

Salesforce Data Cloud Implementation for World's Largest Hotel Franchising Company based out of US

Project Description

Wyndham Hotels & Resorts wanted to build a centralized Customer Data Platform (CDP) using **Salesforce Data Cloud** to unify guest information coming from multiple enterprise systems into a single trusted customer profile.

The client had customer data distributed across CRM, Loyalty Systems, Reservation Systems, Property Management Systems, Website Engagement platforms, and Hotel Operations. Due to fragmented customer information, business teams were unable to obtain a complete view of each guest, making personalization and customer analytics difficult.

The implementation focused on ingesting guest profile data, reservations, stays, loyalty information, property metadata, restaurant details, hotel amenities, offers, and guest engagement into Salesforce Data Cloud. Identity Resolution was configured to unify duplicate guest records across multiple systems and establish a complete 360-degree Guest Profile.

The project also involved designing a scalable data model, configuring relationships between objects, and enabling segmentation for future marketing, analytics, and customer engagement initiatives.

Basic Requirements

The client wanted to:

- Create a Single Customer View (Guest 360)
- Unify guest identities across multiple systems
- Build a scalable Data Cloud Data Model
- Configure Identity Resolution
- Maintain historical and ongoing reservation data
- Integrate loyalty member information
- Manage hotel property metadata
- Store restaurant and hotel amenity information
- Track guest engagement across digital and hotel touchpoints
- Enable audience segmentation for marketing and analytics
- Provide a foundation for future activation across Salesforce products

Project Overview

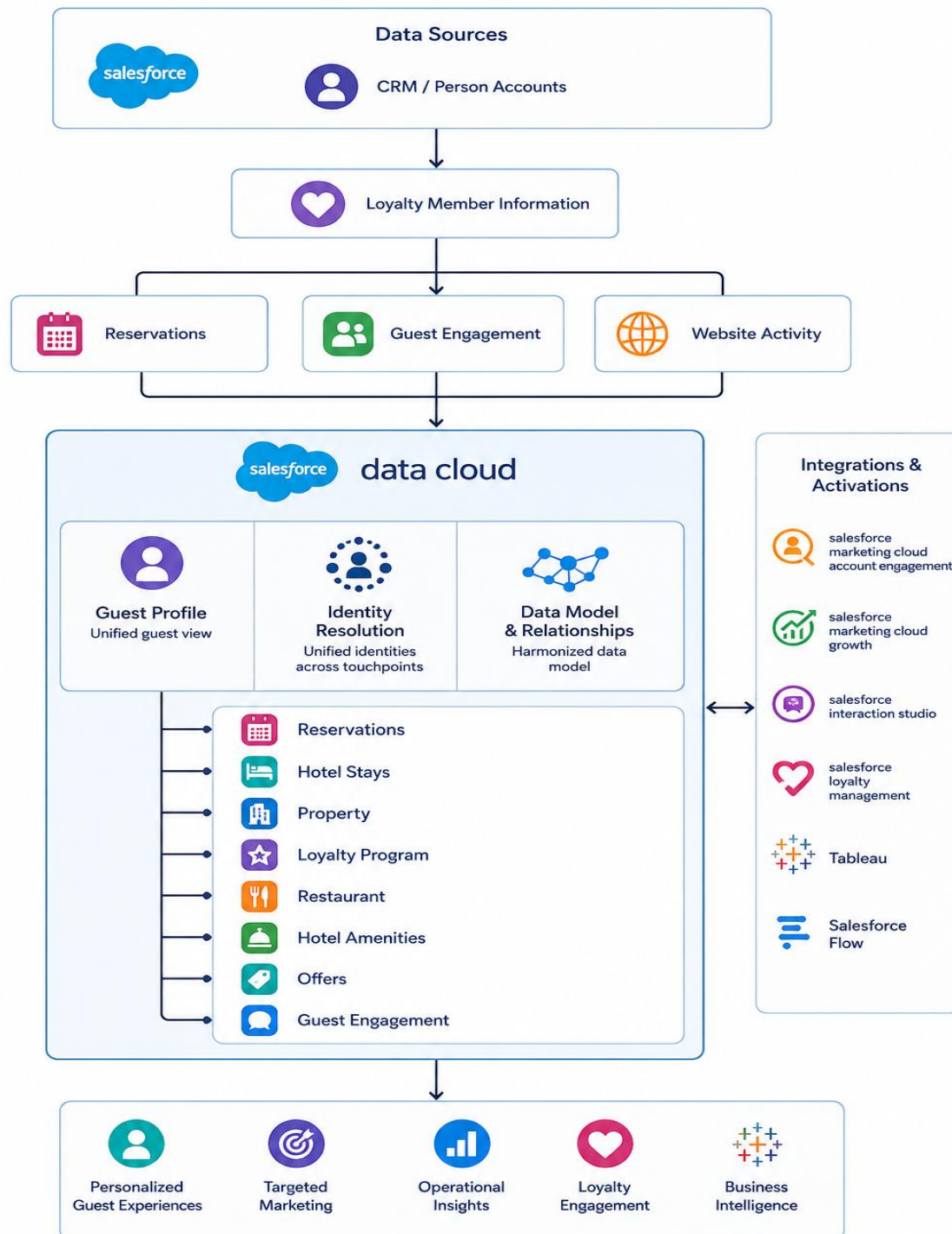
The project involved implementing Salesforce Data Cloud as the enterprise Customer Data Platform for Wyndham Hotels & Resorts.

