NFC MAGNETS · DATA ANALYTICS AND AI FOR HOTELS

Understand your guests. Decide with data.

We analyse reservations, CRM data and surveys to understand what your hotel can improve. When answers are missing, we design how to collect them. You receive a report with priorities and a meeting to turn them into next steps. Advanced analytics to connect large reservation, CRM and survey datasets, with agreed sources, access and scope.

TWO WAYS TO START

You already have data.

Bookings, CRM or earlier surveys. We standardise dates and categories, review incomplete fields and compare equivalent periods to address your goal.

- Review of sources, fields and quality
- Analysis of relevant periods and profiles
- Report and results meeting

You need answers.

We design the survey around your goal and organise participation through the NFC magnet: a keepsake and a direct reward for your guest.

- Tailored, reviewed questions
- Magnet, private album and reward
- Collection, analysis and report

Six areas. Your hotel's questions.

Experience
Find where the stay gets difficult.

Services
Understand why guests use a service… or pass it by.

Direct bookings
Find out what matters when choosing where to book.

Loyalty
Understand what could encourage guests to return.

Guest profiles
Learn what different guests value.

Dining
Shape the breakfast experience around what matters.

What your hotel receives

- Analysis plan: objective, sources, period and guest profiles.
- A report with findings, priorities and a change to evaluate.
- Documented evidence: data used and the limits of each interpretation.
- A findings meeting with your team.

HOW WE COLLECT RESPONSES

A magnet guests keep. A reward that invites a response.



Guests open their private album through the NFC magnet. Completing your hotel's survey unlocks 70 more spaces for their memories: from 35 to 105 photos. You receive responses to the questions we designed around your goal.

35 → 105

photos in their private album

A direct extrinsic reward: a tangible benefit for completing the survey.

For batches configured for the campaign. Participation is voluntary: the reward does not require a positive opinion or agreement to receive marketing. Photos remain private.

How we work with you

01 **We define what you need to know.**
We agree on the goal and the decision your team needs to make. We define guest profiles, timing, responsibilities and deliverables.

02 **We design the project and the questions.**
We define the sources we need. For a new survey, we design the questions and mobile experience; an NFC campaign also includes the magnet and its presentation. Our team reviews each step.

03 **We prepare the data or collection.**
We review the available files and fields. For new responses, we agree on timing and responsibilities. In an NFC campaign, we configure magnet distribution, the survey and the reward.

04 **We review and analyse.**
We check consistency, group themes and compare guest profiles when the response base supports it. AI assists the analysis; our team reviews the interpretation.

05 **We present what matters.**
You receive a report with findings, priorities and next steps, followed by a results meeting. Any follow-up is defined in the proposal.

What decision is your hotel preparing to make?

Tell us what you need to decide and what information you have. Together, we define the sources, scope and deliverables to prepare a proposal.

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