Technology in hotels and tourism - establishing exceptional relationship with existing and future guests

Summary

Country: Croatia

Industry: Hospitality

Client's profile

Company Liburnia Riviera Hotels is one of the leading regional hotel chains with a business policy that nurtures Opatija Riviera hospitality tradition. With the total of 15 hotels and 6 villas at the Croatian seaside (1969 rooms and 3721 beds) the company provides high quality experience for its guests and a framework for further development and high quality life conditions for the local community. The company employs 850 full-time and 200 seasonal workers.

Business situation

In order to be able to respond the growing market challenges company decided to implement a central CRM system.

Solution

The new system provides a highly valuable guest database, automatized and faster marketing campaigns, and communication tools which are adjustable to different guest segments.

Advantages

- Marketing and hotel business process integration
- Faster campaign planning and organization
- Detailed reports and analysis
- Improved efficiency based on marketing and sales connection

"The new system has provided plenty of useful information for our marketing department."

Igor Mihić, head of the Rooms Division and CRM implementation leader, Liburnia Riviera Hotels plc.

The company Liburnia Riviera Hotels has been dynamically developing from its beginnings in 1947. The company has built famous Croatian hotels – such as hotel Ambasador, hotel Admiral and hotel Excelsior – and thus dominantly influenced not only development of local hospitality activities, but also the total Croatia's hospitality offering. The company received numerous recognitions for its hospitality services. Today, the company Liburnia Riviera Hotels represents one of the biggest hotel companies in the Republic of Croatia, which is why it was needed to establish foundations for high-quality processes and activities, and to be able to compete with regional and foreign hotel chains. By implementing GuestHeart CRM the company speeded-up business processes and achieved direct benefits based on higher quality of marketing, sales reports and analysis. Based on the reports and detailed guest information the system has provided possibility for hotel's service adjustment toward each guest segment. The system also enabled easier marketing campaign management.

Situation

The company Liburnia Riviera Hotels is one of the leading hotels chains in Croatia and region. Considering the hotel business complexity, the company has been using a regional PMS business solution MISH which is a hotel information system by Istra Informatički Inženjering company. Despite that, Liburnia Riviera Hotels did not have an appropriate CRM system which seriously limited the possibility for further progress and service quality increase. The processes for gathering, storage and information usage were mainly processed separately on different locations, and the segmented database did not provide concrete and meaningful business decisions. Considering the market competitiveness that kind of situation was not acceptable. In order to remove specified barriers, the board of Liburnia Riviera Hotels decided to implement GuestHeart CRM system, the first CRM systems introduced to Croatian hotel industry.

Solution

The board of directors considered a few CRM solutions, but in the end selected the GuestHeart solution based on Microsoft Dynamics CRM Platform. The GuestHeart CRM was the most suitable because it was easily adopted to currently used Microsoft tools and technologies (for example Microsoft Office or Microsoft Outlook) and was the solution with rich hospitality feature set while being the most affordable in the long term. The difference between implemented solution and other CRM solutions lies in the fact that the GuestHeart was on a hosted infrastructure. Meaning that the GuestHeart CRM system does not require a hardware infrastructure because it is placed in the cloud. In that way client can access the CRM system through internet access connection. That brings numerous benefits – the company does not have to invest in a new infrastructure, result of which are significant savings and lower maintenance costs.

GuestHeart CRM system is the first CRM hospitality solution implemented in Croatia.

"Beside client infrastructure implementation and its connection with hosted CRM, our company provides complete maintenance and system improvements. It means that all modifications and add-ons to existing functionalities are provided for free. In that way, the vertical solution is being formed and further built." explained Vladislav Valiček, business development manager at the Novemo company.

In order to secure necessary quality level, Novemo company uses specialized IT cloud farm on virtual Hyper-V system. Background systems include Microsoft Dynamics CRM, SQL Server with Reporting Services platforms, and the part of the procedure is implemented through company's own solutions and components developed in Microsoft.NET framework.

From the client's side, there was no need for big investments. With the usual hardware infrastructure (client computers) the only significant upgrade was standardization of software solution, which was solved with the implementation of Microsoft Office 2007 system and integration of the system with specialized solution for campaign management. With lower maintenance costs this apporach secured more efficient digital documents and e-mail management.

"Before Microsoft Dynamics CRM implementation Liburnia Riviera hotels did not use any solution for customer relationship management. The users mainly knew Microsoft Office basics. After the standardization, all users used the same system and in that way enabled better adoption of entire system which made base for GuestHeart CRM solution usage." commented Valiček

Soon after implementation, Liburnia Riviera Hotel users realized positive results, specifically in marketing and sales processes.

The project implementation lasted for a year and a half. Ten employees from Liburnia Riviera Hotels and five Novemo consultants participated in the implementation process. Novemo provided education for 38 client employees in order to qualify them for CRM usage.

Although the basic GuestHeart CRM implementation ended, the project continues with further functionality upgrades and modifications which depend on client's needs.

Advantages

With the GuestHeart CRM usage the company Liburnia Riviera Hotels had a detailed insight into guest needs and wishes, which resulted in higher quality of promotional campaigns and establishment of more active guest communication. Besides, GuestHeart CRM solution provided possibility for successful integration of sales processes with the reservation system that resulted with faster and simpler registration and guest evidence. GuestHeart also enabled detailed analysis and reports which presented the basis for communication strategy. For example, the analysis was a basis for a campaign that was customized and automatically sent to desired guest segment.

All the functions stated above are simple to use and do not require IT support. The time needed for employees to adjust to the GuestHeart system is short since the user experience is simple and friendly.

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http://www.novemo.hr/

Additional information
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