, and chatbots can help guests book spa services and restaurants, offering insider information like secret menu items at the hotel bar.

Digital transformation trends in hospitality and tourism also show that technology that empowers a strong omnichannel journey with robust data and content creation is essential. Delivering omnichannel orchestration is key to providing contextual experiences guests now demand. And ensuring senior leadership is attuned to having a 360-degree view of customers is just as important to remain competitive.



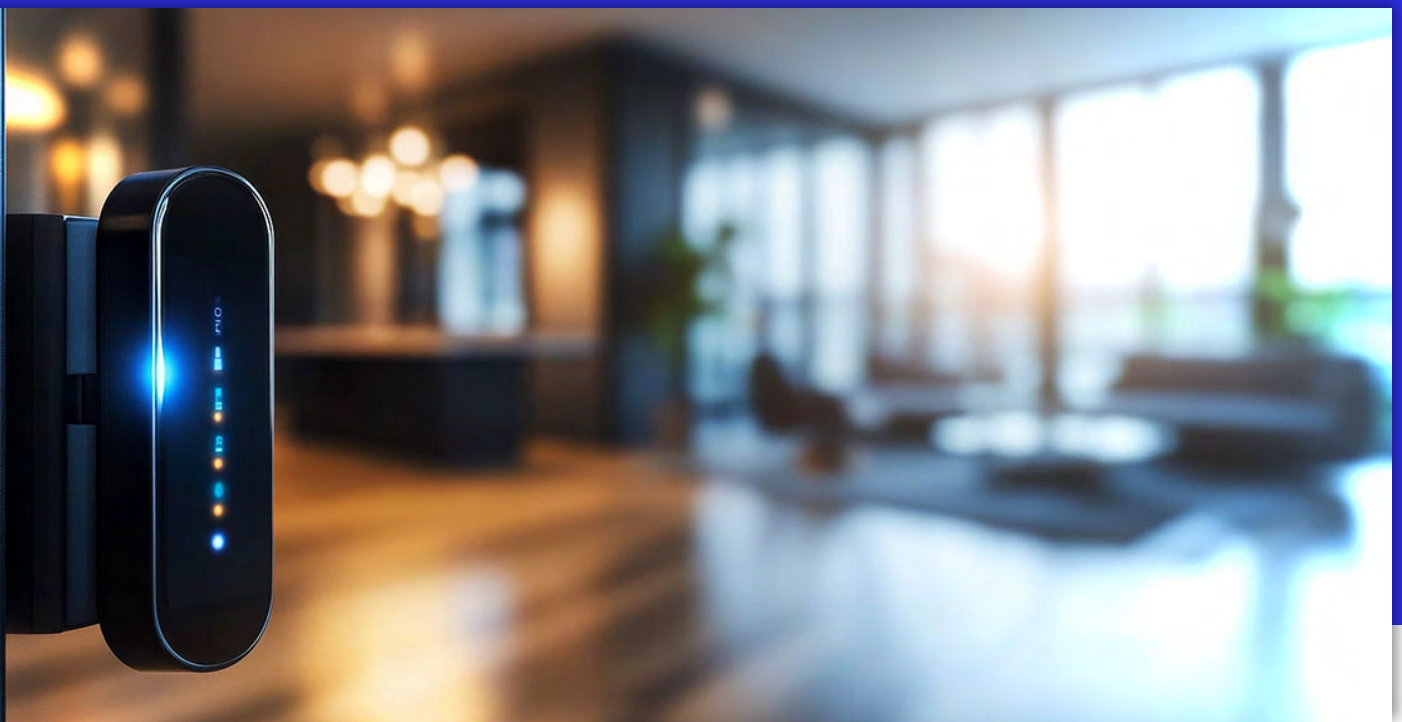


The effects of the pandemic are still reverberating but that period was also transformational for hospitality and tourism companies. They've had to issue refunds, reduce capacity, cut staff, and provide extra safety assurances. Tourism and hospitality companies are doing their best to meet the needs of travel demands and earn customers' loyalty—and not lose it. Now, it's more about emotion than transaction. In the Hospitality business, personalization is a luxury every hotel and travel revenue should afford. Patrons feel that their time is wasted and get frustrated when they receive communication that does not resonate with their interests. Building a solid personalization strategy is paramount.

