

Hospitality organizations and chains of all sizes interact with their customers across a variety of growing channels. The ability to market, sell, and service the customer (whether it is a guest who wants to stay at a hotel or resort or a business that needs an event hosted) has become incredibly difficult. The number of systems that contains customer information is large and expanding. In order to understand your high value guests or clients, treat and market to them differently, and execute on your loyalty promises can sometimes seem impossible. In response, AmberLeaf has developed the Customer Intelligence system for Hospitality. The goal of the system is to accomplish the following:

- What are my customer's preferences from reservation to their stay?
- How many different ways do I interact with my customers? Who is a loyalty member? Who is a meeting planner? Who is a travel agent? Who is a combination of all of the above?
- How can I provide consistent metrics to the sales force, operations, marketing, and hotel management?
- How can I follow my customers through their various interaction channels? Phone, Web, and Email?
- How can I operationalize my customer information in order to improve the customer experience, create efficiencies, and provide relevant marketing offers the point of customer contact?
- How can I create and execute marketing campaigns efficiently?
- How can I create one view of my customer for analytical and marketing purposes?
- How can I evaluate the effectiveness of my event and catering processes.

AmberLeaf's Customer Intelligence system is meant to provide a series of pre-built components, frameworks, and technologies in order to deploy a holistic sales and marketing technology infrastructure. We realize that each organization has unique data assets, unique systems, and unique requirements. Our solution is meant to provide an accelerator to rapidly integrate, cleanse, and standardize your information and present it for sales, marketing, analytical, and operational uses. The components of our system include the following:

Requirements Templates. To understand the unique requirements for your system, we have a variety of templates, questionnaires, and presentations that allow us to move through the requirements phase quickly, accurately, and completely. We have experience in working across brands, service lines, and geographically distributed organizations.

Data Quality. We have out of the box frameworks in order to standardize, cleanse, and normalize your customer information. Our technology populates missing information like city or zip code, correct information that is inaccurate (incorrect city/state/zip code combination). And we do this across 240 countries, whether the information is in the local language or English, or whether it is in the local character set or the western character set.

Customer Hub. The landing place for the consolidated, cleansed, normalized, and integrated set of customer information is the Customer Hub. The Customer Hub contains the consolidated views of the customer including business to consumer information (reservations, stays, preferences, permissions, loyalty, marketing response, web behavior) as well as the business to business information (bookings, events, and hierarchies). We have experience in integrating many standard hospitality systems included Opera and Delphi.

Campaign Management. In order, to operationalize the Customer Hub, AmberLeaf installs campaign management technology to allow marketers to select, segment, and personalize digital and non-digital campaigns for their guests.

Insight. To evaluate sales and marketing effectiveness, AmberLeaf has created a set of data structures and reporting frameworks for sales performance, marketing campaign performance, client performance, and hotel performance (guest and event).

