

Twitter Data + Hospitality

Avero Case Study

Business Challenge

Boutique wineries, hotels and restaurants have a unique opportunity to use social media to engage with customers in real-time and create custom memorable experiences. With people posting photos of their favorite foods, tweeting customer complaints and sharing restaurant reviews, there is a huge opportunity to interact with customers while they are in the moment. Yet with so much noise to contend with on social media, how can these businesses correctly identify potential customers, solve customer service challenges and delight patrons? These are the questions that faced Avero, a New York-based SaaS analytic applications company that provides specialized services to the hospitality industry.



The Power of Social in Engaging Customers

While the ability to pinpoint the right customers, in real-time, and engage with them in a custom experience seems like science fiction, that’s exactly the challenge Avero wanted to solve.

Paul Mabray, Vice President at Avero, was focused on bridging the gap between wine and technology, improving the oenophile’s experience. In the wine industry, discerning guests are often looking for an unforgettable experience, whether that’s a day touring exclusive reserve cellars or drinking the perfect bottle of Merlot. Mabray knew that millions of conversations were occurring on social media about wine, but needed a way to better parse and filter through all these public social data points. His goal was to find a way for wineries to know when a high value prospect might be visiting, so they could more effectively engage with qualified wine lovers.

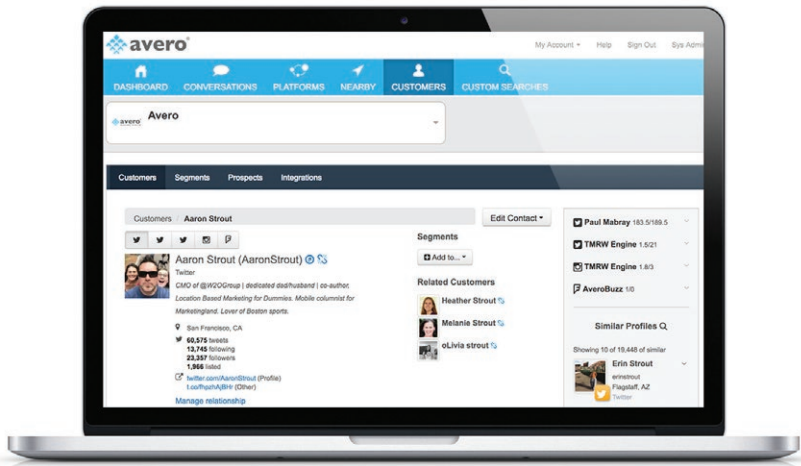
Creating Dynamic Customer Profiles

To solve this challenge Mabray chose to use Twitter’s real-time PowerTrack and Data Collector to analyze and categorize the wine tastes and habits of millions of wine lovers.

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While Data Collector aggregates social data from multiple public APIs, PowerTrack provides the granularity to gain actionable insight from social conversations. PowerTrack provides customers with the ability to filter Twitter’s full Firehose of tweets, and only receive the most relevant data based on a wide variety of attributes, including public user information, geo-location, language and more. The Avero team needed to respond to customer conversations in minutes while filtering out irrelevant conversations. This was only possible using PowerTrack.

Armed with this information, Mabray’s team analyzed 350 million wine conversations across various social media channels. From that aggregate, they pulled out 50 million conversations related to wine, region and varietals and built profiles of different types wine enthusiasts.



To accurately capture a myriad of social data points, the system had to be intelligent enough to distinguish contextually relevant conversations.

“If I say ‘cab sauv’ on Twitter, because I only have 140 characters, what I’m really saying is ‘cabernet sauvignon.’ Or if I say, ‘blackberry in a six word spread of Twisted Oak,’ there’s a high probability that’s going to be a tasting note about Twisted Oak winery, not about Twisted Oak golf course,” Mabray explained.

If a person publicly shares their wine preferences over social media, that information can be used to help vintners learn about wine lovers and identify high value customers to engage.

Local Precision Marketing

Using their social database of wine enthusiasts, Mabray’s team created a system for helping regional wineries in the Napa Valley better engage with prospective customers.

With over three million people visiting Napa County each year, if wineries can learn about the preferences of wine enthusiasts, this helps them better market their products to those visiting the region.

“High end wineries want to be able to identify a consumer that is a candidate for a \$40 - \$120 bottle of wine. That’s not so easy to tell

when they walk through the door,” Mabray explains.

Mabray’s team alerts wineries when a wine lover has publicly shared they are in the region. Based on that information, they assign a numerical rating, similar to a Klout score (a popular social media influencer ranking), specifically for wine lovers. Armed with that information, wineries can identify high value prospects and can choose to engage via a personalized digital note, inviting the visitor to a private tasting.

“The granularity of PowerTrack in allowing us to hone in on real-time social conversations and use that information to help wineries is a total game changer.”

Revolutionizing the Hospitality Industry

Avero’s success with the wine industry has far reaching implications for the hospitality sector.

“If a restaurant can see, in real-time, that a customer is tweeting about their dining experience, or sharing food photos, they have an opportunity to engage in ways that weren’t possible before. It might be strange today, but in 20 years, it’ll be normal to walk into a restaurant and have the host know who you are,” Mabray explains.

Avero is bringing this precision marketing technology into the restaurant industry. Reputation management, listening and social engagement are key for restaurants looking to acquire and delight their diners. With such a limited window of time that a patron is actually in a restaurant, using precision marketing techniques powered by Twitter Data is critical to improving customer engagement and preserving customer satisfaction.

“Success is distilling it down to making Twitter valuable to the restaurants in real time. Our job is to help bring context to deliver intelligent, smart feedback so they can get the most impact, real-time, for their business. We don’t want to distract with noise, only want to give them signals,” Mabray explains.