



SMS|Host News



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De-Duping on an Enterprise Scale

Case Study: MTM Luxury Lodging's De-Dupe Summit

Your most valuable asset is your guest history data. Over the course of time, many properties discover that their database has become unruly with many duplicate guest records. MTM Luxury Lodging recently addressed this problem head-on, on an enterprise scale.

MTM manages seven unique properties, all using SMS|Host and connected via SMS|Enterprise, to a CRES office with SMS|World XA also linked to the SMS|Enterprise system. Their aim was three-fold. First, to use their guest data and guest profiles to better understand their guest. Second, to transition reservation agents to use the Universal Lookup instead of the WorkSlate. And finally, to increase the speed and ease of making reservations.

MTM's first step in this de-duping process was to use their partner, LMG Data Mining, to obtain a list of duplicate guest tiles. Over 8,000 records from the previous five years were flagged as potential duplicates. This list served as the road map for MTM's De-Dupe Summit. Bringing together SMS super-users from its various properties, the Summit was an opportunity to sit everyone around the table to merge and eliminate duplicate guest records.

Over three days the super-users combed through 6,000 records. Managers at each of the properties will continue working through the list until all of the potential dupes have been addressed.

In order to minimize the potential for future duplicate records, MTM is rolling out the use of the Universal Lookup, replacing the WorkSlate as their standard practice

for looking up guests and reservations. The Universal Lookup allows the user to locate a guest record within the local SMS|Host database and the SMS|Enterprise database. Any guest that is part of the SMS|Enterprise database will be automatically transferred to the local database upon selecting the record, and the two records will be

synched. The Universal Lookup can be accessed in SMS|Host at any time by pressing F3. To enforce the use of F3, MTM will be restricting its users from having the ability to locate a guest record by using the WorkSlate.

"In order to service and recognize your guest, clean data is essential," commented Chuck Marratt, Vice President, Information Technology. "It is faster and more efficient to look up an existing guest tile than it is to create a new one, however in an enterprise environment such as MTM, each property, and each staff member, must use all of the guest tile fields in the same way."

Advice from MTM on performing your own De-Dupe Summit:

1. Before beginning a massive de-dupe summit with so many concurrent users, test your server hardware to ensure that it won't get bogged down with the additional traffic. MTM invested in a bigger server to speed up the process.
2. Use a road map to identify the dupes before beginning this process.
3. If you are going to hold a de-dupe summit, choose a location with a big broadband connection to ensure adequate speed.

Because of their use of SMS|Enterprise, MTM's de-dupe process was more involved than a single property installation of SMS|Host. For a single instance of SMS|Host you have three options for de-duping guest records: manual de-dupe, automatic de-dupe, and the user defined de-dupe option. User defined allows you to select which fields to match while searching for dupes.

User Guides for the Universal Lookup and De-duping are available in the documentation area of our customer login website. Your Client Services Account Manager can also help with any questions that you might have.