- Account-based marketing (ABM) and loyalty programs are known to drive acquisition and retention, with the latter being a preferred option for 80% of marketers to capture data. However, only 39% of marketers say loyalty program functionalities are accessible across all touchpoints, with many remaining scattered.³

³ Salesforce, "State of Marketing, 9th edition," February 5 to March 12, 2024, retrieved at [9th Edition State of Marketing Report - Salesforce.com](#)

Hospitality and travel companies are swiftly embracing autonomous customer service driven by AI copilots, elevating the quality of interactions. 90% of pioneering companies report a positive impact on ROI from AI tools for agents, and the more human-centric and friendly such tools become, consumer trust increases. 64% of consumers say that accuracy and confidence are not enough and expect a sense of connection, expecting AI to embody human-like traits. In fact, voice-driven customer interaction is emerging as a trendsetter in various industries, helping people feel heard across all touchpoints. With a high demand for personalization and the need to engage with customers where they are, the Hospitality industry can benefit from AI enhancements. There is already a reported YoY growth of 180% for Travel and Hospitality, where AI shadow is leveraged.⁴



⁴CX Trends 2025, "Surge Ahead with Human-Centric AI," retrieved at [CX Trends 2025 | Surge ahead with human-centric AI](#)

As airlines, hotels, restaurants, and other travel-related companies work to optimize their personalization programs, they must consider that:

- **Recent experiences have underwhelmed many customers.** Still, loyal customers who form emotional bonds with brands will stick. 75% of customers will pay more from companies who provide good service experience. On the flip side, half of them will move toward a competitor after just one bad customer service experience. To improve, companies must deliver seamless, relevant experiences from end to end, including the personalization customers value the most: personalized support, promotions, and recommendations. Personalization should also strive to save passengers and guests time (something 80% of B2C and 85% of B2B customers value.)
- **Companies hurt their long-term business health by putting short-term revenue gains before customers.** Customers' expectations are rising, especially for digital experiences, but CX declines are also likely due to a waning customer focus. CX improvements are the top personalization driver for the average company, but it ranks fifth for tourism and hospitality companies that put revenue gains first. In a "sea of sameness," brands prioritizing delivering contextually relevant experiences can garner additional market share as consumers shift to better experiences.⁵

With a holistic 360-degree view of customers, the hospitality industry can gain real-time insights into operations and receive streamlined analytics of marketing campaigns with dynamic dashboards. With digital transformation software, you can understand trends, find root causes to make course corrections and make faster, more precise strategic decisions.

⁵CX Trends 2025, "Surge Ahead with Human-Centric AI," retrieved at [CX Trends 2025 | Surge ahead with human-centric AI](#)

3 Powerful Ways to Meet Evolving Guest Expectations

Experience and personalization are the new battlegrounds in the competitive hotel and restaurant markets, and whoever can deliver on both fronts wins.

In the Salesforce's State of Marketing Report, Ninth Edition, 73% of customers expect better personalization as technology advances. However, less than 6 in 10 marketers can fully personalize familiar channels (email and mobile messaging).⁶

Modern hospitality has changed a lot of booking paradigms as well. Hospitality brands juggle the challenge of dealing with a much higher volume of customers and more transactions with more channels. This standard has led to a new level in how customers relate to hotels or restaurants. With the huge volume of choices modern customers have, they can afford to be picky, rewarding those hospitality brands that build greater intimacy and offer more rewards to customers. Customers will feel valued and trust organizations who can recreate the personal experience they used to have.



73%

73% of customers expect better personalization as technology advances.

⁶Salesforce, "State of Marketing, 9th edition," February 5 to March 12, 2024, retrieved at [9th Edition State of Marketing Report - Salesforce.com](#)



From a digital perspective, hotels and restaurants often face a limited view of their customers, siloed data in disparate systems, with numerous manual processes and high expenses because they lack the proper technology. Businesses can't grow or scale, and a lack of investment in new systems can cause the industry to fall further behind. Hotels and restaurants need the ability to offer one-time bookings, cross-sell/upsell, and redeem vouchers or gift cards. But today's trends find that hotels and restaurants also need to provide memberships, subscriptions, loyalty programs, and merchandise to maximize opportunities to drive revenue and stay competitive.

