

Infor CRM ^{Epiphany} for Hospitality

➔ Infor CRM Epiphany for Hospitality is enabling Sol Meliá, the leading Spanish hotel chain, to analyze, segment, generate customer lists, and execute campaigns without IT resources.

Be enterprising.

In the hospitality industry, it's never a matter of "build it and the customers will come." Instead, it takes compelling service to individual customers for hotels, casinos and other hospitality companies to be successful. But that's easier said than done. Frequent and dramatic shifts in demand, the ability for customers to research and compare through the internet, and the emergence of new channels and new competitors mean traditional approaches to customer interaction may no longer meet your needs.

To get the best return on your investment in customer interaction, hospitality companies like yours must have capabilities that enhance the frequency and quality of the dialogue you have with your customers. Whether you're trying to attract players to your casino or convince a family to vacation at your resort, you need a cost effective way to leverage and integrate all the customer interaction channels at your disposal.

Leverage experience.

To meet the business-specific needs of hotels, casinos and other hospitality industry companies, Infor has used its extensive industry experience to develop Infor CRM Epiphany for Hospitality. Infor CRM for Hospitality is a new generation customer loyalty solution that enables you to create a single view of your customers across all channels and then leverage this insight to drive intelligent customer interactions.



In use by many of the world's leading hotel chains and casinos, Infor CRM for Hospitality provides the tools you need to personalize your inbound and outbound marketing programs so customers are presented with offers that optimize your sales and retention. The solution leverages historical, personal, contextual and click-stream data to create real-time customer profiles and provides insights into the effectiveness of campaigns and inbound customer interactions so you can improve your marketing success.

Get business specific.

Infor CRM for Hospitality is a multi-channel customer interaction solution that helps companies in the hospitality industry create a single view of the customer at every touch point, enabling them to offer a unique experience for new and existing customers.

Infor CRM for Hospitality will help your company:

Understand customer behavior. Infor CRM for Hospitality provides the analytics, processes and tools to help you understand players, guest and other customers.

Create targeted campaigns. Advanced segmentation and personalization capabilities improve your understanding of customers, enabling you to develop and deliver targeted, multi-channel marketing campaigns that align with individual customer needs and preferences.

Initiate event-based marketing programs. Infor CRM for Hospitality enables marketers to rapidly deploy event-based campaigns that measurably increase sales and customer loyalty. The solution helps you generate real-time, event-triggered offers that support campaign goals by integrating the data between the outbound marketing and event-management systems.

Conduct real-time marketing. Infor CRM for Hospitality enables you to provide customers targeted messages in real-time during the interaction.

Analyze campaign effectiveness. Closed-loop response tracking measures each interaction result and allows you to use this information to continually improve campaign effectiveness. The solution includes a self-learning engine that ascertains from each interaction the characteristics that are most predictive of customer acceptance and automatically adjusts the campaign for subsequent interactions.

Increase cross sell and up sell. With better insights into customers and prospects, and increased ability to implement campaigns targeted at their specific needs, the solution enables you to increase your ability to up-sell and cross-sell guests, players and other customers during each interaction.

Increase customer loyalty. Infor CRM for Hospitality helps to reduce churn by recommending optimal retention offers and matching the value of the offer with the value of the customer. The solution includes system-wide opt-in/opt-out functionality to enable you to deliver tightly integrated permission-based marketing campaigns.

See results now.

Infor CRM for Hospitality is helping hotels, casinos and other hospitality companies worldwide tap into the potential of their customer base. You, too, can leverage Infor CRM for Hospitality to enhance your dialogue with customers and prospects and produce tangible business benefits.




Current users of Infor CRM for Hospitality have realized the following business benefits and more:

- Increased sales through specified product promotions online by 54% and offline by 36%
- Reduced costs by moving customer contact from call center to lower cost channels such as the company website.
- Improved customer retention and loyalty, and increased value of each customer
- 100% ROI in five months
- Better measurement of campaigns results
- Improved tracking and reporting of business performance to provide C-level executives with faster access to business information for decision-making.

About Infor.

Infor delivers business-specific software to enterprising organizations. With experience built in, Infor's solutions enable businesses of all sizes to be more enterprising and adapt to the rapid changes of a global marketplace. With more than 70,000 customers, Infor is changing what businesses expect from an enterprise software provider. For additional information, visit www.infor.com.

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