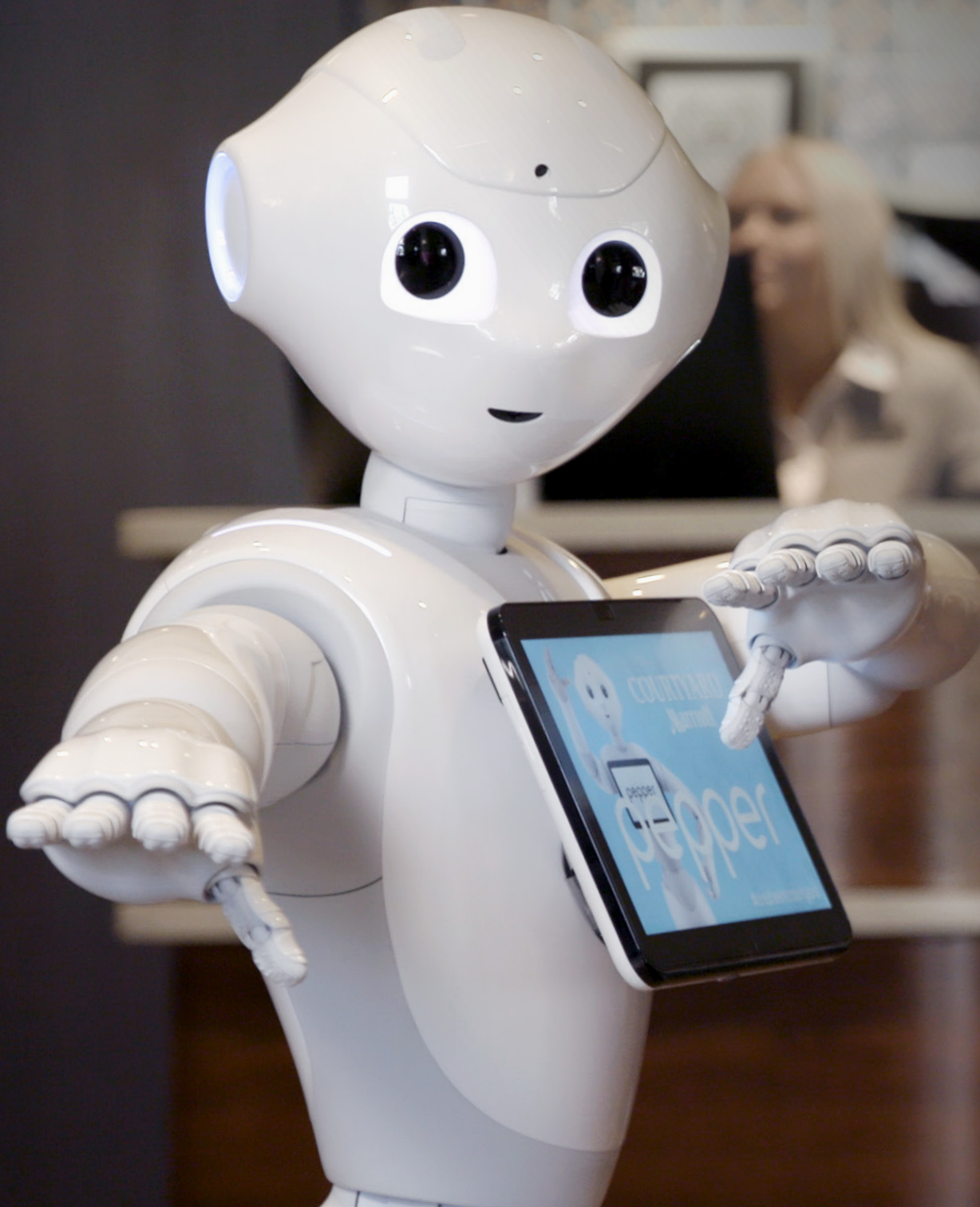


Case Study

# pepper

## COURTYARD<sup>®</sup> Marriott<sup>®</sup>







## The Challenge

Courtyard by Marriott's Theme Park Entrance hotel, one of the highest-rated in the Marriott chain, was looking to improve their already stellar reputation for guest satisfaction. To do that, they would have to find a way to increase guest engagement, provide information about on-site and off-site activities, and promote their Marriott Rewards program. They would also need to collect valuable customer data in order to help them fine-tune their messaging.

To achieve their goals, Courtyard by Marriott partnered with SoftBank Robotics America (SBRA), a thought leader in customer-experience tech, to launch a pilot deployment of Pepper in their lobby. This allowed them to run multiple content campaigns and enhance their on-property experience, while also boosting customer loyalty and overall brand satisfaction.

*"We wanted a connection. We wanted to have something that could light up the kids' eyes and the parents' eyes as well. And Pepper just had that in spades."*

Bill Cleaver  
General Manager, Courtyard by Marriott's  
Theme Park Entrance Hotel



Pepper served as a bridge to deepen the connection between our ambassadors and the families they serve.

Jonathan Barba  
Ambassador, Courtyard by Marriott



## The Solution

Pepper immediately elevated the customer experience for this Courtyard by Marriott, resulting in a five-point jump in their primary guest satisfaction survey ranking after only one month of operation. By engaging visitors in a unique and fun way about the hotel's renowned water park, the Disneyland theme park, and the Marriott Rewards program, Pepper became an indispensable amenity to the hotel's guests and a helpful partner to its staff. Pepper was also able to act as an extension of the team, relieving staff of mundane tasks during the busy check-in process, which included boosting enrollment in their loyalty program: Marriott Rewards, a key performance indicator for the hotel. Pepper further demonstrated to guests that Courtyard by Marriott is committed to tech that enhances their experience, adds value to their stay, and creates moments worth coming back for.

*"We look at Pepper not just as entertainment, but also as an amenity—just like our water park, our interactive Go-board, and even our gift shop—because we're all about creating a great experience at every moment and in every part of our hotel."*

Jonathan Whitehead,  
IT Director, Northwest Hotel Corp.



## The Application

The web-based content management system that operates Pepper is so intuitive that Courtyard by Marriott staff started building out campaigns from day one. The ability to program promotional content without having to depend on outside tech meant that staff could swap out content in real time.

They launched the Hidden Mickeys game, a challenge in which guests attempt to find hidden Mickey Mouse silhouettes in pictures displayed on Pepper's tablet. Courtyard by Marriott also tested other campaigns, like Disneyland History—a brief background of Disneyland—and Robot Story—Pepper's affectionate regard for other, more famous robots. Pepper provided immediate data on which campaigns were most effective, allowing staff to adjust content, timing, and delivery either at their leisure or, if necessary, on the fly.

*“The Pepper CMS is great.  
It's super easy to work with.  
I just found it really, really  
simple  
and intuitive.”*

Jonathan Whitehead  
IT Director, Northwest Hotel Corp.





*“With the hospitality industry—probably more so than any other—the experience you have defines whether or not you’ll return and whether or not you’ll tell your friends about it. So the opportunity is huge.”*

Kass Dawson  
Head Marketing Communications, SoftBank Robotics





## The Result

By placing Pepper in the lobby, Courtyard By Marriott achieved their goal of increasing guest engagements. Additionally, through Pepper's ability to run multiple content campaigns, they were able to boost customer loyalty via Marriott Rewards and improve overall brand satisfaction.

### TOP 3%

Among All Courtyard  
by Marriott Hotels  
in Guest-Intent-to-  
Recommend

### 2.5-min

Average  
In-Session Times

### 200+

Daily  
Interactions





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