

Data in Action

Achieving Success with The Ascott Limited's Enterprise Data Platform

COMPANY PROFILE



THE
ASCOTT
LIMITED

A Member of CapitaLand

The Ascott Limited (Ascott) is a Singapore company that has grown to be one of the leading international lodging owner-operators. Ascott's global portfolio of about 118,000 units in 760 properties spans more than 190 cities across over 30 countries.

Ascott's digitalisation journey began as early as 2014 with the formation of its innovation team. The team was then later given the mandate to focus on digitalisation in 2018. Ascott has been data warehousing for more than a decade. It recently migrated its data to the Enterprise Data Platform of its parent company, CapitaLand. This enabled Ascott to better leverage the intelligence and scale of the collected data to enhance operational efficiency, deliver better customer service and secure new business development opportunities.

THE CHALLENGE



When Ascott receives a request for proposal (RFP) from its corporate clients, Ascott's corporate and regional sales teams would be required to submit a proposal to bid for the business. The teams would manually calculate and compile booking revenues as part of its submission. The teams would also need to monitor the status of each RFP submitted and its outcome.

The process was labour intensive and prone to human error. It was also challenging to analyse the outcome of every RFP submitted. The team also had difficulties gaining insights into how their RFPs performed every year and how their overall success rate could be improved.

THE SOLUTION



Developed by CapitaLand's data analytics team, the cloud-based Enterprise Data Platform leverages big data management and data science tools to allow the sales teams to work more efficiently and develop a more compelling sales proposal.

Relevant data is pulled from both internal and external sources. This includes Ascott's Property Management System, Customer Relationship Management, and other RFP platforms. This empowers Ascott's corporate and regional sales teams with actionable data-driven insights to prepare their RFP submissions.

Features of the Enterprise Data Platform include:

Dashboard

Displays an automatic calculation of booking revenues from its existing corporate clients as well as the status of all RFPs submitted.

Filters

Allows Ascott's sales teams to swiftly identify and use the relevant data in their RFPs depending on the parameters set. The data can be filtered by name, geography, dates, etc.

Predictive Data Analysis

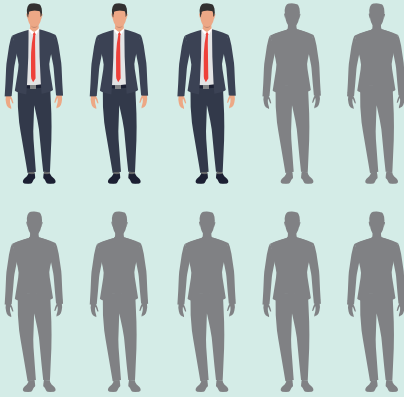
Analyses data to predict winning factors that would most affect the success of the RFP submitted and identifies key areas that the teams can improve on in the future.



RESULTS



Up to 70% time saved from the manual input and tracking of booking revenue for each company. This allows the sales team to have more time to analyse RFP outcomes and generate more business insights.



TIME SAVINGS OF UP TO
70%

The sales team increased their productivity levels as they had 24/7 and easy access to the data platform, even via their mobile browsers while on-the-go.



INCREASED
PRODUCTIVITY

With predictive data analysis, the sales team achieved a 10% increase in the bidding success rate compared to the previous year.



10%
INCREASE IN BIDDING
SUCCESS RATES

KEY TAKEAWAYS



Data governance is a critical first step of any data journey to ensure data security and integrity.



In-depth coordination is needed to align the type and frequency of data pulled, and to understand the structure of each data source.



Conducting multiple iterations of User Acceptance Testing (UAT) is beneficial to ensure data accuracy before going live.