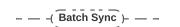# Hospitality loyalty management process

This diagram details the time based interactions of systems in a hospitality loyalty management business process.

Batch Sync

- Streams
- Single Source of Truth
- Segments
- Interaction Studio
- Social Studio
- Customer 360 Audiences

Commerce
- Orders
- Offers
- Pricing
- Catalog

Headless Commerce

1. Reservation passed to Salesforce

Salesforce

Loyalty

2. Update Loyalty records

Sales

3. Reservation history passed to CDP

4. Loyalty data passed to CDP

Customer Data Platform

5. Segment "enhanced" with loyalty info

Marketing
- Journeys
- Campaigns
- Personalized Comms
- Interaction Streams
- Affinity & Intent

Personalized Communications

Reservations

Mulesoft

Hospitality Data Sources

PMS, RMS, CRS / GDS

Sales & Catering