Loyalty programs play a critical part in keeping customers engaged with brands. However, many are still purely transactional and siloed. Hotel loyalty programs or restaurant loyalty programs cannot be only about points and rewards anymore. Personalization should be integrated into the customers' entire experience, including loyalty programs, to deliver powerful human conversations and meaningful experiences. To meet these evolving customer expectations, organizations will need the right customer relationship management tool for loyalty programs, allowing them to obtain a single guest view, leverage data for better communications, and deliver an omnichannel orchestrated journey.

Customer-centric engagement relies on the power of unlocking unified actionable data. *Salesforce nextgen platform creates personalized experiences, automated interactions, and improves efficiency, from pre-arrival to post-stay, automating tasks and providing 24/7 support, helps hospitality businesses optimize operations and boost employee productivity.*

Garry Larner

UKI Managing Director at OSF Digital

1

Obtain a Single Guest View for a 360-Degree View of Customers

Customer data is often available in different formats and systems, but marketing needs lots of data to be effective. Data can also be owned by different departments in an organization and is either not blended or readily available. This gap is critical to address to get deep insights about the customers, enabling real-time personalization and proactive communication.



The transformative power of technology in delivering personalized service at the property level is evident throughout the entire customer journey. Travelers have expressed a strong interest in personalized advertising, tailored offers, customized amenities, intuitive room controls, and unique treatments that ensure a seamless experience. While the concept of offering such personalized options seems straightforward, the execution demands the collection of specific consumer data aligned with guest service or business objectives. The advantages for travelers are significant, yet achieving effective personalization necessitates investment in advanced technologies like artificial intelligence and machine learning. These technologies are essential for processing, analyzing, and activating the vast volumes of data generated every second.⁷

⁷Skift & Oracle Hospitality, "Hospitality in 2025 : Automated, Intelligent... and More personal", retrieved at [Hospitality Industry Trends for 2025 | Oracle and Skift](#)

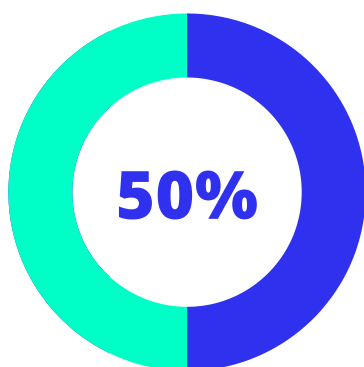
To enable the 1:1 personalization expected by modern customers, tourism and hospitality companies need to capture the data from multiple sources (e.g., customer bookings and transactional data, social media, website interaction, business intelligence, accounting data), identifying and matching each customer's transactions in a single guest view.

Customer 360 is software that connects marketing, sales, commerce, service, and IT teams around every guest to work together, boosting productivity, increasing efficiency, and decreasing costs. With Data Cloud, best-in-class apps are paired with automation, intelligence, and real-time data so organizations can use one trusted platform to deliver customer success.



Eine Customer 360-Plattform gewährleistet eine zentrale Quelle für alle Kundeninteraktionen mit dem Unternehmen über alle Kanäle hinweg – das ermöglicht bedeutungsvollere Erlebnisse und tiefere Einblicke ins Marketing und das Kundenverhalten. Die daraus resultierenden Erkenntnisse versetzen Marken in die Lage, die Bedürfnisse oder Absichten ihrer Kunden zu antizipieren, indem sie in Echtzeit das passende Produkt, Angebot oder den passenden Inhalt auswählen. Customer 360 kann Daten sammeln, verarbeiten und speichern und hilft so dabei, Markenkommunikation vorherzusagen und zu personalisieren.

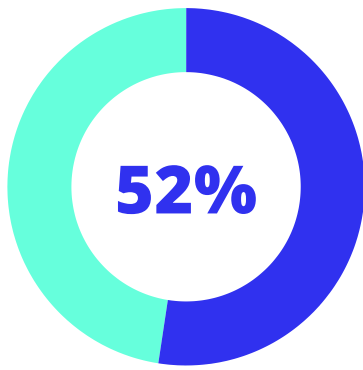
Companies measure transactional data by millions, even billions of touchpoints, with the average company having 976 different applications in various siloes. Moving from one channel to the other in real-time, travelers have multiple data identities. Adding the fact that regulations keep changing, and Travel & Hospitality needs AI and connected data. Customer 360, with the addition of Data Cloud and AI, can create customer magic. With harmonized data from all sources, companies can create a unified customer profile, and marketers can better target, engage, attract, and retain.⁸



