



Hilton Worldwide Customer Strategy

CLIENT : Hilton

INDUSTRY : Retail and Consumer

Background

Hilton has a long history of successful hotel portfolio management across 12 brands, with deep cultural expertise in hotel operations and financial management. With a rapidly shifting travel and hospitality industry landscape however, Hilton required an enterprise-wide customer-centric lens on the business.

Challenge

Our approach included development of a strategic customer framework and analysis of Hilton opportunities and requirements by segment. We helped pilot and launch an operational management dashboard with an effective governance process. Within weeks, the dashboard was running and we facilitated executive level working sessions to ensure leaders could take full advantage of this new view of the business.

Solution

As a result, we helped Hilton proactively pursue new opportunities to acquire, engage and retain their most valuable customers while better integrating strategic customer initiatives across the enterprise.