

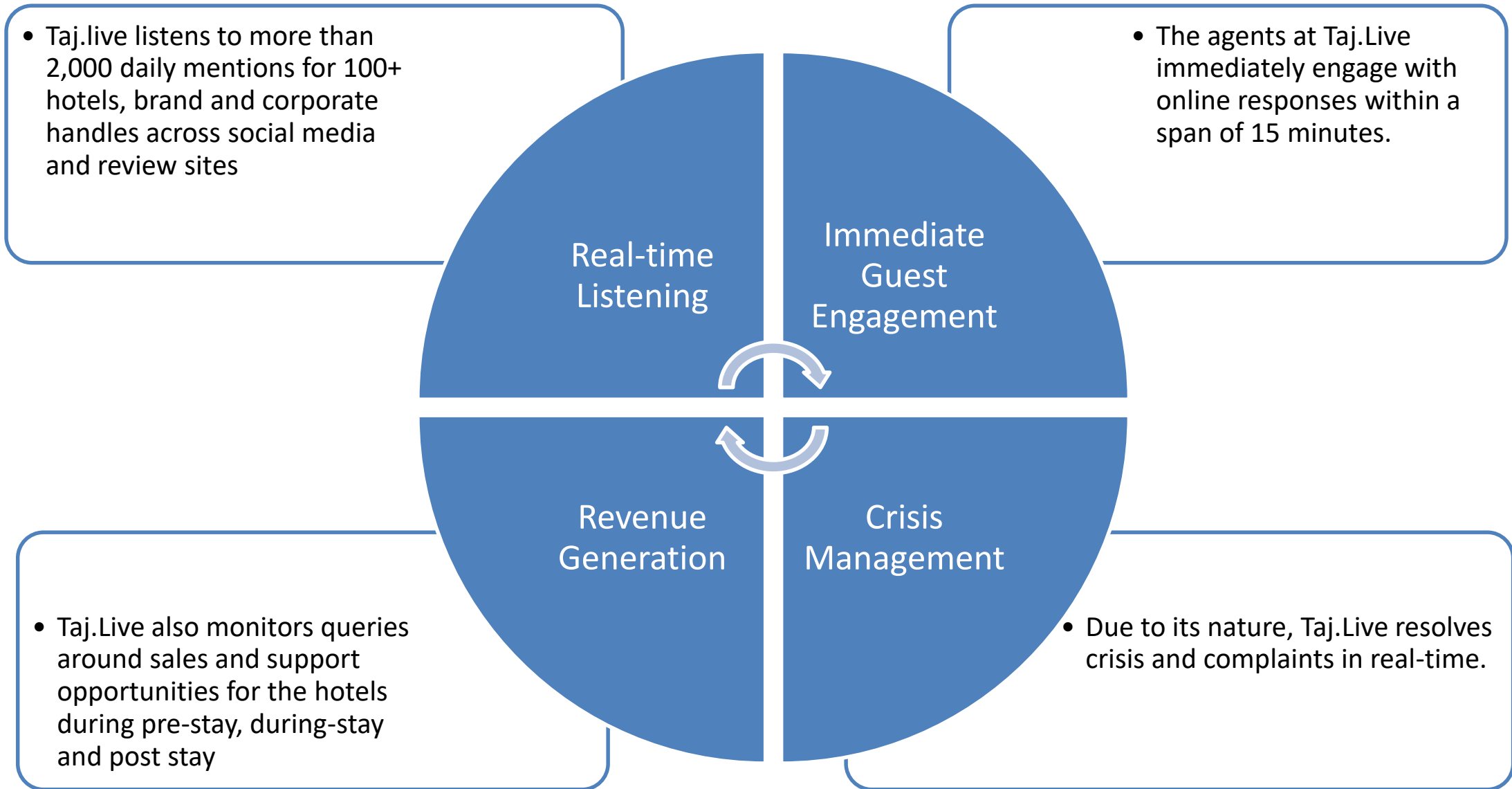
IHCL

Taj.Live – The Digital Command Centre

WHA Award Submission

Best Digital Innovation

What Taj.Live is All About



Why Social Media Command Centre is Necessary



-1.7 NPS
annual point change

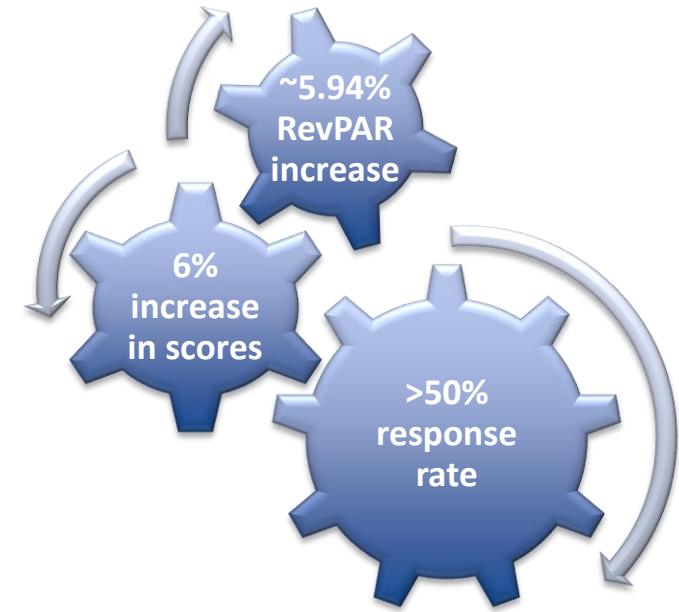


<10%