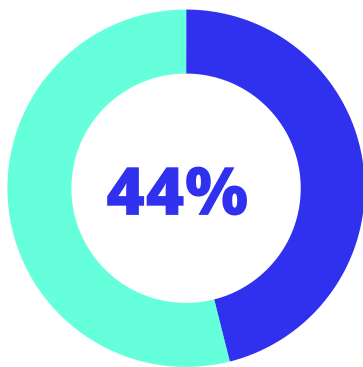
50% of leaders believe AI's most significant impact lies in enhancing customer loyalty through predictive analytics and tailored sales and marketing efforts.⁹

⁸ Revolutionize Travel and Hospitality Experiences with Data and AI, Salesforce Webinar, retrieved at [Revolutionize Travel and Hospitality Experiences with Data and AI - Salesforce.com](#)

⁹ AI's Role in Transforming Sales Processes in the Hospitality Industry, October 2024, retrieved at [AI's Role in Transforming Sales Processes in the Hospitality Industry - Salesforce.com](#)



52% of customers believe generative AI will be used for customer interactions.



44% stated that generative AI will be employed for guest engagement.¹⁰

High-performing marketers are increasingly innovating with data-driven, personalized, and scalable customer experiences using new digital channels to reach customers. Understanding customer preferences and expectations is critical to developing a personalized guest experience. AI will completely transform how the hospitality industry engages with customers.

Garry Larner

UKI Managing Director bei OSF Digital

¹⁰Deloitte's European Hospitality Industry Conference survey, February 2024, retrieved at [AI's transformative role in the hospitality industry | Deloitte UK](#)



Here are a few ways leaders can overcome digital transformation challenges to create a more personalized customer experience:

- **Single Guest View Benefits:**

This feature allows you to easily create sophisticated segments, which allow for more personalized marketing campaigns for pre-defined audiences, such as travelers who love experiences or restaurant lovers who prefer a certain type of cuisine. Customer insights can capture trends to give you unprecedented access to new customer groups, which can help you coordinate communication for audiences across all direct and advertising channels.

The single guest view will also help you leverage customer data to drive precision communication and relevant recommendations before, during, and after a visit. For example, you could upsell an expensive wine based on a previous visit history, or book hotel services or private excursions based on interests. Lastly, the single guest view allows you to personalize 1:1 cross-channel customer retention journeys based on your collected customer data and preferences, offering you a unique opportunity to reward loyal customers with specific offers.

- **Advantages of Operational Efficiency:**

When you want a 360-degree view of customers, you can automate processes and reporting to minimize repetitive manual tasks to speed time-to-insight faster, allowing faster reporting, testing, and accelerated campaign planning. With a holistic 360-degree view of customers, you can gain real-time insights into operations and receive streamlined analytics of marketing campaigns with dynamic dashboards. With digital transformation software, you can understand trends, find root causes to make course corrections, and make faster, more precise strategic decisions.



2

Create the Perfect Content & Timing to Deliver Personalized Customer Experiences

Modern connected customers are already used to a high level of personalization by seeing their names and preferences reflected in emails and social media feeds. Customers will embrace brands that can go above and beyond, offering them meaningful relationships and consistent valuable brand experiences.

- When organizations struggle to manage different channels, they often deal with different systems, tools, and scattered customer data. The result is different teams targeting the same customers in different ways—resulting in a disconnected experience for consumers.

Tourism and hospitality companies need to strengthen several content areas to deliver contextually relevant experiences. Access to perks and benefits is the top program preference of 60% of members.

- 57% of members prioritize the number of hotels and locations available.
- 50% of members seek ease in earning and redeeming rewards, highlighting the importance of convenience and reduced travel friction.¹¹

To develop strong, adaptable customer relationships through timely, relevant engagement everywhere a consumer interacts with their brand, companies need to move from a campaign-centric engagement to a customer-centric engagement.

¹¹ What Travelers Want Most From Loyalty Programmes, Global Hotel Alliance (GHA) 2024 research, retrieved at [Research | Global Hotel Alliance](#)

This is where Real-Time Interaction Management (RTIM) with Customer 360 and Marketing Cloud can help.

