

Hilton crm



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18 May The CRM system which Hilton Hotels have invested in can benefit the employees in numerous ways. Knowing that CRM itself enables a corporation to manage the thousands of relationships it has with so many customers, a CRM system is a more organized tool to help manage the customer-client relationship. The Hilton's CRM strategy of "Customers really matter" requires its employees to know who their customers are and their overall experience staying in Hilton hotels, whether positive or negative. This is needed to improve the understanding of customer needs and to gain customer loyalty. By using the CRM system, Hilton can view the history of a customer's stay in any of the Hilton hotels and thus can offer a loyalty program or reward to this customer. A customer will be happy if their loyalty is being recognized by the hotel and will feel appreciated. This can also lead to good publicity for Hilton hotels. Another benefit that CRM system can offers is the monitoring of management performance i. e. how long customers have to wait to get to their rooms, and other hospitality issues. This is accomplished because the system will record all the customer information including daily check-ins and check-outs. The system can recognize the amount of time it takes for the front-desk officer to make sure the room is ready and hand over the keys to the customers. In this way, the management can keep track of the performance of their staff in managing customers to the rooms, and find ways to improve and increase efficiency. If a customer is not satisfied with the room given to him/her, the management may need to change the room and it is also recorded in the system; this information is also logged so that the hotel will have information on the customer's preference for their next stay. The CRM system can also help the hotel by acting as a decision-support tool. If a customer's booking has been

cancelled due to unavailability, the hotel may not want to frustrate the customer by cancelling bookings again in future. By having the historical information of each of their customers, the hotel would be able to best custom-meet every need of a customer. The CRM system can also help the hotel to match customer reservations with profile database records. So whenever a customer books a hotel room, Hilton can always find the customer's prior history from the database. Hilton can then use the information to best-suit the customer's preference such as wanting more soap available in the room or wanting a nice view from a room. Works Cited Kontzer, Tony. " Data Driven Hospitality." InformationWeek (2004).