three rocks

data services

‖ Don't waste your data - use it ‖

‖ Transform your business through data; enhance guest experiences, improve operational efficiency and drive business growth ‖

‖ Become a data-driven business ‖

‖ Manage all your data across sites in one platform, from anywhere ‖

OUR SERVICES ASSIST WITH:

Collection	Augmentation
Security	Organisation
Quality	Processing
Forecasting	Reporting
Tracking	Communicating
Analysing	Segmenting

DATA BENEFITS

Effective Marketing and Promotions
Quality data allows for targeted marketing campaigns based on customer demographics and past behaviour. It enables personalised communication through many channels.

Improved Operational Efficiency
Smoother operations by reducing errors and inconsistencies. Automation and data-driven processes help optimise staffing and other critical functions.

Enhanced Guest Experience
Personalise services based on guest preferences and history, leading to greater guest satisfaction and retention.

Customer Relationship Management
A strong database is the foundation for CRM systems, helping build long-term relationships with guests through personalised communication and loyalty programs.

Reduced Errors and Manual Work
Automated data processing reduces the risk of human errors in booking, billing, and inventory management. Minimising manual tasks, allowing staff to focus on customer services and other high-value activities.

View data from a high level to the lowest grain
Zooming in to answer the whys and zooming out to see the impact on the business as a whole.

Revenue Optimisation
Helps in analysing market trends, identifying peak seasons, and maximising revenue through effective pricing strategies.

Efficient Reporting and Analytics
Advanced reporting and analytics for business intelligence.

A single view of the data
Permissions and access tailored to each team member's needs so the data is relevant to their roles.

Streamlined Inventory and Supply Chain Management
Accurate databases help track inventory levels, monitor supplies, and manage procurement efficiently, reducing waste. This ensures timely restocking and minimises operational disruptions.

Optimise labour
Analyse labour forecasting ensuring optimisation, effectively setting shift patterns to utilise the workforce.

Scalability and Flexibility
Scalability as the business grows and flexibility to adapt to new technologies.

Better Collaboration and Communication
A centralised database improves communication and coordination across departments and locations.

Informed Decision-Making
Data processing capabilities allow for deeper insights into customer behaviour and trends. Managers can use this information to make strategic decisions about pricing, promotions, and resource allocation.