With RTIM, retailers can coordinate interactions across multiple channels consistently and seamlessly. Customers will get the best offer in the most likely moment it will inspire action. RTIM can help achieve a personalized customer experience by:

- **Recognizing customers**

Online or offline, known or unknown, RTIM collects and organizes data to express the behaviors and desires of individual consumers in every interaction

- **Customers' context**

RTIM captures customer interactions in all different channels to be able to provide real-time, relevant insights on consumer behavior

- **Recommending the next best action**

RTIM uses customer data to recommend the next best action automatically, whether it is a specific offer, content, or message

- **Picking the right channel at the right time**

Different customers prefer to be engaged via different channels. RTIM can reach customers using the right touchpoint at the right time

- **Optimizing marketing strategies**

RTIM can provide insights based on changing customer behaviors that will influence the definition and refinement of marketing strategies

With RTIM, organizations can offer a consistent, seamless, and connected customer experience across channels. The next-best action or offer is delivered to the customer when it's likeliest to inspire action—the advanced personalized experience customers now expect.¹²

From 2024 onward, communication is more likely to be relevant with personalized offers that the recipient is interested in. With the help of AI, Travel and Hospitality companies can collect relevant guest information and send omnichannel communication - from WhatsApp to push notifications - increasing touchpoints and being one step ahead of customers' needs. Creating a unique brand experience necessitates ongoing, targeted engagement throughout the customer journey, which can be particularly challenging in the early stages due to limited customer data.

This limitation may explain why marketers often focus on personalizing content for established customers rather than onboarding materials for newcomers. Over half of marketers adopt a lifecycle approach to personalization, tailoring content across the entire customer journey—from onboarding to retention and ongoing support.



43%

However, 43% of marketers still employ a fragmented approach, understanding customer needs at specific stages while relying on mass messaging at others.

This divide becomes more pronounced when segmented by performance, with underperformers lagging behind their high- and moderate-performing peers.¹³

¹² Salesforce, "Inspire Instant Engagement: Discover Real-Time Interaction Management with Salesforce Marketing Cloud", July 2020, retrieved at <https://bit.ly/3HpM7oq>

¹³ Salesforce Research, "State of Marketing Report, Ninth Edition," February 5 to March 12, 2024, retrieved at [9th Edition State of Marketing Report - Salesforce.com](#)

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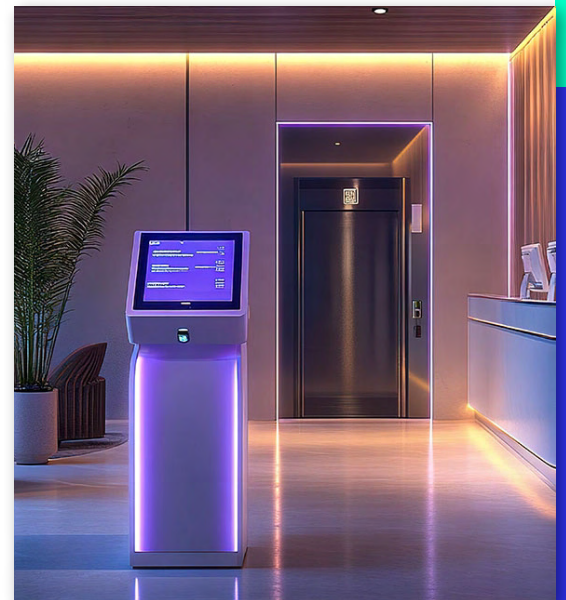
Deliver Omnichannel Journey Orchestration for Increased Loyalty

When tourism and hospitality organizations can hone their ability to use a single orchestration tool like Customer 360 to connect experiences across multiple channels, they can prioritize messages and timing using real-time contextual signals to deliver relevant experiences.

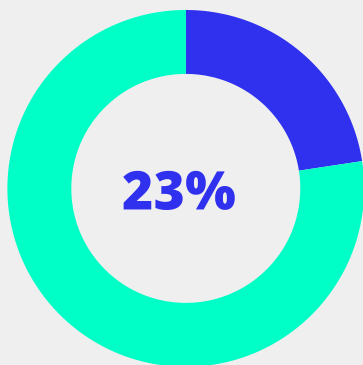
The omnichannel approach delivers the best customer journey at every touchpoint, whether on the phone, social media, or live chat. Relying on a connected loyalty program with insights from online and offline activity is the best way to win over customers and keep them engaged.

