TURNING THE DATA YOU COLLECT INTO ACTIONABLE INFORMATION

Mark Leathers
ABOUT ME

MY ACTIVE IS...

— Skiing/Snowboarding
— Mountain Biking
— Golf
— Hiking & Camping
— Family & Friends

WHAT'S YOUR ACTIVE?
ACTIONABLE INFORMATION

What is actionable information?

• …data that can be used to make specific business decisions.

• …in addition to being accurate, timely, comprehensive and predictive, it needs to be analytical to stimulate the exploratory thinking and provide context to ensure strategic alignment and direction.

• I don’t think there is such a thing because information is information. It is leaders that take action.
ACTIONABLE INFORMATION

...data that can be used to make specific business decisions.

and...

enrich your guest’s experience
YOUR DATA

RTP|ONE Captures a LOT of it…
CAN YOU CAPTURE MORE?

Capture pertinent data at time of sale or booking.
MORE DATA COLLECTION OPTIONS

A few rarely used customer profiles to remember...

- **User Property Profiles**
  - Primary User Property
    - Favorite Instructor: Billy Kidd
  - Primary User Property
    - Hair Color: Blonde
  - Primary User Property
    - Eye Color: Green

- **General Program Profile**
  - Primary General Program
    - Locker Rental
MORE DATA COLLECTION OPTIONS

Order Properties

- **General**: Common Properties
  - Non-RTP Itinerary #: xyz123
  - How did you find us?: Word of Mouth
  - How is the Demo?:
    - It is fantastic
    - All I ever dreamed
    - Excellent
    - It has enriched my life
    - All of the above

- **Delivery**: Define Delivery Details
- **Customer**: Customer required.
- **Credit Card**: Define Credit Card Details
- **Shipping Address**: Select a Shipping Address
- **Details**: Order Details
**ANALYTICS**

- **Orders**
  - Create vs. Arrival Date
  - Revenue Forecast
  - Anticipate Upsell

- **Sales & Revenue**
  - Year over Year #’s
  - Actuals vs. Budget
  - Breakdown by Channel

- **Customer Information**
  - Where are they from?
  - What do they buy?
  - When do they visit?

- **Access Control**
  - Access Locations
  - Timing
  - Staffing Impacts
TAKE ACTION

FOCUS….it’s easy to get overwhelmed.

• PLAN – Create a manageable plan focused on a specific area or topic.

• PREPARE – What data is required to support your plan?

• EXECUTE – Follow the plan - make it happen. Adjust as necessary.
TAKE ACTION – SNOWSPORTS EXAMPLE

- **PLAN** – Target adults who previously purchased a snowsports beginner package, but never returned for another lesson. Get them to come back and try it again with a limited offer of 50% off.

- **PREPARE**
  - Identify target list of guests with an email on file
  - Create New Customer Property Set
    - Skier Profile / Ability Level & Discipline
    - User Property
      - Favorite Comfort Food
      - Preferred Teaching Style
    - Email Marketing
  - Success = 10% adoption

- **EXECUTE** – Build Products, launch program, analyze results of email campaign and orders generated.
As resort and attraction operators, loyalty means different things to many of you.

- Point Programs
- Buy X, Get Y
- Discount Programs
- Specials for Members
- Promotions
DATA DRIVEN CUSTOMER EXPERIENCES

MyMagic+

Magic Band
• Admission
• Hotel Room Key
• Ride/Line Privileges
• Charging Privileges

• Opt-In – For a more personal experience.
LEARN. CONNECT. GROW.

3 CLOSING THOUGHTS

1. Collect Meaningful Data
2. Plan, Prepare, Execute
3. Be Creative. DATA is POWERFUL.

WHAT'S YOUR ACTIVE?
THANK YOU!