social response rate

+1.4 NPS
annual point change

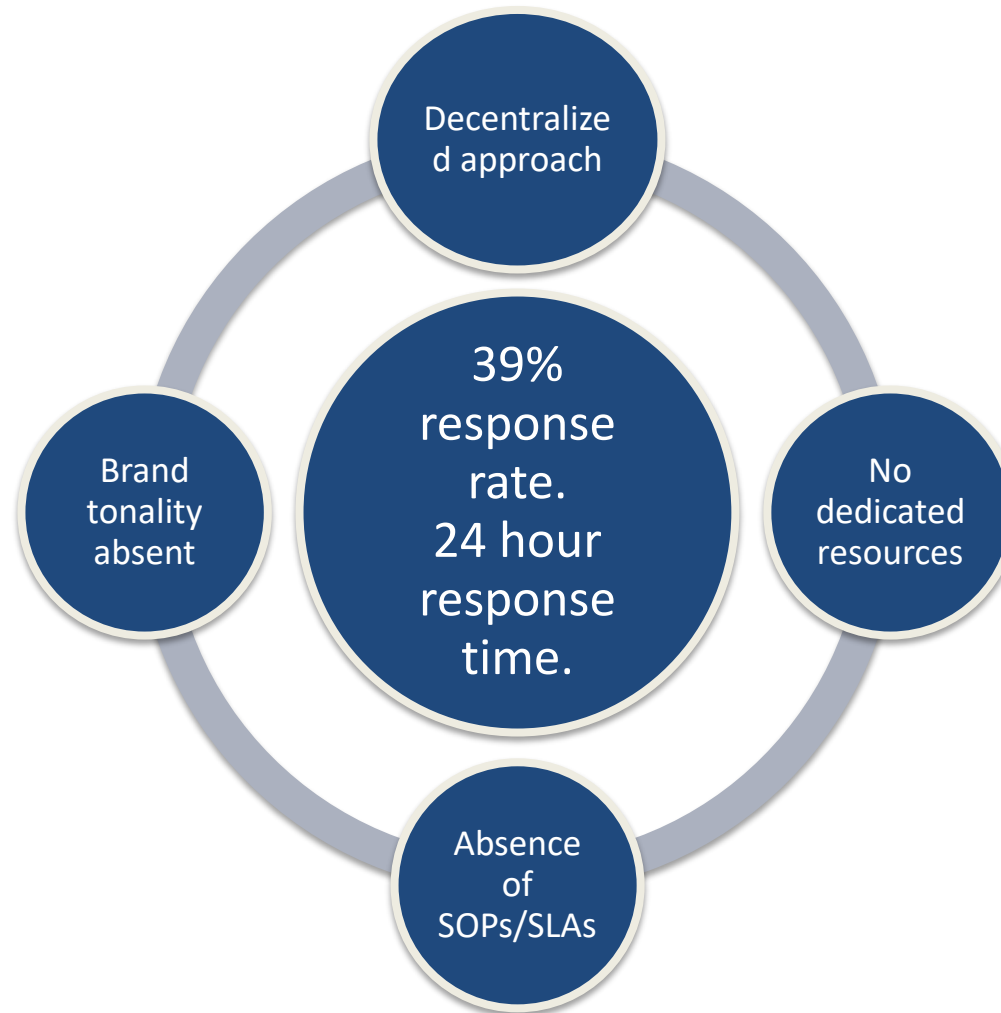


>50%
social response rate



1. Medallia Institute study 2016
2. Anderson, C. K., & Lawrence, B. (2014). The influence of online reputation and product heterogeneity on service firm financial performance