40% of customers said that a broader selection of rewards would boost their engagement.¹⁴

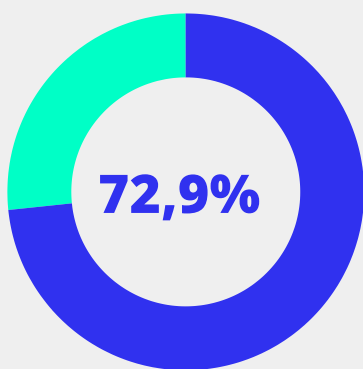
To catch up to other organizations, they need to focus on personalizing digital and physical experiences in a more connected way. For example, within hotels, self-service kiosks offer 24/7 check-in and check-out without staff interaction. They efficiently gather guest information and provide options for room upgrades, activities, breakfast, and spa packages.



¹⁴iSeatz State of Loyalty, "2024 Hospitality Rewards Report", retrieved at [State of Loyalty: 2024 Hospitality Rewards Report](#)



23% of travelers express disinterest in hotels utilizing automated messages or chatbots.

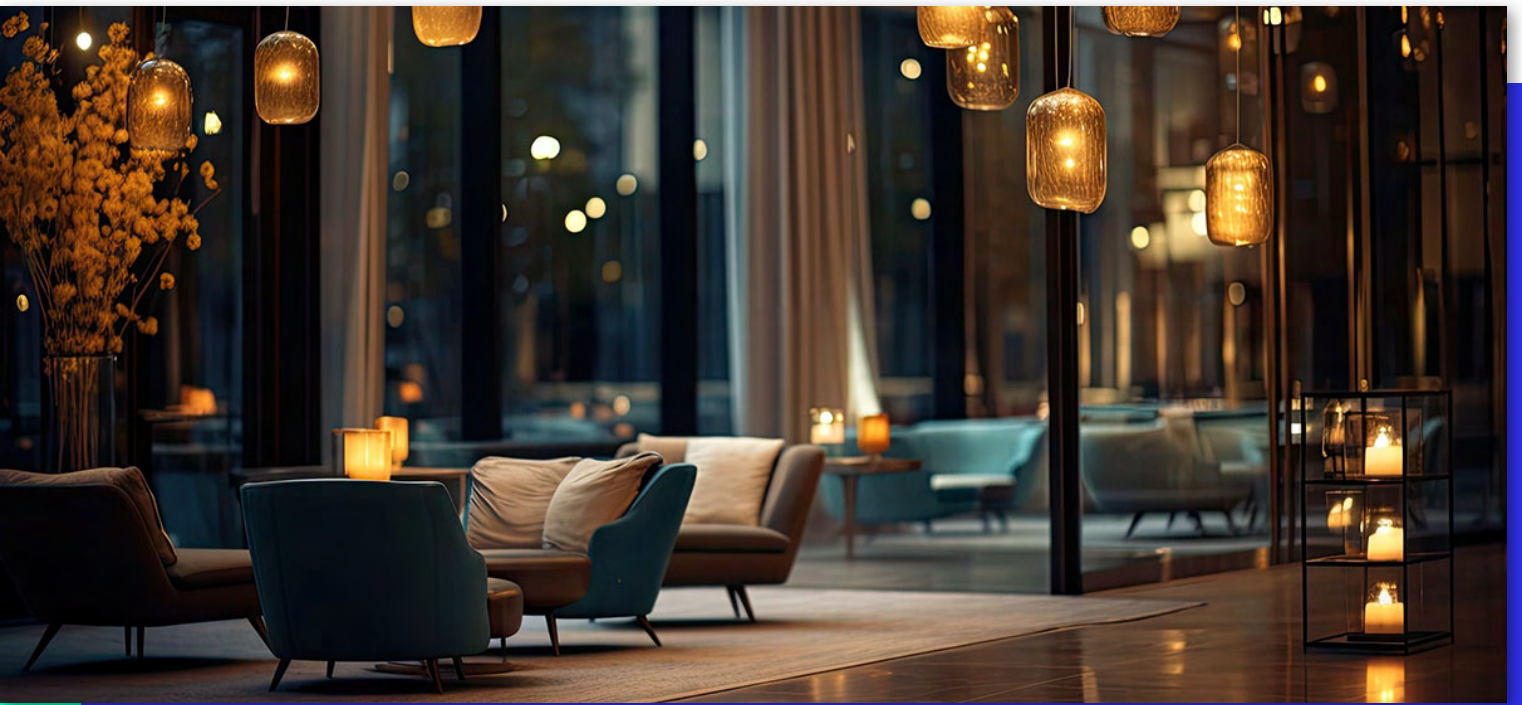


72.9% prefer accommodations that offer self-service technology to reduce human interaction.

