ATLANTIS DUBAI

Appsuite's out-of-box solution was powerful enough to meet the needs of an extremely unique and diverse business. With multiple customer types and dining concepts, Appsuite was able to seamlessly integrate to solve the customer's specific problems and elevate the overall experience for both the customer and the end user.

LUXURY RESORT • DINING • LOYALTY PROGRAM

Atlantis Dubai is an award-winning, ultra-luxury resort destination set on the iconic Palm Island. It is home to a diverse range of experiences spanning two resorts, entertainment, attractions, wellness, and dining, including over 50 restaurants and dining concepts.

CHALLENGE

While Atlantis Dubai was already tightly integrated with Oracle's point of sale, their existing loyalty program lacked the flexibility and power needed to effectively cater to their diverse customer base across more than 50 dining concepts and celebrity chef restaurants. Atlantis Dubai quickly outgrew their existing loyalty program due to the resort's complex requirements, including varied customer types ranging from repeat customers and permanent residents of the resort to tourists and international VIP guests.

Atlantis Dubai required a loyalty solution that could consolidate a single view of each customer, enable targeted marketing based on customer actions, and deliver personalized experiences across the resort. The challenge was further compounded by the uniqueness of each dining concept, requiring a new architecture to evolve from their multi-threaded approach to a holistic solution that could provide a customer-facing interface for discounts, marketing, customer profiles, and data collection.

SOLUTION

Appsuite delivered a comprehensive solution that effectively addressed Atlantis Dubai's needs, reformulating a robust and adaptable loyalty program that catered to the diverse customer profiles. The complexities of customer demographics and spending habits across multiple restaurants were thoughtfully coalesced into four loyalty membership tiers.

By consolidating data from their existing base of unique users into a centralized database, Appsuite empowered each dining solution with the knowledge required to market to guests accurately and effectively. The integration of Appsuite's CRM with the existing Salesforce platform provided a coherent view of the data, enabling data flow through Appsuite's Data Hub product into the enterprise business intelligence (BI) system. This integration not only facilitated the development of sophisticated dashboards but also unlocked the potential for leveraging data science to better serve the guests.

Appsuite seamlessly integrated Atlantis Dubai's new loyalty infrastructure within their existing websites and custom apps for each unique restaurant, ensuring a cohesive loyalty experience across all touch points.

RESULTS

Since the implementation of Appsuite's loyalty program in 2020, Atlantis Dubai has demonstrated a strong focus on driving sign-ups and enhancing customer engagement. This strategic shift has yielded remarkable results, with the loyalty member growth rate increasing by an impressive 30% annually. In addition to this substantial growth, the program has catalyzed further successes for Atlantis Dubai.

Continued

ANNUAL LOYALTY MEMBERSHIP GROWTH

↑30%

> "Appsuite has provided us with the fundamental building blocks for our loyalty program, allowing us to create the best possible experience for our guests.
>
> We are excited to continue to work with Appsuite on expanding our business pillars and functionalities. It's clear that we have only scratched the surface of their capabilities."
>
> – Oliver Stutz, Digital & Innovation Marketing Project Manager, Atlantis Dubai

ATLANTIS
DUBAI

RESULTS

Initially, the customer repeat rate stood at 10-13% upon launch. However, through targeted marketing campaigns promoting the loyalty program, the repeat rate surged to an impressive 20-30% in the following quarter and has since remained steady. This increase in repeat business underscores the program's effectiveness in fostering customer loyalty and retention.

Furthermore, the distribution of loyalty membership across the established tiers—Blue, Silver, Gold, and Black—reveals compelling insights. Notably, massive growth in the transition from the Blue tier to Silver indicates the efficacy of incentivizing customers to spend in pursuit of elevated membership levels.

The average monthly member visits across all outlets, based on active members, currently stands at a strong 48%. This underscores the program's success in not only driving sign-ups but also ensuring consistent patronage among its members, especially given that Atlantis Dubai is most often seen as a tourist destination. Moreover, the proportion of new loyalty members who have completed at least one transaction has exceeded expectations, reaching a notable 42% in 2023. This showcases the program's ability to swiftly engage and activate new members.

The sources of new member sign-ups provide valuable insights into the program's organic growth. Word of Mouth emerges as the strongest driver, contributing to 39% of total new sign-ups. Restaurant sign-ups account for 13% of total new loyalty members, indicating that the program is incentivizing customers to convert to loyalty members on site.

By harnessing the data amassed through Appsuite's loyalty program and the integrated Appsuite Data Hub, Atlantis Dubai can effectively identify and prioritize its VIPs and top spenders. This enables the resort to curate a bespoke, luxury VIP experience that aligns seamlessly with Atlantis Dubai's renowned standard of hospitality.

CUSTOMER REPEAT RATE

↑**100%**

ACTIVE REGISTERED MEMBERS

42%

APPSUITE

Appsuite's powerful digital solutions create immense potential for businesses aiming to enhance customer engagement, loyalty, and complex order capabilities. With a comprehensive suite of tools including kiosks, loyalty programs, and online ordering, Appsuite empowers businesses to cultivate meaningful relationships with their customers, leading to significant improvements in customer retention, satisfaction, and overall efficiency and profitability.

To discover how Appsuite's solution can drive a successful partnership for your business, contact our team and explore the potential benefits of this cutting-edge platform.

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