

HYATT HOTELS AND SECURITY OF MIS

MARKETING ESSENTIALS | M4X01916

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31 MAY 2019

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Introduction

The purpose of this report is to investigate the effectiveness and the process is taken behind the Marketing Information System. This report will also recommend how these factors are influencing a company's wellbeing as well as it will highlight the importance of a balanced MIS. "A Marketing Information System (MIS) consists of people and procedures dedicated to assessing information needs, developing the needed information, and helping decision makers use the information to generate and validate actionable customer and market insights." (Armstrong, et al., 2016) Therefore, a defined MIS is at its base a process that operates the data given (primary or secondary) and analyzes it in order to identify the next decision that should be taken accordingly. Moreover, MIS helps the one using it to analyze the information and develop the targeted customer insights, taking decisions as mentioned before, managing the relationship between the company and its customers and maintaining the engagement. The company which will be analyzed in this report would be Hyatt Hotels Corporation to see how the effectiveness of the MIS was reflected in their internal or external issues.

Hyatt and MIS – effectiveness

"The history of hospitality industry dates all the way back to the Colonial Period in the late 1700s." (Hossin & Arif, 2016) Hyatt Hotels Corporation is an American multinational hospitality company which was founded in 1954 by Jay Pritzker after he had bought a motel "Hyatt House" near LAX, the Los Angeles Airport. (Hyatt, n.d.) Hyatt firstly expanded internationally in 1969 in Hong Kong with the name of Hyatt Regency. Hyatt's mission is to make a genuine impression on the people that use their services, to offer them the best conditions and to revolutionize the hospitality industry by varying the travelling styles. In 2011, Hyatt had approximately 450 properties which some of them were managed by them, others were franchised and other were also in the process of developing. Furthermore, "This organization depends on the management teams at each of the managed properties to lead by example and provide them with the appropriate autonomy to make operational decisions in the best interest of the hotel and brand." (Hossin & Arif, 2016)

Hyatt is following the marketing information system, accordingly, starting from the data gathering, specifically data mining to see when people are booking their rooms and at what time, what time they book their rooms and especially creating new patterns and mathematical logarithms. Currently, Hyatt is developing a program which would recognize the behavior of the customers. For example, analyzing his/her past bookings, it will make predictions regarding the upgradation to different services that Hyatt is providing (e.g. a better view or extra services). The software, which includes also automatic email and more "persuading" messages are crafted to ensure that they maximize their effectiveness on the customer segment and reaches all of them touching the important aspects of their lives. (PhocusWire, 2015) Therefore, Hyatt is using mostly primary data to mine and to extract the most valuable predictions regarding the customers' engagement towards the

company. Hyatt also aims to act on the relevant data, especially when it comes to the behavioral map of the customers starting with their check-in and ending with their stay. All of the steps that the customer is proceeding during their stay are meant to prioritize the essential data, which is needed in order to provide better, excellent service. Different patterns are used in order to achieve the goal and different approaches are undertaken to satisfy these needs. The business models can be broken using data and this is what this company aims for.

This data is stored in hard-disks and could be accessed from any point in the world if there is a connection between the storing unit and the device used. For example, if the managers or executive directors of Hyatt are travelling to a foreign country, they can access their data from that location using Internet and technology and reach (either it is through cloud or a network connection to the storing servers). However, there is an extra opportunity for Hyatt to reach out the “dark data” which is lost or not taken into consideration because they might seem irrelevant. For example, this data could be made up of rhetorical questions such as the version of the web browser the customer is using, how many people are booking at once during a single process or free feedback regarding the messaging center of a telecommunication (free text messages when reviewing). (SmartDataCollective, 2016)

Moreover, the case study of Hyatt shows that the online system for the company had previously shown a lot of issues because of the long process that customers were intended to carry. Hyatt now uses Splunk, a company that offers them the opportunity to reach their issues and observe them easier than before, giving them alerts and notifications about each and every problem. (Splunk, n.d.) With the help of IT and technological development, Hyatt now takes the advantage of the company that can forecast itself the future trends and future customer behavior based on the past.

Incident for Hyatt

One of the incidents regarding Hyatt’s investigations were related to some credit card issues. For example, there was a high-usage of credit cards when booking online, but fewer check-ins. “The investigation identified signs of unauthorized access to payment card data from cards used onsite at certain Hyatt-managed locations, primarily at restaurants, between August 13, 2015 and December 8, 2015. A small percentage of the at-risk cards were used at spas, golf shops, parking, and a limited number of front desks, or provided to a sales office during this time period. The at-risk window for a limited number of locations began on or shortly after July 30, 2015.” (Hyatt, 2015) Protecting the data which “leaked” from the Hyatt is a very important security measure since the personal information is kept and stored into Hyatt’s data base. However, the company announced the law forces to take measures regarding the ones who abused of this and also the customers were informed. The unauthorized charges from their credit cards were then given back.

Protecting data from unwanted access is also important because a security system will allow Hyatt to store even more data and use it on defined purposes. After the first cyber-attack, there was another one in 2017. “Hyatt's cybersecurity team discovered signs of and then resolved unauthorized access to payment card information from cards manually entered or swiped at the front desk of certain Hyatt-managed locations.” (BankInfoSecurity, 2017) The malware infections were discovered in 41 properties, mostly in China where the revenues are bigger.

Conclusion

Hyatt Hotel Corporation is one of the leading companies regarding the hospitality management and services, striving always to satisfy the customer and to give him the best. “We care

for people so they can be their best” (Hyatt, n.d.) is Hyatt’s purpose to bring to life the environment people are surrounded at their locations. Designing the place in a manner that would encourage the customer to engage with others is important. However, it is important to protect its data with security systems because of the numerous cyber-attacks that take place daily. So, an MIS is important within a company if it is protected and all of its components are safe.

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