Travel & hospitality loyalty management capability map

This diagram details business capabilities for a travel and hospitality loyalty management solution with high-level product positioning powered by the Salesforce Customer 360.

Legend:
- Customer 360 Audiences
- Interaction Studio
- Social Studio
- Slack
- Commerce
- Sales
- Personalization
- Single Source of Truth
- Web
- Mobile
- Bots
- Partners
- Analytics
- Apps
- Data
- Segmentation
- Privacy
- Identity
- Workflow

Marketing

Interaction & behavior capture

Experience & Engagement

Loyalty influenced headless commerce

Service

Case Management

Loyalty service console

Loyalty Management Capabilities

Loyalty Administration

- Program, member, partner management
- Promotion admin
- Rewarrds and benefits management
- Voucher management
- Batch management

Loyalty Processes

- Accrual & redemption
- Points expiry
- Tier
- Promotion orchestration
- Decision tables

Intelligent Loyalty

- Promotion recommendation
- Promotion effectiveness
- Liability & fraud management
- Personalized rewards

Platform Services

Integrations

Travel Industry Data Sources

- Passenger Service
- Departure Control
- Inventory, Fare, Schedules

Hospitality Industry Data Sources

- Reservations
- Revenue Management
- Sales & Catering

Supplier & Partner Ecosystem

- Inventory
- Offer
- External context