

E – commerce CRM solution helps major hotel-chain drive growth

Overview

Country: USA

Industry: Lodging

Customer Profile

An upscale and luxury hotel operator with \$1 billion in revenues and operating more than 150 properties under multiple brands.

Business Situation

The client wanted to better serve existing customers and attract new ones. It chose a cohesive customer interface for all its brands to provide information, allow convenient self service options and deliver a personalized user experience.

The Solution

The Infosys solution was to develop and deliver a best in class scalable website to meet current needs and also help the client to achieve its long term strategic goals.

Benefits

Elevated customer satisfaction levels and personalized service delivery.

The client offers upscale and luxury hotel and resort accommodations through proprietary lodging brands and a management services division. It owns, leases, manages and franchises hotels and resorts in the United States, Canada, Mexico, the Caribbean and Europe. As one of the world's premier hotel operating companies, it's growth strategy includes e-commerce initiatives, in addition to increasing distribution and building brand equity through acquisitions, franchise contracts, customer conversions and development.

Situation

This upscale / luxury hotel chain services travelers through 150 hotels and resorts with over 42,000 guest rooms.

Aspiring to be an industry leader, its growth strategy includes increasing distribution and building brand equity through acquisitions, conversions, development, franchise contracts and e-commerce initiatives.

The key challenges faced by the marketing teams were:

1. Retain existing clients, add new customers and drive repeat business.
2. Provide a competitive point of differentiation by delivering highly personalized service to deepen customer relationships.
3. Provide customers easy access to seasonal offers and special programs and track customers to build a database for future programs.
4. Provide information and showcase all properties and brands in one comprehensive interface.

Solution

Infosys created the technological infrastructure for an e-commerce CRM solution to address these challenges and enable the client to meet its strategic objectives.

1. Customer Acquisition and Retention

Initiation of customer loyalty program

Customer preferences, interests and profiles were captured in the system with a unique ID created for each customer. The data was used to provide customers personalized service in hotels and communicate special offers to members.

E-mail campaigns

Reaching out to customers and updating them with marketing offers matching their preferences or personal interests, is an effective retention tool and also assists in new customer acquisition efforts. A third party vendor was provided regular updates on member profiles and marketing offers and made responsible for sending e-mail updates to existing and potential members.

Continuous web-site improvements

A comprehensive analysis of the web site for content effectiveness, visitor preferences, campaign performance, navigation analysis and search criteria helped identify business trends and customer psychographics, aiding smart business decisions. This was achieved by integrating the application with a tool to provide the requisite trend analysis reports.

The web-site as single-stopshop

A key objective was to increase customer satisfaction levels. This was achieved by making the web site a single stop shop for customers. The upgraded site could assist in planning an entire trip - from enabling hotel reservations to providing maps and weather forecasts.

2. Personalized Service

Personalized content presentation

In order to provide a rich browsing experience to site visitors, a personalization feature was enabled on each web page. For registered members, demographic information was captured and stored in the system with user profiles. Regular site visitor data is automatically updated on each visit by tracing the web pages visited. The content displayed to members on each page is based on this information.

Advanced customer care

Addressing customer questions or concerns quickly was achieved by routing them to the appropriate department and personnel. A system automating the routing of customer questions to the correct location was enabled with SLAs and escalation levels defined for each type of problem.

3. Web Site Upgrade

Creation of micro sites for each property

Micro websites were created for each property with the ability to host independent content while complying with the base corporate structure. These micro sites maintain updated information provided via periodic data-feeds from third party vendors. Processing the data feeds and publishing content over the web-sites was automated.

Implementation of content management tool

A content management tool was needed to make the web-site dynamic. The Interwoven content management tool was used to create content, make it flow through a defined workflow and to publish it on the site. Automated workflows were enforced to preview and approve content before publishing.

Quick web-site searches

For the efficient and easy retrieval of data, a quick search feature was enabled on every page of the web site. A third party search engine was integrated with the application, creating and maintaining indexes for all the web pages using keywords stored within each page.

Benefits

Increased customer satisfaction levels

Customer satisfaction increased as the web-site became a one stop shop providing an array of services and information and deliver automated content presentation based on customer interests. The other contributing factors included quick issue resolution and personalized services based on customer profiles and interests, helping build loyalty.

Improved customer retention

Keeping the information web site current & dynamic and providing special offers tailored to customer demographics helped increase business and assisted in customer retention.

Marketing analytics

The client was able to determine the effectiveness of its marketing programs as e-mail campaigns and affiliate marketing programs – ads, banners - on third party web-site were tracked for ROI. Additionally, the project allowed the compilation of a customer database to support targeted marketing initiatives.

Low operating costs

As the content creation and publishing processes were made simpler with automated work-flows, functional department personnel were able to manage and operate the web-site with reduced technical dependency, lowering operating costs.



About Infosys

Infosys provides its clients with business and technology consulting services that deliver measurable business value to help you build tomorrow's enterprise. Through a well-integrated end-to-end range of consulting, technology, engineering and outsourcing, Infosys clients derive the business value they've always been requiring from enterprise transformations. Our extensive research teams, including the award-winning SET Labs, ensure Infosys solutions are always cutting-edge and relevant. Our high investment in training – over 10,000 graduates a year pass through our Mysore campus, the world's largest corporate university – ensures our people stay best-in-class. Infosys (NASDAQ:INFY) also believes in giving back to the communities with scholarships, libraries, schools, and many other fields through the Infosys Foundation.

For more information, contact askus@infosys.com

www.infosys.com