LeapPoint

Hospitality and Travel

According to the World Tourism Organization (UNWTO), the greatest opportunities for the future of the hospitality and travel industry require rethinking business models, innovation and digitization. 82% of travel and hospitality businesses have accelerated their digital transformation and 87% plan to launch new digital offerings to boost engagement.

(Adobe 2021 Travel & Hospitality Trends Report.)

Let us help you get there.

LeapPoint Hospitality and Travel consultants are all former technologists who understand your business because we've lived it.

We know you are staffing to meet the demand despite one third fewer workers. We realize your marketing dollars are tight and you need to do more with less.

But we also know that the future looks very exciting for brands that deliver value, convenience and memorable experiences to customers through innovative loyalty programs and personalization at scale.

As both an Adobe Gold partner and Workfront partner of the year, we are experts at getting the most from technology to improve employee productivity and satisfaction, personalize the customer journey, create new revenue opportunities, and know where every customer is along the way.

Strategy and Roadmapping

The pandemic has put tremendous cost, time and human resource pressures on the entire hospitality and travel industry. We help you tackle the challenges of today and prepare for the future by working within your current environment to define your mission, set your objectives and figure out where you want to go.

Business Process

In order to meet your goals, we provide a clear view of how your business functions so you know the most critical places to revamp practices and upgrade technology. We break down and document your process, identify where it can be improved to align with your goals, and establish a protocol for your team to follow.

Software Implementation

LeapPoint helps hospitality and travel companies implement leading technologies like Adobe Experience Manager (AEM) and Adobe Workfront to achieve personalization at scale and omnichannel strategies proven to target new customers, increase loyalty, create new revenue opportunities and ensure customers have a seamless experience across every marketing channel and customer service touchpoint.

Integration and Development

In the race for customer loyalty, the companies with the right technology in place will win. Trying to do personalization at scale manually across massive customer bases is impossible and introduces tremendous complexity to marketing teams already being asked to do more with less. LeapPoint architects a seamless orchestration across the life cycles of campaigns to identify and market personalized digital campaigns in a faster, scalable way.

People and Change

The best tools in the world mean nothing if they are not rolled out correctly to the people who will use them. LeapPoint creates an integrated technology ecosystem that drives synergies across disparate teams to reduce errors , eliminate redundant work, improve efficiency and let employees focus on what they do best.

LeapPoint works with hospitality and travel brands to apply data to every part of the customer journey so they understand how their marketing campaigns are performing in a more comprehensive sense and adjust quickly to always changing customer needs.

Activating Connected Work for Hospitality and Travel

Together, we can drive digital transformation that aligns the teams across your organization to company strategy and objectives so everyone is working from the same page to maximize outcomes and results.

CONNECTED WORK™

THE ESSENTIAL FRAMEWORK FOR THE FUTURE OF WORK

LeapPoint