Real-time intelligent decisions drive revenue and a transformative guest experience

PRICING & MERCHANDISING – REAL-TIME

PRiME® is the real-time, data-driven pricing and merchandising engine that serves as the intelligence engine of Nor1's Merchandising Platform. PRiME's automated approach to Machine Learning/Artificial Intelligence and offer generation enables hospitality companies to create more meaningful interactions, post-booking, with their guests that build loyalty and drive long-term revenue.

This patented "decision intelligence" engine is a technology first for the hospitality industry.

PRiME's true purpose is to maximize revenue for hotels while maintaining the rate integrity of their perishable inventories.

State of the Art Intelligence Applied to Every Guest Upsell Transaction

PRiME is built with the most advanced mathematics and technology in Silicon Valley. Using sophisticated algorithms trained on millions of historical transactions, it can better predict guests' willingness to pay for upgrades over and above the amount they already paid for their confirmed reservations.
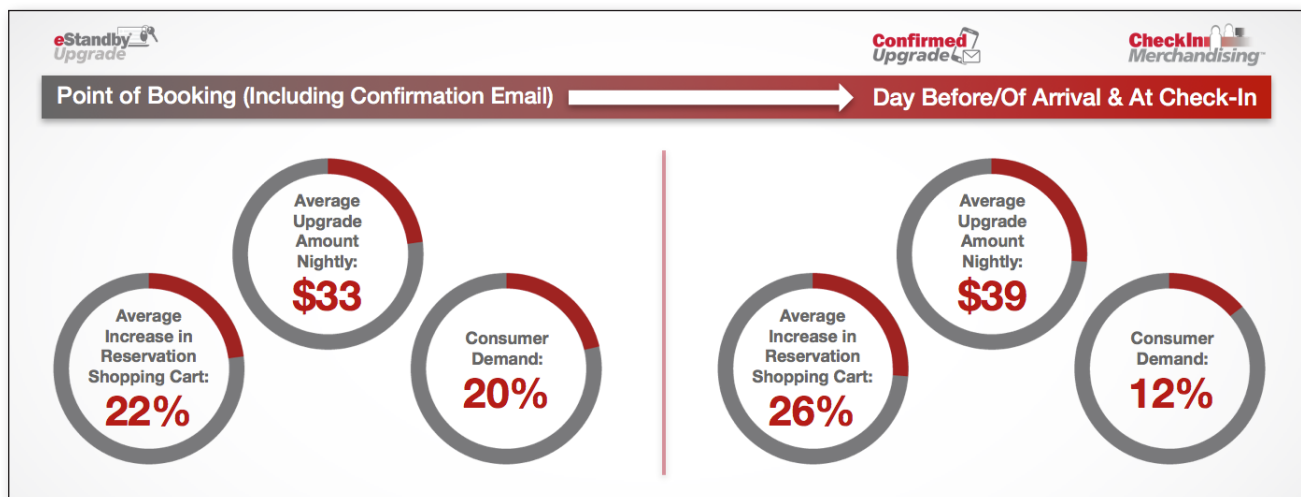
THE RIGHT OFFER, FOR THE RIGHT GUEST, AT THE RIGHT TIME.

Unlike a mere recommendation engine, PRiME accurately identifies in real-time what products and pricing to show a particular guest and then presents an offer set to the guest on behalf of the hotel. It's this "decision intelligence" that will increase a property's revenue and strengthen customer loyalty.

When information such as purchase history or travel preferences is utilized to create a dynamic customer experience, a deeper personal relationship develops between you and your guest. That's why PRiME considers hundreds of variables and interactions, including: • Length of stay • Number of guests • Arrival day of week • Guest history • Historical upsell data • Original booked price
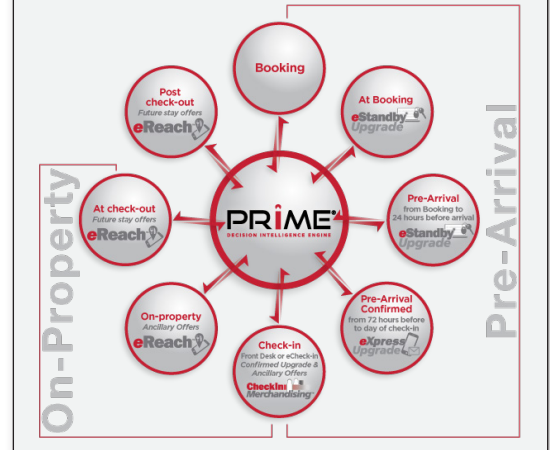
PRiME INSIGHTS

