



Managing Guest Rewards. B2B. B2C. Paid & Non-Paid. Fully Digital & Multi-Tier.

How Rotana Hotel Management Corporation shifted 650,000
Rotana Rewards Members to a new and highly integrated platform.

success story

76 properties | Middle East, Africa, Eastern Europe, and Turkey | 650,000 rewards members
10 connected Frequent Flyer Programs
6 integrated technology partners

Situation

Rotana was looking for an experienced partner to replace their former provider for Rotana Rewards Classic, Select and Exclusive Programmes. A wide range of CRM and guest data applications that integrate with the existing IT infrastructure was required, including the connection to 10+ Frequent Flyer programs as well as six additional hospitality technology partners. B2C (for guests) and B2B (for company reservations & bookers) rewards as well as paid memberships were prerequisite along with the ability to create reward points and have a redemption option via the connected POS systems. To add on to this, new point calculations for higher flexibility, for example when setting up promotions, were required and should be able to be created in the frontend. To sum it up: the project was the most complex in the dailypoint™ history.

Solution

The project started in July 2022 with a team of managers and developers at dailypoint™ working hand in hand with a dedicated team at Rotana to, first of all, understand the complex structures and interfaces required. Software development began parallel, to lay the foundation for all necessary interfaces and functionalities. Enhancements to the existing dailypoint™ loyalty application were defined and developed to match the comprehensive requirements. The new set up went live in January 2023 with currently 67 properties and 650,000 reward members live and running. By now dailypoint™ has become the engine of the Rotana Rewards (Classic, Select, Exclusive).

Rotana has reached its goal of playing a pioneering role in the digitalization of the industry and now offers a holistic and central approach to guest data management.



"The decisive factor for selecting dailypoint™ was their wide experience in customer loyalty programs, their high standards in GDPR as well as their ability to connect partner systems."

Dominic Carr, Corporate Vice President
Quality & Customer Service Excellence

Activated modules

- dailypoint™ Central Data Management
- dailypoint™ Privacy Dashboard
- dailypoint™ Data Laundry
- dailypoint™ Profile Engine
- dailypoint™ Loyalty Manager
- dailypoint™ Campaign Manager
- dailypoint™ Booking Manager
- dailypoint™ Form Manager
- dailypoint™ Business Intelligence

Activated interfaces

- Oracle Opera
- Oracle Symphony
- xnPOS
- POS Infrasy
- WHM Cendyn
- Neorcha
- Vernost

Activated Airline Partnerships

- Emirates (Emirates Skywards)
- Etihad Airways (Etihad Guest)
- Gulf Air (Falconflyer)
- Kuwait Airways (Oasis Club)
- Middle East Airlines (Cedar Miles)
- Oman Air (Oman Air Pass)
- Qatar Airways (Privilege Club)
- Saudi Arabian Airlines (ALFURSAN program)
- Singapore Airlines (PPS Club | KrisFlyer)
- etisalat