**NAME(S):………………………………………………………………………………………**

1. **THE USE OF CRM TOOLS IN SERVICES**

**ACTIVITY/TASK**

For this exercise, assume that you are a marketing manager for a large hotel chain. You’ve been asked to put together a CRM program for the hotel’s major customers (which are mainly businesses and corporate executives).

From the list of possible CRM tools listed below, select six to ten tools to form the basis of your program.

**The proposed CRM Tools**

|  |  |
| --- | --- |
| Invite to hospitality events (like major sports events) | Give advice on conferences/travel |
| Invite them to the hotel’s annual party | Ongoing preferential treatment |
| Give occasional free gifts | Free room upgrades |
| Give occasion free lunches/coffee/drinks | Provide priority queues/access |
| Send a regular email | Allow access to senior management |
| Social media activities | Provide a dedicated business contact |
| Send a regular formal letter | Provide flexible payment terms |
| Keep in contact via personal phone calls | Send birthday cards |
| Invite to special events at the hotel | Develop social bonds/friendships |
| Provide regular discounts | Provide networking opportunities |
| Provide special services/menus | Give access to a “club” |
| Loyalty programs | Get staff to know customer names |

**QUESTIONS**

1. How would you structure your CRM program? (Using the list above as well as your own ideas)
2. Do you think that it is a good idea for a hotel chain to introduce a CRM program, OR should they allocate their budget into other promotional areas? Why will your choice achieve a better return for the hotel?