Ultimately, technology is most effective when it enhances the overall guest experience.¹⁵

Customer 360 with Marketing Cloud allows brands to treat every customer as unique while reducing customer acquisition costs, allowing organizations to automate personalization across an omnichannel customer journey. Ultimately brands can reduce costs by optimizing spend with AI, which will show what's working and what's not with automated A/B/n testing. Personalization can be effective and easy while increasing customer retention and lifetime value.

¹⁵Skift & Oracle Hospitality, "Hospitality in 2025: Automated, Intelligent... and More personal," retrieved at [Hospitality Industry Trends for 2025 | Oracle and Skift](#)



Build, Measure, and Profit from Your Personalized Loyalty Program

So how can you empower digital tools to personalize at scale? Travel and hospitality software from Salesforce powers the world's No. 1 CRM platform to provide a 360-degree view of customers, allowing you to deliver personalized, frictionless experiences. The travel and hospitality industry can benefit from data integration to personalize travel options, trigger artificial intelligence to provide real-time experiences, and connect guest services to guarantee complete customer satisfaction.

Build a unified view of each customer's interests and preferences into a single source of truth and be able to:

1. Grow owner and B2B relationships.

Deliver intelligent, data-driven engagement that helps owners, REITs, and corporate buyers optimize their spending and growth from corporate travel.

2. Provide personalized engagement with a 360-degree view.

Engage travelers with automated, real-time, pre-trip guest interactions at scale.

3. Enable a seamless travel experience.

Deliver in-trip multichannel support with a 360-degree view of your guest. Personalize the experience with meaningful, in-moment guest interactions with safety in mind.

4. Win brand loyalty, affinity, and advocacy.

Engage guests beyond their stay and build a base of lifelong customers with post-trip loyalty solutions.

5. Value drivers across the journey.

Build operational agility with systems that can scale. Support employees and move toward net zero.

How it works:

- ✔ **Customer Data Platform/Data Cloud for Marketing** links data from external and internal systems to get a 360-degree view of your guests and travelers.

- ✔ **Service Cloud** allows you to automate your processes, streamline your workflows, and deploy the right agent at the right time.

- ✔ **Net Zero Cloud** allows you to collaborate across partnerships, drive down supply chain emissions, and go net zero now.

- ✔ **Sales Cloud** helps you skill up your reps, speed up your revenue, and scale up your business.

- ✔ **Marketing Cloud** lets you personalize customer experiences and optimize campaigns with data-first enterprise solutions for any channel and device.

- ✔ **MuleSoft** integrates data from any system and automates complex tasks to deliver connected customer experiences faster.

- ✔ **CRM Analytics** helps your team find important answers and make data-driven decisions.

Olivia's Story

Salesforce Customer 360: How a Hospitality Organization Delivered What I Needed When I Needed it—with an Added Perk!

Customer Profile

- Olivia Dawson is an Executive at a top global consultancy firm. She's passionate about her work but even more so of her growing family.
- Olivia's the family decision maker and is the person booking knowing that leisure and catering services are essential. She will only consider establishments or brands that can adapt to suit all needs of her family during the research process.
- It will be necessary to keep her youngest and her teenager entertained, so she'll need catering which offers meals suitable. Olivia's objective will be to take a break from their daily routine and participate in activities that allow them to relax, accompanied by her partner, or active in a distinguishing environment, accompanied by her whole family.

Brand's Loyalty Program

- Always on the run and with a practical mindset, Olivia prefers booking hotels and restaurants using a mobile app of her favorite hospitality brand. She follows the brand on social media so she can save locales she likes for future consideration.



Loyalty Management

- She's a Platinum member of her hospitality's brand's loyalty program. For this tier, the app offers member exclusive discounts and experiences. Also, members unlock new benefits as she reaches certain spending thresholds.
- The app's team is determined to make this process easier for Olivia. Even though an order hasn't been placed yet, based on her behavioral patterns, the team knows she's near the moment in the year when Olivia typically books a family vacation.