Guest information from multiple business applications was ingested into Data Cloud where it was standardized using Data Streams, Data Lake Objects (DLOs), and Data Model Objects (DMOs). Identity Resolution combined guest records using multiple identifiers to create Unified Individual Profiles.

The solution also established relationships between Guests, Reservations, Stays, Properties, Loyalty Members, Restaurants, Amenities, Offers, and Engagement Events, providing a comprehensive customer data foundation for downstream analytics and marketing use cases.



High Level Architecture



Major Data Cloud Objects

Profile Objects

- Individual
- Contact Point Email
- Contact Point Phone
- Contact Point Address
- Party Identification

Reservation Objects

- Reservations
- Stays

Loyalty Objects

- Loyalty Program Member

Property Objects

- Property
- Restaurant
- Hotel Amenities
- Room Types
- Room Features
- Room Photos

Engagement Objects

- Guest Engagement
- Guest Site Engagement
- Guest Offer Engagement

Offer Objects

- Offer
- VDN
- Guest Offer Engagement

What We Did In The Project

1. Salesforce Data Cloud Setup

- Configured Salesforce Data Cloud
- Created required Data Spaces
- Configured Data Streams
- Configured Data Lake Objects
- Built Data Model Objects
- Established object relationships

2. Data Ingestion

Configured ingestion pipelines for

- Guest Profiles
- Reservations
- Hotel Stays
- Loyalty Members
- Property Information
- Restaurant Information
- Hotel Amenities
- Offers
- Guest Engagement

3. Data Modeling

Created and configured Data Model Objects for

- Individual
- Contact Points
- Party Identification
- Reservations
- Hotel Stays
- Property
- Loyalty Program Members
- Restaurants
- Hotel Amenities
- Guest Engagement

4. Identity Resolution

Configured Identity Resolution rules to unify guest records using

- Email Address
- Phone Number
- Loyalty Member ID
- Reservation Number
- Guest Identifier

Created Unified Individual Profiles across multiple systems.

5. Relationship Mapping

Established relationships between

- Guest ↔ Reservation
- Reservation ↔ Stay
- Stay ↔ Property
- Property ↔ Restaurant
- Property ↔ Hotel Amenities
- Guest ↔ Loyalty Member
- Guest ↔ Engagement
- Guest ↔ Offers

6. Data Validation

Performed

- Primary Key Validation
- Lookup Validation
- Relationship Validation
- Duplicate Record Validation
- Identity Resolution Validation

7. Audience Foundation

Built the customer data foundation required for

- Segmentation
- Customer Analytics
- Guest Insights
- Personalization
- Future Marketing Activation

Technology Stack

Component	Technology
Customer Data Platform	Salesforce Data Cloud
CRM	Salesforce
Identity Resolution	Salesforce Data Cloud
Data Modeling	Data Model Objects (DMO)
Storage	Data Lake Objects
Customer Profile	Unified Individual
Data Integration	Enterprise Data Sources
Analytics	Salesforce Data Cloud Insights

Data Cloud Use Cases

1. Unified Guest 360 Profile

Channel

Salesforce Data Cloud

Objects

Individual, Contact Point, Party Identification, Reservations, Loyalty Program

Use Case Details

Guest information was received from multiple enterprise systems. Identity Resolution unified duplicate guest records into a single Individual profile, allowing business users to access guest demographics, reservation history, loyalty membership, and engagement data from one location.