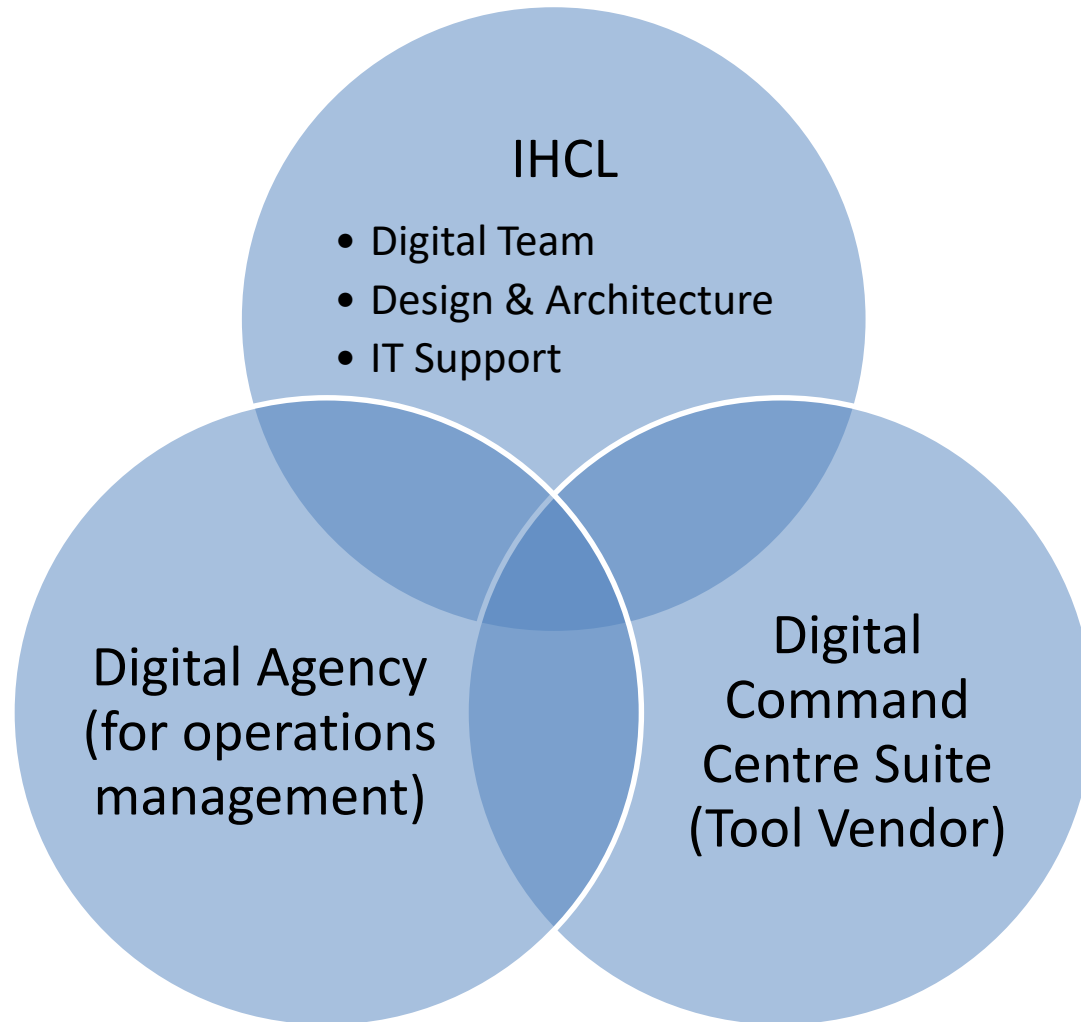
Necessity is the Mother of Innovation



Shoot for the Moon

Is there a way to outperform on all of these parameters, and also generate brand insights and create revenue?

An Integrated Approach Towards Implementation



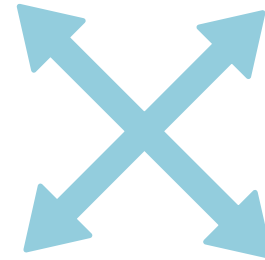
- Taj.Live is a synergistic effort of multiple stakeholders and partners under reworked SLAs.
- Re-deployment of existing costs and support a self-sustained and self funding business model.
- This synergistic approach makes it easier monitor real-time conversations which aid customer retention and lead management plus traffic to the brand website.

What is unique about Taj.Live?

