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Data Sucks...
But It Doesn't Have To

THE RESULT

Return On Investment To Date...

19%

Reduction in 2025 annual budget

$6.3M

Cost savings from reduced cancellations and manual discounts

$8.3M

Revenue growth from increased bookings

...And We're Just Getting Started

Debunking The Myths

Our data quality is not affecting revenue or guest experience

We have an accurate measure of our KPI's

Our CRM, DW, CDP will resolve these issues

Our team is already addressing this

Our systems are connected

Business Leaders

I don't have access to the data that I need

I have to juggle multiple tools to do my job effectively

I can't upsell without reliable guest insights

Customer Support

DISCOVERING THE ROOT CAUSE

Inaccurate, Disorganized and Inaccessible Data

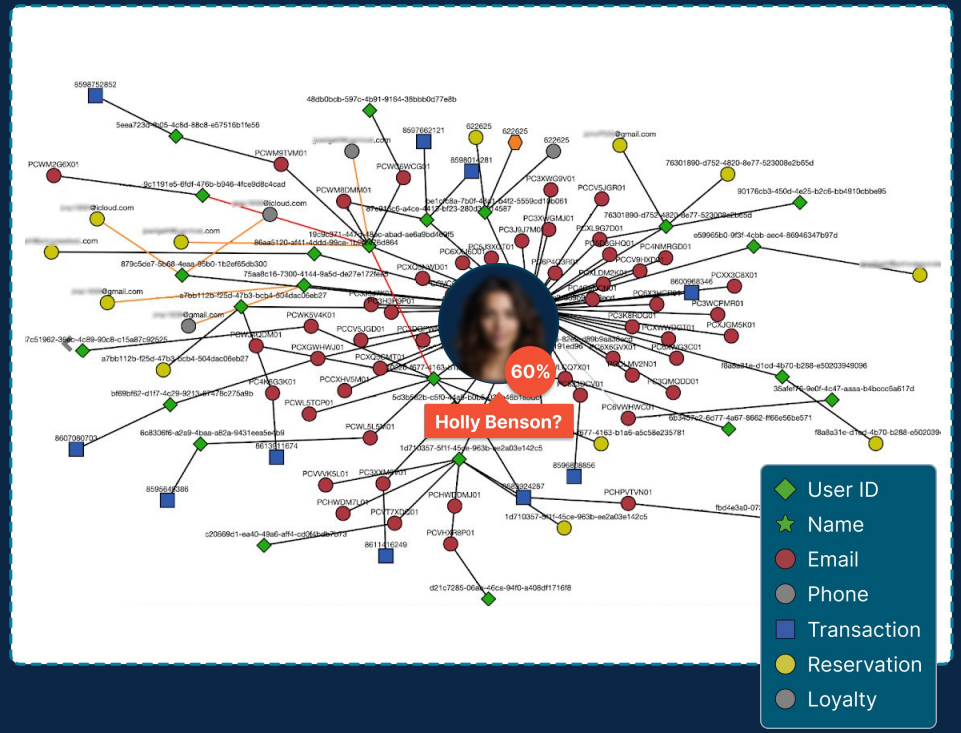
Legacy CRM

New CRM

Identity

Marketing

On Ship



Web

Mobile

Loyalty

Transactions

Bookings

Flying Blind Costs You: Lost Revenue & Escalating Costs

> It costs an enterprise **$1 to verify a record** as it is entered, **$10 to fix it later** and **$100 to do nothing.**

Forrester: The Impact of Bad Data

PRINCESS | harpin AI

THE BREAKTHROUGH

Monitoring and Validating Data at the Point of Interaction

Holly Benson

PIN: 20007376662

Identity data

Full name	4 total
Holly Benson	Recognized
Holly B	Questionable
H Bensinn	Unrecognized
H B	Unrecognized

Email address	4 total
holly-benson@gmail.com	Valid
holly_benson@verizon.net	Unverifiable
h_benson@comcast.nit	Invalid
holly.benson7@gmail.com	Invalid

Phone number	2 total
(m) +1 719-444-1234	Valid
(m) +1 719-444-12345	Invalid

Address	2 total
520 Pike St Seattle WA 98101	Valid
Seattle WA DC	Invalid

Data sources

- Salesforce
  Last data ingestion was today at 4:06 PM
- Snowflake
  Last data ingestion was today at 3:46 PM
- Point of Sale
  Last data ingestion was today at 4:12 PM
- Reservations
  Last data ingestion was yesterday at 10:52 PM
- Loyalty Management
  Last data ingestion was yesterday at 2:38 PM
- Customer Support
  Last data ingestion was yesterday at 2:38 PM

Activity tracker

Transactions (5) | Reservations (4) | On-premise events (3) | Customer support (0) | Loyalty

12 total on record

Location #12	Order 1357911130	$975.11 on Feb 17, 2025	Show details
Location #12	Order 7364559378	$1,275.22 on Jan 8, 2025	Show details
Location #26	Order 3756105633	$475.21 on Sep 10, 2024	Show details
Location #10	Order 8233957092	$475.21 on Jul 15, 2024	Show details
Location #12	Order 1635492984	$875.32 on Apr 10, 2024	Show details

Spend insights

CLTV
High

Total spend in last 365 days
$12,250

Total all-time spend
$42,076

Average annual spend
$10,963

Average spend per transaction
$415

Don’t Blame Your Data For Your Job Sucking

4 **Activate**

Unlock proactive decision-making to drive business outcomes with confidence

3 **Answer**

Test hypotheses and unlock value by getting answers to key questions

2 **Resolve**

Efficiently and accurately improve the quality of data, in real-time

1 **Observe**

Real-time data monitoring and alerting to detect risks, root cause and opportunities

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Get Straight to the Answers: Turn Your Data into Action

- Get answers to the business questions you've always had but could never easily access
- Explore unlimited possibilities—without waiting on data teams
- Spot trends and issues in real time to make faster, smarter decisions
- Turn raw data into clear, decision-ready intelligence

Book your Answer's Trial Now