CDP

Multi-channel Real-Time Campaigns

- Considering previous purchases, product recommendations and the items Olivia search for in social media, the app team identifies the next best offer for Olivia: a limited time discount for booking a hotel, excursion and restaurant that matches her cuisine and wine interests.



CDP

Einstein
RecommendationsInteraction
Studio

- This offer is made visible via push notification on Olivia's mobile app, her favorite communication channel with the brand.

Interaction
Studio

Curious about it, Olivia quickly goes through the details of the offer and is happy that this is the perfect combination for her family's summer holiday.

- She decides to book the offer and will use her app club points to pay part of the total amount. One less item in Olivia's to do list.



Loyalty Management

Brand Delivers Personalized Rewards

- After booking, Olivia is happy to learn that, as she reached a new spending threshold, a new Platinum club benefit has been unlocked: VIP tickets for a safari. Her daughters will love it!



Loyalty Management

- The Dawson family makes the best of the time saved, relaxing and enjoying the holiday season in great style!



Conclusion: Salesforce Customer 360 Helps You Deliver Loyalty Program Personalization



Building successful and economically viable loyalty programs that make customers feel like people, not numbers, is now within reach. The best loyalty program strategy aligns the customer data across the organization, getting the best possible insights of each customer to deliver the best possible offers and experiences. As a result, customers build the emotional, long-lasting relationship they used to have with the independent shops where the owner knew their names.

- **Salesforce's Customer 360 helps brands by ingesting multiple sources of reference, transactional, and behavioral customer data.** The information gathered is cleaned up, standardized, and stored in a customer data set. Analytics and AI algorithms can then extract relevant customer insights from that data set.
- **Salesforce Interaction Studio organizes and combines customer with context data to address complex issues** such as stock availability, location, and whether to recommend the next best action based on the customer's implicit needs determined by their current behavior. This in-the-moment system has the most impact on preventing customers from going elsewhere. It then delivers it through the most appropriate channel at the most appropriate moment to maximize the chances of the customer taking action.
- **Salesforce Loyalty Management enables the identification and management of individual customers, providing a preferred channel of interaction where highly personalized benefits and rewards can be offered.** Loyalty program engagement strategies, including personalized experiential perks, motivate customers emotionally to increase their brand engagement. With customers moving to mobile wallets, it is also a way for a brand to connect the in-store customer with the online customer. The higher the match rate, the more valuable insight the brand will have.
- **Salesforce Data Cloud** creates a holistic customer view, bringing together data from all sources—internal apps, systems, channels, external data lakes, and even emails, images, or PDFs—positioning companies to understand customers in real-time and anticipate what they need in the future. With AI-powered functionalities, boosting automation, and analytics, Data Cloud brings personalization to a new level.

To achieve the next level of 1:1 personalization, hospitality organizations will need to understand their customers better using Salesforce solutions, designed to work together to help companies better understand their customers. By extracting behavior insights from consolidated data across channels and recommending the best offer at the right time via the most appropriate channel, they can connect emotionally with customers. With these steps in place, retailers using Salesforce Loyalty Management will finally offer the 1:1 personalized, lasting experiences the modern customer expects.



Ready to Start a Customer 360 Program?

OSF Digital is a leading global commerce and digital transformation company with expertise in B2B/B2C loyalty software, enterprise-connected commerce, order management solutions, storefront management services, commerce consulting, Experience Cloud, and Data Cloud.

OSF Digital has been a trusted Salesforce Consulting Partner since 2010 and has been awarded numerous times by Salesforce for advancing the commerce industry. As a global company with a local presence in North America, Latin America, APAC, and EMEA, OSF Digital ensures efficient delivery in all time zones and markets.

OSF | DIGITAL

OSF Digital is a global leader in digital transformation, specializing in Salesforce solutions that drive operational efficiency and business growth. With expertise in AI and composable architectures, OSF Digital empowers businesses to create seamless, future-ready customer experiences. Leveraging data-driven insights, OSF helps clients enhance performance, optimize processes, and scale for success. From innovative commerce solutions to managed services, OSF Digital is committed to helping companies maximize their digital investments and achieve measurable business outcomes.

Contact us to learn more

Thank You

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