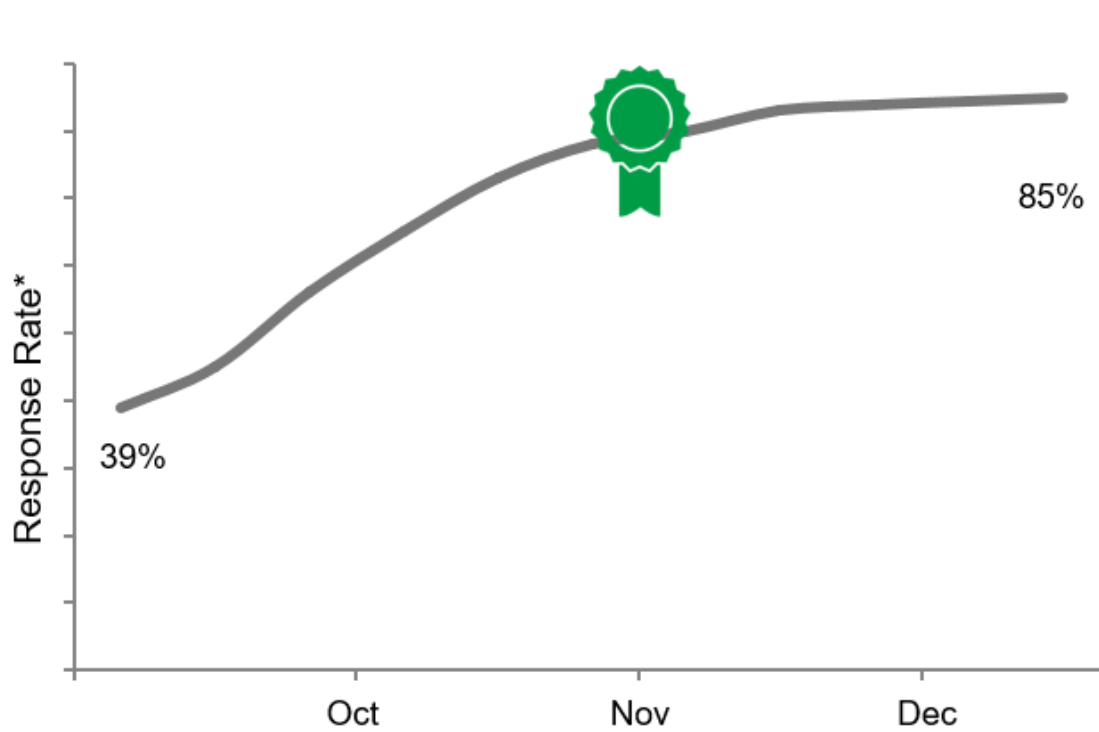


CRO's office	Head of PR	Head of Marketing	Head of Digital	Taj.Live	CHRO's office
CFO's office					Office of the MD
9th Floor, Express Towers Nariman Point					

