





Harish Chandra

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CIO- IT, Sarovar Hotels

### REPUTATION MANAGEMENT AND SOCIAL LISTENING

Review analytics, competitor benchmarking reputation management and social listening is a new trend. Every well managed and reputed hotel wants to reach a level where they are being proactive in their approach and not reactive. ORM has become very popular important in our hospitality industry in last two to three years.

Every hotel needs analytics solution to make informed management decisions. Guest feedback is very important for any property to know where to focus their efforts on. We listen to the negative comments very carefully for us to improvise further.

A single review cannot give you an entire picture but a data set can go a long way to give you a clear picture for future investments in key areas which makes decision making pretty easy. As far as competitor benchmarking is concerned, we believe an entity cannot make a decision without taking their competitors into consideration. So yes, they are very important.

### Upcoming tech trends

- ◆ Home away from home 'IOT' Internet of things
- ◆ Social media and 'ORM' Online Reputation Management
- ◆ Utilising power of cloud computing
- ◆ Mobility—automated room solutions



Suhale Kapoor

**Suhale Kapoor**  
Co-founder and Executive Vice President  
Absolutdata Analytics

### BIG DATA

In the hospitality sector, Big Data promises to tap vast wells of data to bring new consumer insights and immense competitive advantage. The hospitality industry has

started realising the true power of Big Data and how it can be applied to multiple areas such as real-time analytics, complex competitive analysis, hotel room reservation system, consumer sentiment analysis and intelligent traffic management.

Hotels and OTAs can find the massive amounts of data

generated from multiple data sources overwhelming. But the true value extraction depends on meeting big data challenges continuously while improving operational efficiencies.

With the right analytics, big data can deliver richer insight since it draws from multiple sources and transactions to uncover hidden patterns and relationships.