

Differentiated digital experience for luxury travelers

the story

[Rosewood Hotels & Resorts](#), a renowned hospitality brand with 27 ultra-luxury properties around the world, puts a hyper-personalized customer experience at the heart of its mission and vision. In 2020 they selected Cognizant as an experience transformation partner to embark on a journey of bringing the most luxurious, personalized and authentic digital customer experiences into the hands of its travelers and guests.

our approach

To fulfill Rosewood Hotels & Resorts' vision Cognizant first needed to understand what would surprise and delight the next-generation luxury traveler. Our process brought together insight, foresight and immersive experience design re-imagine Rosewood Hotels & Resorts' entire digital experience. The result delivers the highest level of personalization across all consumer touchpoints at moments that matter for guests.

We worked alongside Rosewood Hotels & Resorts and in close collaboration with our Digital Experience practice on a design and solution architecture that delivers with agility and ease, powered by the entire Adobe Experience Cloud.

In anticipation of travel booming back in a post-pandemic world, Cognizant brought these capabilities to life through an integrated approach and collectively made requirements, solutions, and built decisions iteratively to meet Rosewood Hotels & Resorts' launch goals in just 7 months.

looking to the future

As the world reopens, Rosewood Hotels & Resorts is empowered to deliver unprecedented customer intimacy, meeting their vision as a next-generation luxury brand.

key focus areas:

- Elevating the digital brand experience—making a visit to the website as delightful as walking into one of their properties
- Implementing a consolidated customer data ecosystem—allowing Rosewood Hotels & Resorts to have a singular 360-degree view of every customer, thus enabling employees globally to deliver the highest level of hospitality
- Automating omnichannel marketing—meeting the customer wherever they are, across all touchpoints