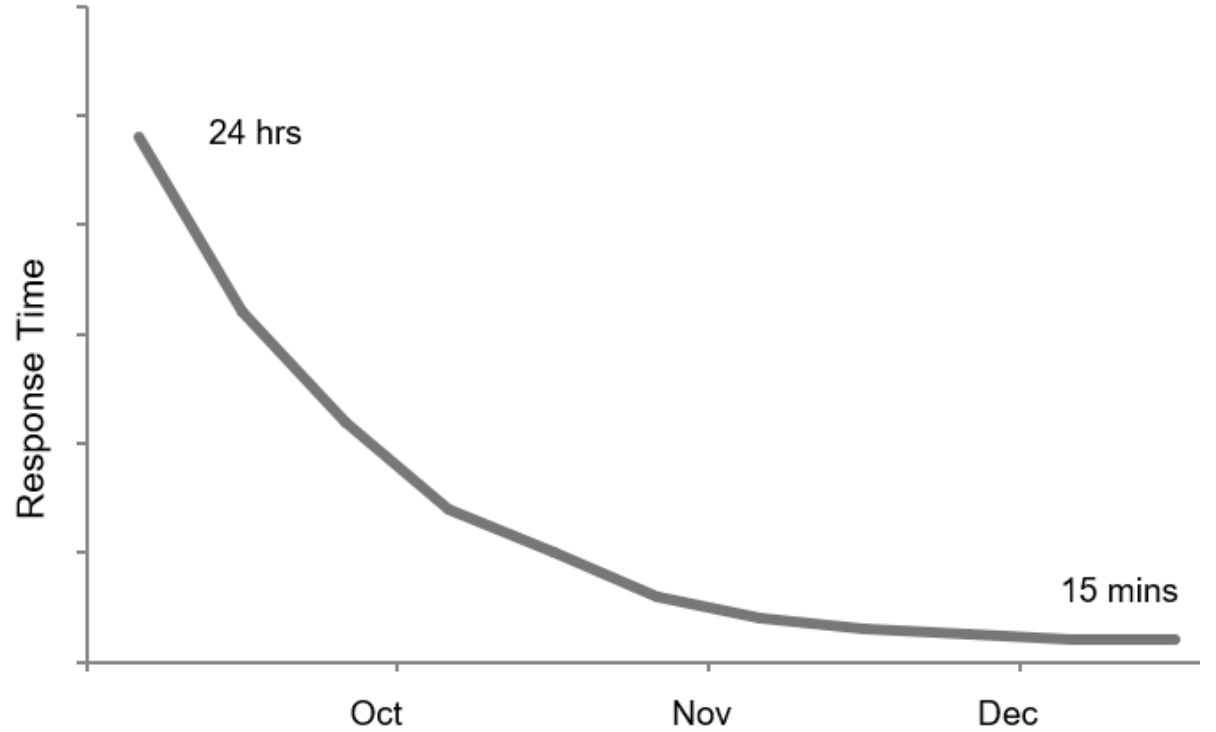
Located at the Nerve Centre



Taj.Live – Impact



Current Response Rate: 85%
(From 39% Previously)



Current Response Time: 15 mins
(From 24 Hrs Previously)



Very responsive to messages

*Response rate – aggregate of all platforms

Within the first 3 months: From October 2016 to Dec 2016

Revenue Impact

200+

- Total Sales Leads Generated

INR 1.35+ Crores

- Total Worth of Sales Leads

INR 17+ Lakhs

- Direct Sales

Awards Won



Tata Innovista 2017
National finalist for Implemented Innovations



National Award for Marketing Excellence by CMO Asia
Best Social Application of the Year



Excellence in Communication Awards by Tata Group
Best Social Application of the Year



Indian Digital Marketing Awards 2018
Silver for Best Use of Social Media Listening

Accolades

The New York Times

TECHNOLOGY

Daily Report: Tech Spreads Further Into Hospitality and Banking

Bits

By PUJ-WING TAM FEB. 14, 2017



The social media command center of Taj hotels in Mumbai. The hotel group embarked a year ago on what one executive called "a digital transformation journey." Anil Luke for The New York Times



One of those industries has found the promise of tech in making itself better for customers, while the other has run into technology's perils.

In the hotel industry, hospitality companies are increasingly seeing technology as a positive. Many are searching for [tech workers to gain an edge](#), writes Julie Weed, hiring web designers, data scientists and others to find new customers, improve systems for guests — and even to make keyless entries into rooms easier. It's another sign of how industries are turning to



"Phenomenal! Coolest setup we have seen."

**-Umang Bedi, Managing Director -
Facebook India and South Asia**

The Seattle Times

Hoteliers recruit 'foodies who code' as industry embraces tech revolution

STRONG GLOBAL TREND IN HOSPITALITY BUSINESS
From marketing to analytics to cellphone keyless entry

By JULIE WEED
The New York Times

The front-desk manager or housekeeper may epitomize the hotel employee, but the hospitality industry is increasingly dependent on tech workers and is vacillating

chain, including data centers, websites around the world, mobile apps and information technology support.

While many college students majoring in science, technology, engineering and math are attracted to the household-name tech companies in Seattle and Silicon Valley, Leidinger said he tells them, "If you're really into technology, there's a real opportunity here to

developing our own in-house talent to innovate, test new ideas and learn from them," Peers said.

Peers said she looked for new hires who can understand technology and also explain it. Even her marketing team gets tech questions. And "they have to hustle," she said, to keep up with the fast-paced environment

to hire fewer people.

Bart Selman, a Cornell professor of computer science and artificial intelligence who studies how technology affects the workplace, said a service that scans all social media postings to develop a "sentiment report" showing how customers feel about a hotel brand, for example, has replaced people who do that kind of monitoring.

These types of services are also getting better at discern-

could, in turn, be replaced with hallway cameras and facial-recognition software to unlock guest-room doors, he said.

Technology, of course, will not eliminate the human touch completely. A new Skift.com report on travelers and the travel industry found that meaningful personal experiences are more likely than efficient transactions to lead to customer loyalty.

"The travel brands should strive to understand how the

Way Forward

Customer Engagement

Integrate Taj.Live with Customer Data Master

Increase response rate above 95%

Decrease response times to less than 10 minutes

Operational Enhancements

Give hotels direct access to the command centre tool

Training & SOPs

UGC Feed for the brand website

Enhance Brand Equity

Establish thought leadership with improved online guest experience

Generate insights for product improvement and brand enhancement
