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—MARC GALBIS, HEAD OF BUSINESS INTELLIGENCE, SOL MELIÁ

ABOUT THE COMPANY.

Based in Palma de Mallorca, Spain, with more than 23 million customers annually in its 350 hotels in 30 countries, Sol Meliá is the leading Spanish hotel chain in both the city and resort markets, the third-largest hotel chain in Europe, and the twelfth largest hotel chain in the world.

A recognized world leader in resort hotels, Sol Meliá is ranked number one in Latin America and the Caribbean. Focused on providing a world-class customer experience, the company is dedicated to enhancing customer dialogue and ensuring its hotel properties become and remain a favorite global destination.

SOL MELIÁ

SETTING THE STRATEGY.

While Sol Meliá already is one of the largest hotel companies in the world, it is counting on its customer relationship management (CRM) efforts to take it even further. One of the key challenges that Sol Meliá faced revolved around marketing and communication.

Under conventional marketing approaches, even its best customers were only being touched four times annually. "The processes were complex, expensive, and awkward," says Marc Galbis, head of business intelligence at Sol Meliá. "This restricted the number of products we could offer and the frequency with which we could offer them. In fact, the offers had to be prepared three months prior to making them, which constrained us greatly."

"With the rollout of our CRM initiatives, we hoped to strengthen our customer relationships, enhance our sales, and increase our customer loyalty rates," says Galbis.

"Through these initiatives, we are integrating our channels to gain one single customer view." Leveraging Infor™ CRM Epiphany, the company has developed some powerful capabilities for customer analysis, campaign management, and customer interaction.

GETTING BUSINESS SPECIFIC.

After a careful selection process, Infor proved to be the only vendor that could provide a truly integrated solution that supported online analytical processing (OLAP), data mining, campaign management, and real-time personalization. Sol Meliá initially implemented Infor CRM Epiphany's Interaction Advisor and Outbound Marketing functionality as a means of meeting several goals, including:

- ▶ Developing deeper customer knowledge
- ▶ Launching new cross-selling and up-selling initiatives
- ▶ Enhancing customer satisfaction
- ▶ Increasing customer loyalty rates

- ▶ Developing better communication with customers
- ▶ Providing personalized interactions with customers
- ▶ Improving and strengthening customer relationships

“Infor CRM was chosen because it provided us a powerful, integrated marketing suite that let us analyze, segment, generate customer lists, and execute campaigns without IT resources needing to take part in the marketing process,” says Galbis. “The Infor CRM solution has become the heart of our customer data warehouse and campaign marketing initiatives, enabling us to generate our own customer analysis and marketing campaigns.”

SEEING RESULTS.

In the past, it was difficult to generate the hotel’s offer mailings and it took up to three months. There was no easy, centralized way to analyze the campaign impact. Now, the company uses Infor software to measure the results of its campaigns and offers. Campaigns that once were managed by direct mail alone are now also conducted online and are generated within three days.

Through the implementation of Infor CRM, Sol Meliá has been able to gain valuable insight into its customer relationships. Now, it can analyze key indicators such as customer revenue, number of stays, length of stay, and customer value. Campaign management capabilities have enabled the company to segment customers and execute acquisition, conversion, and retention campaigns. Customer loyalty campaigns, produced under its MaS program, have proven increasingly effective and easy to manage.

Meanwhile, the Infor CRM’s Interaction Advisor module—which allows the company to instantly analyze customers and personalize offers—has been integrated with a BEA® WebLogic® application server and implemented on the company’s websites. “With Infor CRM, we can get the right offer to the right customer,” adds Galbis. The results have been powerful. The company is improving its ability to cross-sell and up-sell, and it is enhancing its customer loyalty rates in the process. “It’s possible for us to send more offers in a more personalized way, and that is paying off,” says Galbis. “It’s possible for us to communicate new offers and promote them more effectively. We also are reaching customers at multiple touch points.”

Customer facts

- ▶ *Company*—Sol Meliá
- ▶ *Solution*—Infor CRM
- ▶ *Product*—Infor CRM Epiphany
- ▶ *Industry*—Hospitality
- ▶ *Revenue*—€1.257 Million
- ▶ *Country*—Spain

DOING BUSINESS BETTER.

The next steps involve integrating Infor CRM Epiphany’s sophisticated marketing capabilities with its contact center and central reservation system. When that task is complete, Sol Meliá will be able to manage customers seamlessly across all channels including phone, email, and web. In keeping with its initial objectives, Sol Meliá will have integrated its channels to gain one single view of its customers.

Beyond that, Sol Meliá plans to integrate Infor CRM with the contact center to enable agents to make personalized offers at the moment of interaction. The Infor application will draw on customer information to help the company—or an agent—make an offer that specifically matches the needs, preferences, and interests of the individual customer.

“Infor has enabled us to establish a dialogue with our customers,” concludes Galbis. “This dialogue and enhanced communication is contributing to our cross-selling and upselling efforts. It is generating greater customer loyalty. We are getting to know our customers in a powerful new way.”



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THERE IS A BETTER WAY.

At Infor, we work with a core belief. We believe in the customer. We believe that the customer is seeking a better, more collaborative relationship with its business software provider. And a new breed of business software: created for evolution, not revolution. Software that's simple to buy, easy to deploy and convenient to manage. Our 70,000 customers in more than 100 countries stand with us. We look forward to your sharing in the results of our belief. There is a better way. For additional information, visit 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 "O" are black, while the letter "R" is red. A small trademark symbol (TM) is located to the upper right of the "R".