### What is the Revenue Value of the Upgrade Lifecycle?

- Based on a Standard Hotel: (~350 Rooms; 3-4 Star) – Stats for Luxury and Resort higher
- Based on room inventory upgrades – Stats for other non-room merchandising offers vary, however these offers increase Reservation Shopping Cart percentages: (F&B; Spa; Parking; Early/Late Check-in)

DECISION INTELLIGENCE

PRiME Decision Intelligence makes real-time and targeted offers using guest-centric and transaction-specific data.

Guest Reservation → Buyer Behavior Profile → Inventory Status → Historical Transactions = Targeted Offer
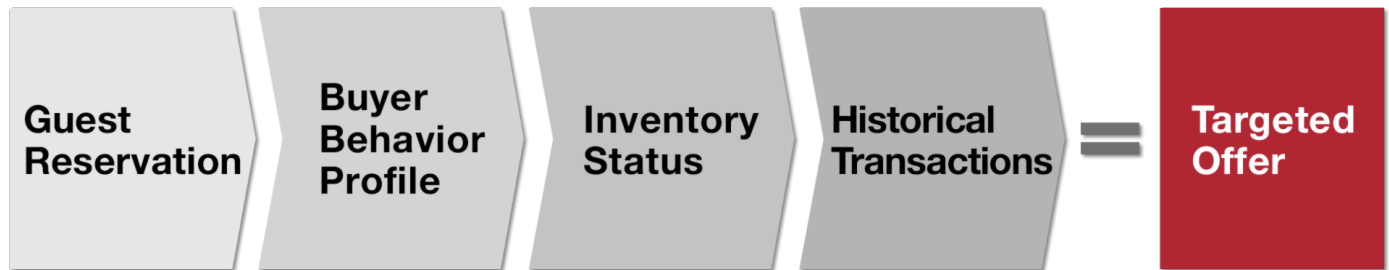
## AS YOUR GUESTS LOYALTY GROWS, SO DOES PRIME'S MEMORY

- PRiME gets smarter with each transaction and learns from every guest interaction, including what they didn't select... that is important, too!
- PRiME offers make guests happy because each one is engineered to direct a guest to comfortably select a desired price.

- PRiME transforms error-prone business intelligence (reports and dashboards) and enables a real-time dialogue with your guests.
- Leverage PRiME's resultant data across hospitality enterprise: Marketing, Loyalty, Revenue Management and Operations.

- **2+ Million requests for A Room with a View**
- **1+ Million requests to Sleep Late**
- **Average price requested for Late Check Out = $36.50**
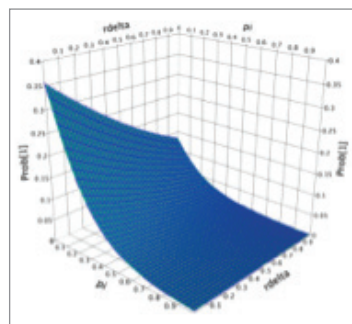
500 Million Offers Made

## UNPRECEDENTED ANALYTICS IN REAL-TIME

Classification
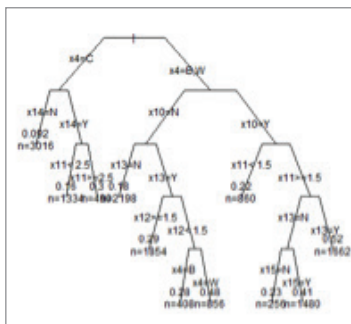
Real-time reservation data is merged with historical data on the property and the guest, and statistically classified in real-time.

Regression

Price sensitivities and product preferences are detected and described mathematically, in the same instant, capturing the interactions between product selection and price sensitivity.

Optimization
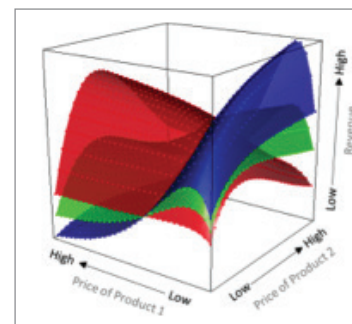
Millions of possible product and price combinations are evaluated in less than 70 milliseconds, and the optimal pricing and merchandising is selected and displayed.

Sign Up For Merchandising Success!