

Content Monitoring Technology in Marketing: A Case of PropertyVIEW



Source: Pexels (2017)

Background

In today's world of E-commerce, the quality of digital marketing content plays a crucial role in shaping brand image and influencing sales. Content monitoring technology allows hotels to keep a close eye on the accuracy and effectiveness of their digital content across various platforms. At the same time, content monitoring technology also facilitates data collection for the hotel, which can guide further marketing strategies and improve service quality.

By combining advanced technology like artificial intelligence and machine learning with human intelligence, PropertyVIEW is a powerful tool designed for hoteliers to monitor and maintain accurate and consistent listing information across various distribution channels (TTG Asia, 2022). The software proactively audits descriptive information, amenities, and photos listed on local directories, search engines, and online travel agencies, then compiles a **Detailed Content Accuracy Scores** that reflect the current state of a business's content, considering all inaccuracies, errors, and omissions (HotelPORT, n.d.). The software also provides a **Multi-Level Data Views** showing content accuracy by chain, by brand, or individual property within the organization. Moreover, advanced **Photo Matching AI** technology in the software detects whether the content displayed on other distribution channels matches the ones displayed on the official channels (HotelPORT, n.d.).

After integrating with the hotel's existing property management system, the software will also be able to cross-reference the hotel's official offerings with the listings found online and alert the management of any inconsistency detected.

Challenges

Although the implementation of PropertyVIEW allows hoteliers to streamline their online marketing and sales activities, the initial integration with existing property management systems may be complex and require significant amount of time and technical expertise, it may also lead to disruptions in operations. Furthermore, over-reliance on AI scanning may result in undetected errors due to the fact that AI detection does not come without errors and glitches.

Discussion Questions

1. How can Detailed Content Accuracy Scores and Multi-Level Data Views provided by PropertyVIEW help in maintaining a positive brand image?
2. What are the potential risks of over-relying on AI for content accuracy, and how can these risks be mitigated?
3. Do you think PropertyVIEW is a worthy investment for hotels? Why or why not?
4. Do you think this technology can be applied to other sectors in the hospitality industry? Explain with an example.

References

HotelPORT. (n.d.). Advanced Technology for Next-Gen Hospitality Distribution. Retrieved from <https://hotelport.co/propertyview-content-monitor/>

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Keywords

- Artificial Intelligence
- Data-driven marketing
- Hotel
- Technology
- Content marketing
- Accuracy

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This case study is based on and adapted from the work of Master's student Hadeel Fkeeh from the School of Hotel and Tourism Management at The Hong Kong Polytechnic University.

内容监控技术在营销中的应用：以 PropertyVIEW 为例



Source: Pexels (2017)

背景

在当今的电子商务世界中，数字营销内容的质量对于塑造品牌形象和影响销售起着至关重要的作用。内容监控技术使酒店能够密切关注其在不同平台上的数字内容的准确性和有效性。同时，该技术也有助于酒店进行数据收集，从而指导后续的营销策略并提升服务质量。

Property VIEW 是一款专为酒店经营者设计的强大工具，它将人工智能和机器学习等先进技术与人类智慧相结合，用于监控和维护在各类分销渠道上发布的准确且一致的房源信息 (TTG Asia, 2022)。该软件会主动审核在本地目录、搜索引擎和在线旅行社上列出的描述性信息、设施和照片，然后生成一份**详细内容准确度评分**，该评分反映了企业内容的当前状态，并考虑到了所有不准确、错误和遗漏之处(HotelPORT, n.d.)。该软件还提供**多层级数据视图**，可按连锁集团、品牌或组织内的单个物业显示内容准确度。此外，软件中先进的**图片匹配人工智能**技术能够检测其他分销渠道上显示的内容是否与官方渠道显示的内容一致(HotelPORT, n.d.)。

在集成到酒店现有的物业管理系统后，该软件还能将酒店的官方产品信息与网上找到的房源信息进行交叉比对，并在发现任何不一致时向管理层发出警报。

挑战

尽管实施 PropertyVIEW 可以帮助酒店经营者简化其在线营销和销售活动，但与现有物业管理系统的最初集成可能较为复杂，需要大量的时间和技术专长，也可能导致运营中断。此外，过度依赖人工智能扫描可能会导致未被发现的错误，因为人工智能检测本身并非毫无差错或故障。

讨论问题

1. Property VIEW 提供的详细内容准确度评分和多层级数据视图如何帮助维护积极的品牌形象？
2. 过度依赖人工智能来确保内容准确性有哪些潜在风险？如何缓解这些风险？
3. 您认为 Property VIEW 对酒店而言是一项值得的投资吗？为什么？
4. 您认为这项技术可以应用于酒店业的其他领域吗？请举例说明。

参考文献

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关键词

- 人工智能
- 数据驱动营销
- 酒店
- 技术
- 内容营销
- 准确性

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內容監控技術在營銷中的應用：以 PropertyVIEW 為例



Source: Pexels (2017)

背景

在當今的電子商務世界中，數位行銷內容的質量對於塑造品牌形象和影響銷售起著至關重要的作用。內容監控技術使酒店能夠密切關注其在不同平台上的數位內容的準確性和有效性。同時，該技術也有助於酒店進行數據收集，從而指導後續的行銷策略並提升服務質量。

PropertyVIEW 是一款專為酒店經營者設計的強大工具，它將人工智能和機器學習等先進技術與人類智慧相結合，用於監控和維護在各類分銷渠道上發布的準確且一致的房源信息 (TTG Asia, 2022)。該軟體會主動審核在本地目錄、搜尋引擎和在線旅行社上列出的描述性信息、設施和照片，然後生成一份詳細內容準確度評分，該評分反映了企業內容的當前狀態，並考慮到了所有不準確、錯誤和遺漏之處 (HotelPORT, n.d.)。該軟體還提供多層級數據視圖，可按連鎖集團、品牌或組織內的單個物業顯示內容準確度。此外，軟體中先進的圖片匹配人工智能技術能夠檢測其他分銷渠道上顯示的內容是否與官方渠道顯示的內容一致 (HotelPORT, n.d.)。

在集成到酒店現有的物業管理系統後，該軟體還能將酒店的官方產品信息與網上找到的房源信息進行交叉比對，並在發現任何不一致時向管理層發出警報。

挑戰

儘管實施 PropertyVIEW 可以幫助酒店經營者簡化其在線行銷和銷售活動，但與現有物業管理系統的最初集成可能較為複雜，需要大量的時間和技術專長，也可能導致營運中斷。此外，過度依賴人工智能掃描可能會導致未被發現的錯誤，因為人工智能檢測本身並非毫無差錯或故障。

討論問題

1. PropertyVIEW 提供的詳細內容準確度評分和多層級數據視圖如何幫助維護積極的品牌形象？
2. 過度依賴人工智能來確保內容準確性有哪些潛在風險？如何緩解這些風險？
3. 您認為 PropertyVIEW 對酒店而言是一項值得的投資嗎？為什麼？
4. 您認為這項技術可以應用於酒店業的其他領域嗎？請舉例說明。

參考文獻

HotelPORT. (n.d.). Advanced Technology for Next-Gen Hospitality Distribution. Retrieved from <https://hotelport.co/propertyview-content-monitor/>

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關鍵詞

- 人工智能
- 數據驅動行銷
- 酒店
- 技術
- 內容行銷
- 準確性

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本案例研究基於並改編自香港理工大學酒店及旅遊業管理學院碩士研究生 Hadeel Fkeeh 的作品。