HARD ROCK UNIFIES 10,000 SYSTEMS TO LAUNCH A GLOBAL LOYALTY PROGRAM

Hard Rock International, an entertainment company with a global footprint, partners with OZ to integrate its data and systems and create frictionless guest experiences across all its locations.

CONTACT US

10,000	**79M**	**60**	**30**
systems integrated to give guests a connected experience	guest experiences supported through the loyalty app	countries supported through the app	minutes from a week's time to update 100 repositories

COMPANY
Hard Rock

HEADQUARTERS
Davie, Florida

INDUSTRY
Travel & Hospitality

EMPLOYEES
4,800

FEATURED SERVICES:

Enterprise Integration

App Innovation

Azure Solutions

THE CHALLENGE

Fragmented data creates a fragmented guest experience

From Atlantic City to Amsterdam, Pattaya to Punta Cana, no entertainment company—with all its casinos, cafes, resorts, spas, stores, and music—has more to offer than Hard Rock. However, with such a large global footprint as Hard Rock found, their guests did not receive the same level of service or perks across all their properties. And that's because every line of business within Hard Rock had its own technology and systems, creating data silos and fragmented guest experiences. In some instances, guests had more than one account across properties.

Hard Rock saw an opportunity to support its guests on their journeys around the world with a global loyalty program that allowed them to earn exclusive privileges and redeem offers from virtually anywhere. But to enable that experience, Hard Rock would first have to bring all their data and systems together to create a frictionless, connected guest experience.

BUSINESS NEED

Integrating data and systems to build a unified customer loyalty program

To eliminate the bottlenecks hindering a seamless guest experience, Hard Rock realized they needed to:

• Consolidate all guest information into a single platform accessible at any Hard Rock location
• Establish robust tracking mechanisms to analyze guest spending and serve personalized offers
• Introduce a single login account enabling guests to switch between properties without re-entering their credentials
• Remove manual processes to reduce product maintenance costs
• Improve how hosts (property staff) access guest information and interact with their most valuable guests

HOW OZ HELPED

OZ integrates data and systems to help guests navigate effortlessly between properties

OZ integrated all the guests' data—guests' contact details, booking history, preferences, and credit card information—into one mobile and web application so guests could navigate seamlessly between properties. No fewer than 10,000 systems were connected which gave guests a single, seamless experience while giving Hard Rock an integrated, 360-degree view of their patrons. This helps Hard Rock learn what customers love with every interaction and transaction, allowing them to market more efficiently. An API-led architecture, secure access to APIs, and robust infrastructure monitoring facilitates seamless communication between different systems. With all the VIP guest information in one location, hosts can provide more tailored experiences, extend exclusive privileges, and white-glove service.

In addition, OZ assisted Hard Rock in introducing a co-branded Unity credit card by connecting the back-end banking system with credit card applications through APIs, fast-tracking pre-approvals and applications. The integration has also benefited Hard Rock's e-commerce store, leading to a notable increase in the number of orders processed daily.

IMPACT

Connects millions of customers worldwide with one unified global loyalty program

Through the integration of customer data across 10,000 systems, OZ has helped Hard Rock stay true to its mission: to deliver the universal Hard Rock experience to guests anytime, anywhere. This comprehensive integration has brought several advantages:

• Hard Rock, for the first time, has a single customer account for all transactions, consolidating data from all the other systems such as the VIP CRM, Unity credit card, and banking systems
• It allows Hard Rock to cross-sell and up-sell effectively, personalize offers, and appropriately reward guest loyalty
• The app supports over 79 million guest experiences each year across a rapidly growing network of venues in 60 countries
• Hard Rock has introduced its own co-branded Unity credit card in partnership with Bread Financial
• Streamlined e-commerce workflows have resulted in faster order processing