

success story



Enhancing Loyalty & CRM at Serena Hotels with the **dailypoint™** CDP

How Serena Hotels built a unified, data-driven ecosystem across their entire portfolio.

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30+ 5* Properties | Africa & Asia
Spa, F&B, Meetings, Safaris

Overview

Serena Hotels has operated a respected loyalty program, the **Prestige Club**, for many years. As the portfolio grew and guest expectations shifted, Serena Hotels set out to **modernize and expand** the program while building a stronger data foundation for the future.

Partnering with **dailypoint™**, Serena Hotels transformed the Prestige Club into a **centralized, tier-based loyalty ecosystem** fully embedded in the dailypoint™ Customer Data Platform (CDP).

The result: one platform, one consolidated data foundation, and a seamless loyalty experience across the entire Serena Hotels Chain.

Starting Point & Objectives

Before the project, the Prestige Club already had significant traction. However, Serena Hotels wanted to:

- Provide a **clear tier structure** with transparent upgrade, downgrade, and extension rules.
- Centralize loyalty and guest data to ensure consistent recognition across all properties.
- Simplify operations through automated points handling, level management, and communication flows.
- Offer guests a modern, digital loyalty experience via a **Member Portal and Member App**.
- Integrate F&B, spa, and ancillary revenue into the points calculation.
- Enable the marketing team to run targeted, data-driven campaigns that drive higher engagement, improved segmentation, and measurable ROI.
- **In short: elevate an existing program into a fully connected, data-driven loyalty system.**



„Guests benefit from consistent recognition, clear loyalty benefits, and personalized communication across the entire Serena Hotels collection. The goal was clear: Create a modern, scalable loyalty program connected to a single source of truth and deliver consistent Guest Experience across all Serena Hotels.“

Hina Nazir

Marketing & Communications Manager



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Solution: A Unified Loyalty Ecosystem Within One Platform

1. Full Centralization of Loyalty Data

All existing Prestige Club data - member information, points, status - was migrated into the dailypoint™ CDP. This created a single source of truth that powers both recognition and personalization across the Serena Hotels network.

2. Modern Tier Structure & Automated Level Handling

Based on Serena's updated rules:

- Three regular levels and three paid levels (Classic/Classic Plus, Gold/Gold Plus, Platinum/Platinum Plus)
- Clear upgrade paths based on spend
- Points expiration rules
- Grace period for downgrades

All calculations, upgrades, extensions, and expirations run automatically inside dailypoint™.

3. Integrated Points Engine

Points are now calculated consistently across room revenue, F&B, spa (Maisha), and laundry. Status and reward points are handled centrally, ensuring transparency for members and staff.



4. Digital Guest Touchpoints: Member Portal & App

- The dailypoint™ Member Portal gives members full visibility into points, transactions, benefits, and profile updates.
- The Neorcha app, tied into the dailypoint™ API, provides mobile access, generates one-time passwords for POS identification, and enables point redemption and earning.
- Marketing gained new digital surfaces (Member Portal + App) to deliver personalized offers, push notifications, and engagement campaigns based on real-time guest behavior.



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Results

Serena Hotels now operates a **centralized, modern loyalty** program that connects every property, channel, and touchpoint through the **dailypoint™** CDP.

Key achievements include:

- A unified loyalty system covering the entire Serena portfolio
- Automated level and points management based on defined rules
- A consistent and transparent digital experience via portal and app
- Simplified staff workflows and real-time guest insights
- Stronger guest recognition across on-property and digital channels
- Improved marketing performance through deeper insights, more effective campaigns, and precisely targeted loyalty-driven promotions.
- A future-proof framework for extending loyalty benefits and personalisation

The Prestige Club remains true to its heritage - now powered by a robust, centralized infrastructure that supports Serena Hotels' strategy for long-term guest engagement.

5. POS Integration for Seamless On-Property Recognition

Through the Opera and Symphony integration:

- F&B, spa, and laundry revenue flows directly into **dailypoint™** for points calculations.
- Guests can redeem points as payment.
- One-time-password identification ensures quick, accurate recognition.

6. Automated Loyalty Journeys & Central CRM

With **dailypoint™**, Serena Hotels consolidated:

- Email communication
- Loyalty automations (e.g., tier upgrades, points expiration reminders)
- Targeted campaigns

All powered by the same unified data set.

