

# success story



**dailypoint™**  
Central Data Management



## DATA CLEANSING WITH OPERA MULTI PROPERTY

March 2019

Automated data cleansing of 4.000.000 guest profiles from 70 + hotels in a OPERA multi property environment.

[www.dailypoint.com](http://www.dailypoint.com)

Australia | China | Germany | India | Malaysia | Singapore |  
Switzerland | Taiwan | Thailand | UAE | UK | USA | Vietnam

# success story

70 + hotels / 20.000 + rooms / opera multi property  
& dailypoint - DATA LAUNDRY

## SITUATION

A hotel group highly relies on their capability to use the available guest data for service improvement, targeted sales and marketing actions and decision making to be successful. The group was confronted with several siloed systems combined with poor data quality in the core system, the PMS. In order to make use of its data, the group needed consolidated, clean profiles for each individual guest.

Using the 2-way integration between dailypoint™ and Oracle Opera, dailypoint™ automatically cleaned, matched and merged more than 4.000.000 guest profiles.

Before using dailypoint™, the group had for their loyal guests, on average 2.3 profiles alone in the PMS.

The data quality also had negative effects on service and on the ability to become GDPR compliant. Poor data quality is a high risk when it comes to information or deletion requests from consumers.

## RESULTS

With dailypoint™, the hotel group cleansed its data capital with the patent pending dailypoint™ Data Laundry which consists of 350 data cleansing processes.

In combination with Opera, dailypoint™ fully and automatically cleansed about 4.000.000 guest profiles. In total, the number of guest profiles were reduced by more than 9%.

- Automatically merge in Opera from V5.5 on
- Live Cleansing activated
- Central consent (opt-in/opt-out) management for all connected systems
- International address cleaning
- Standardization of inputs based on company standards
- Standardization of names and addresses
- Searching for inline comments and invalid characters
- 6 Matchkeys activated
- RFM calculation

Profile Count Dailypoint	Number PMS Profile	Total stays	Sum of Profiles
2670033	1	3664386	2670033
129253	2	473549	258506
23211	3	139740	69633
6752	4	53371	27008
2792	5	27278	13960
1220	6	13173	7320
703	7	8645	4921
395	8	5305	3160
251	9	3332	2259
187	10	2916	1870

## MODULES

### Activated modules:

- dailypoint™ Data Laundry
- dailypoint™ CDM Central Data Management
- dailypoint™ Privacy Dashboard
- dailypoint™ Profile Engine
- dailypoint™ Campaign Management
- dailypoint™ Quality Management
- dailypoint™ Booking Manager
- dailypoint™ Loyalty
- dailypoint™ Single Sign On

### Activated interfaces:

- Opera OXI 2-way
- Mailingwork newsletter system
- dailypoint™ API
- AddresssDoctor
- Miles & More
- Payback
- Deutsche Bahn Bonus
- TripAdvisor
- hotelkit ...