GOZOOP

CASE STUDIES

TAJ.Live

- Taj Hotels

Objective was to have a constant hyper-personalized engagement with our guests, delighting them basis their social footprint and leveraging past user interactions with the brand to imbibe the feeling of "Tajness", a term synonymous with Taj online, at the ground level

Hyper-personalization: Our aim was to engage with our guests with warmth and empathy online

Taj + Happiness: Tajness through guest delights, thank notes, surprises etc

Online prevention VS Cure: Through our dashboards, we got real-time updates which helped us foresee crisis incidents

Real-time conversations VS Real-time insights: Helps us understand the guest demographic patterns better.

Tajness overload through UGCs: By strategically showcasing guest experiences on our social platforms which helped us generate more leads

Making Taj.Live synonymous with its name- It was live, real and quick

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