



Infor CRM Epiphany for Hospitality provides the integrated marketing, customer service, and analytics capabilities that hotels, casinos, and other hospitality companies need to deliver exceptional service at every touch point.



## INFOR CRM EPIPHANY FOR HOSPITALITY

### DO BUSINESS BETTER.

In the hospitality industry, it's never just a matter of "build it and they will come." Instead, success requires that you engage customers in ways that entice them to visit your property and then, once they are on site, provide them with a rewarding and memorable experience. Deliver the right experience and you can count on greater repeat business. Increase your repeat business by even a small percentage and you can count on a dramatic improvement in sales and profits.

Delighting hospitality customers enough to earn their friendship, loyalty, and repeat business requires an advanced customer relationship management (CRM) solution that is tailored to the unique needs of the industry.

### LEVERAGE EXPERIENCE.

Infor™ CRM Epiphany for Hospitality provides the integrated marketing, customer service, and analytics capabilities that hotels, casinos, and other hospitality companies need to deliver exceptional service at every touch point. Designed by CRM and hospitality industry experts, the solution makes it possible to create a 360 degree view of guests 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, the solution 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. Infor CRM Epiphany for Hospitality leverages historical, personal, contextual, and click-stream data to create real-time customer profiles, and then delivers offers tailored to the specific wants and needs of the customer at a given time.

## **GET BUSINESS SPECIFIC.**

Infor CRM Epiphany for Hospitality is a customer interaction solution that makes each touch point—internet, mobile devices, and point-of-sale transactions—an opportunity to deliver a personalized experience for customers. And by leveraging each touch point, the solution helps you create a 360 degree view of each customer that can help guide how you take advantage of the next interaction. Infor CRM Epiphany for Hospitality will help your company:

### **Understand customer behavior.**

Infor CRM Epiphany for Hospitality provides the analytics, processes, and tools to help you understand players, guests, 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 Epiphany for Hospitality can be used by 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 Epiphany for Hospitality allows you to deliver targeted messages to customers in real-time during an interaction.

### **Analyze campaign effectiveness.**

Closed-loop response tracking measures each interaction result and allows you to use this information to continually improve the effectiveness of campaigns and individual customer interactions. 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 helps you increase your ability to up-sell and cross-sell guests, players, and other customers during each interaction.



## Increase customer loyalty.

Infor CRM Epiphany 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 so you can deliver tightly integrated permission-based marketing campaigns.

## SEE RESULTS NOW.

Infor CRM Epiphany for Hospitality is helping hotels, casinos, and other hospitality companies worldwide tap into the potential of their customer base. By making it possible to initiate frequent, relevant, and actionable interactions with individual customers, the solution is helping hospitality companies achieve tangible business benefits.

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

- Sales increases of 54% online and 36% offline through specified product promotions
- Cost reductions from moving customer contact from call center to lower-cost channels, such as the company website
- Customer retention and loyalty improvements, and increased value of each customer
- 100% ROI in five months

**Infor CRM Epiphany for Hospitality is helping hotels, casinos and other hospitality companies worldwide tap into the potential of their customer base.**

- Better measurement of campaigns results
- Improvements in the tracking and reporting of business performance so C-level executives get faster access to the information they need for decision-making

## ABOUT INFOR.

Infor is a leading provider of business software and services, helping more than 70,000 customers in 164 countries improve operations and drive growth. To learn more about Infor, please visit [www.infor.com](http://www.infor.com).



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The Infor logo consists of the word "INFOR" in a bold, sans-serif font. The letters "I", "N", "F", and "R" are black, while the letters "O" and "R" are red. A small trademark symbol (TM) is located to the upper right of the final "R".