

## Marriott International

# Integrating the World's favourite travel company



### Challenge

With their \$13B acquisition of Starwood Hotels, Marriott International became the world's largest hotelier. Both legacy organisations brought extensive customer service functions. Their aim was to improve the contact centre experience in the short term, and in parallel, design a program to engage customers and omni-channel contacts for the future.



### Resolution

Deloitte led a global assessment to identify the leading practices of each legacy organisation. We conducted cross- industry analysis to develop an optimal integration strategy that kept the customer at the core and could engage omni-channel contacts. So, Marriott International could improve its combined customer experience, increase retention and continue to grow despite its extensive integration undertaking.



### Deloitte's Impact

- The business case, modelled as part of the overall transformation, projected 28% savings over the course of the program
- Marriott is currently tracking ahead of projected benefits in its multi-year integration strategy
- The new strategy will help Marriott realise its potential as a customer engagement leader in the hospitality industry, with Deloitte leading the initiative to re-define global omnichannel interactions