Business Outcome

Provided a complete 360-degree guest profile for analytics and downstream activations.

2. Repeat Guest Identification

Channel

Salesforce Data Cloud

Objects

Individual, Reservations, Stays

Use Case Details

Unified reservation and stay history was used to identify repeat guests across multiple Wyndham properties, regardless of where the original booking was made.

Business Outcome

Enabled creation of audience segments for returning guests and improved customer retention strategies.

3. High Value Guest Segmentation

Channel

Salesforce Data Cloud

Objects

Reservations, Stays, Loyalty Program Member

Use Case Details

Guests with multiple completed stays, premium room bookings, or higher loyalty tiers were grouped into High Value Guest segments.

Business Outcome

Created premium customer audiences for personalized services and loyalty initiatives.

4. Upcoming Stay Audience

Channel

Salesforce Data Cloud

Objects

Reservations, Property

Use Case Details



Guests with confirmed future reservations were identified based on reservation status and stay dates.

Business Outcome

Enabled operational teams to prepare personalized guest experiences before arrival.

5. Abandoned Reservation Audience

Channel

Salesforce Data Cloud

Objects

Guest Engagement, Reservations

Use Case Details

Guests who initiated a reservation but did not complete the booking process were identified using engagement and reservation data.

Business Outcome

Created audiences for reservation recovery campaigns and booking analysis.

6. Cross Property Guest Recognition

Channel

Salesforce Data Cloud

Objects

Individual, Property, Stays

Use Case Details

Guests staying across multiple Wyndham brands or hotel properties were unified into a single profile, providing complete visibility into cross-property behavior.

Business Outcome

Improved customer recognition across the hotel network and enabled enterprise-level guest analytics.

7. Loyalty Member Segmentation

Channel

Salesforce Data Cloud

Objects

Loyalty Program Member, Individual

Use Case Details

Guests were segmented based on membership status, enrollment, and loyalty information.

Business Outcome

Allowed the business to understand loyalty distribution and identify opportunities to increase member engagement.

8. Property Preference Segmentation

Channel

Salesforce Data Cloud

Objects

Reservations, Property

Use Case Details

Historical reservation data was analyzed to determine guests' preferred hotel brands, locations, and properties.

Business Outcome

Enabled property-based customer segmentation and improved guest experience planning.

9. Amenity Preference Audience

Channel

Salesforce Data Cloud

Objects

Hotel Amenities, Property, Reservations

Use Case Details

Guest stay history was associated with hotel amenities to identify customers who frequently booked properties with specific facilities such as pools, fitness centers, spas, or conference rooms.

Business Outcome

Helped identify guest preferences for operational planning and future personalization initiatives.

10. Restaurant Preference Audience

Channel

Salesforce Data Cloud

Objects



Restaurant, Property, Guest Engagement

Use Case Details

Guests who frequently visited hotels with specific dining experiences or restaurant offerings were grouped into dedicated audience segments.

Business Outcome

Provided insights into dining preferences and supported future hospitality engagement strategies.

Business Benefits

- Created a unified Guest 360 profile across enterprise systems.
- Eliminated duplicate guest records using Identity Resolution.
- Established a scalable Data Cloud data model for hotel operations.
- Unified reservation, stay, property, and loyalty information into a single platform.
- Improved customer visibility across multiple hotel brands and properties.
- Enabled audience segmentation based on guest behavior, loyalty, reservations, and preferences.
- Built a foundation for future marketing activation and customer engagement.
- Improved reporting and guest analytics with standardized customer data.
- Simplified relationship management between guests, reservations, stays, and properties.
- Delivered a centralized and scalable customer data platform supporting future digital transformation initiatives.