

Customer Intelligence Solution for Hospitality



Deliver a Personalized and Consistent Guest Experience with a Unified Customer View

The hospitality industry interacts with customers across more channels than ever before. While that offers more opportunities to market and sell to and serve both individual guests and business customers, it also makes those transactions increasingly complex and difficult. When customer information is spread across multiple systems, identifying the most high-value guests and leveraging what you know about them to deliver a first-class experience can be a daunting task.

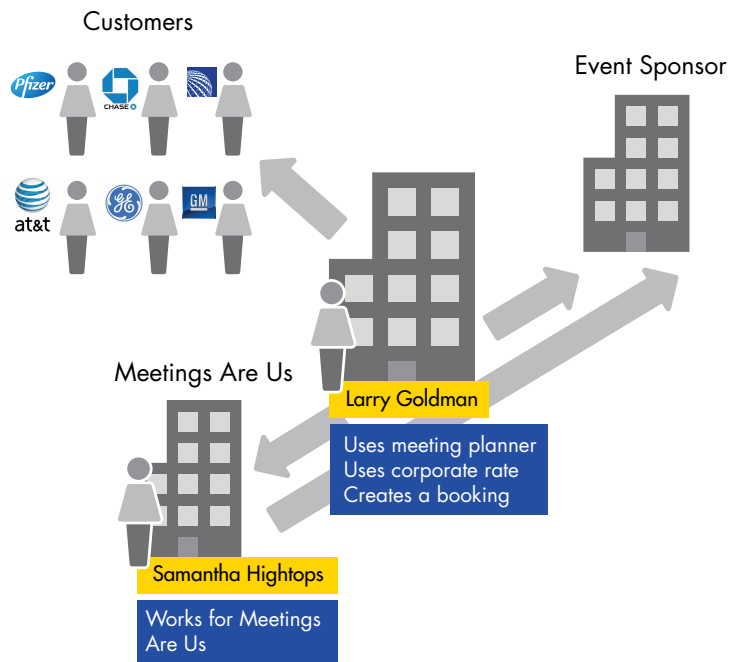
AmberLeaf’s Customer Intelligence solution for the hospitality industry creates a 360-degree view of your customer interactions that answers these business-critical questions:

- What are each customer’s preferences, from reservation to stay?
- Which channels do my customers use?
- How can I use customer interactions to improve the customer experience?

Built on Informatica® MDM, the proven technology for master data management, AmberLeaf’s Customer Intelligence solution provides prebuilt components, frameworks, and technologies to deploy a holistic sales and marketing technology infrastructure. The solution rapidly integrates, cleanses, and standardizes customer information and presents it for sales and marketing uses.

Benefits

- Create a single view of each guest and organization
- Integrate information, including reservations, stays, food and beverage consumption, and catering
- Enable refined customer segmentation
- Use better customer data for multichannel campaign management
- Boost confidence in reports for marketing, sales, customer service, and hotel performance



Customer intelligence delivers greater insight into your complex relationships with guests, corporations, travel agents, and meeting planners so you can better serve your customers, to increase customer satisfaction and revenue.

Achieve Deeper Customer Insight for Immediate Benefits

Improved Customer Engagement and Experience

With 360-degree views of your customers — including reservations, stays, preferences, marketing contacts, food-and-beverage spending, and loyalty activity — you can more readily design and deliver personalized and consistent experiences across touchpoints that keep your customers coming back. Greater understanding lets you personalize your approach to target new business, close more sales, and cross-sell to national accounts.

Enhanced Sales and Marketing Performance

Greater insight into customer data helps your sales and marketing teams develop campaigns in less time and better match customers with the most compelling offers. Built-in reporting capabilities help you monitor performance so you can recognize success, pinpoint opportunities for improvement, and adapt on the fly to changing customer needs.

Leverage Customer Data with Powerful Functionality

A Single, Consolidated, Correct View of Customer Information

The Customer Intelligence solution creates a single customer view including reservations, stays, preferences, permissions, loyalty, and marketing response (for consumers) and bookings, events, and hierarchies (for businesses).

The solution also standardizes, cleanses, and normalizes customer data, populating missing information and correcting inaccuracies such as mismatched city/state/zip code combinations across systems.

Metrics to Operationalize Customer Intelligence

The Customer Intelligence solution includes campaign management technology enabling your marketing team to use customer data to select, segment, and personalize both digital and analog campaigns.

The solution also enables managers to evaluate sales performance, marketing campaign effectiveness, client performance, and hotel performance for guests and events.

About Informatica

Informatica Corporation (Nasdaq:INFA) is the world's number one independent provider of data integration software. Organizations around the world rely on Informatica for maximizing return on data to drive their top business imperatives. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com.

About AmberLeaf

AmberLeaf is a sales and marketing solution provider that helps our clients leverage information to increase business performance and efficiency.

For More Information

Informatica:
www.informatica.com/mdm

AmberLeaf:
www.amberleaf.net/hospitality



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