

Case Study



gp dati
hospitality applications

ALPITOUR WORLD HOTELS & RESORTS Integration of the company divisions

The customer

Alpitour World is the leading company of its sector in Italy, the country's only multi-brand tourist specialist: a truly integrated company operating in the field of organised holidays that plays a leading role in the international context. The Tour Operating sector is worth mentioning among the group's many activities, alongside the Hotel Management sector that manages 23 large structures that focus on both leisure and business clientele.

The customer's needs

Alpitour wanted to standardise and centralise management of its hotel structures into a single information system, in order to optimise company management, the purchasing process and the goods handling process. The group also needed to integrate the hotel division systems with those of other divisions, in order to develop cross-selling activities between the hotel business and the tour operator business, in addition to enhancing sales effectiveness and efficiency, enhancing awareness towards customers, their expectations and satisfaction, and pursuing a customer loyalty policy.

In particular, the specific objectives were the following:

- Standardisation and centralisation of systems with regard to the Alpitour hotel management division.
- Integration of the hotel management systems with those of other Alpitour divisions or activities.
- Integration of existing systems in foreign hotels (PMS) into a single information system.
- Improved sales effectiveness and efficiency with regard to distribution channels, pricing policy and centralised marketing action to ensure improved results.
- Integration of businesses relative to the hotel management and tour operator sectors.
- Enhanced awareness towards customers, their expectations and satisfaction, in addition to promotion of a customer loyalty policy (for the hotel business).
- Guarantee of all data required for company management control (through transparent information flow), even for the hotel division.
- Optimisation of the centralised purchasing process and establishment of goods handling control system in the production units.



Our solution

The PMS Scrigno system installed in all national and international Alpitour World Hotel Resorts shares data relative to the sales policy and master records with the central data warehouse. All data from hotels (room availability, guest habits and preferences, production data) is recorded in the central data warehouse.

From this database it is possible to carry out business analysis functions, with the aid of SCRIGNO functions, and extrapolate data and information to carry out the budgeting process.

The Scrigno CRM functions are used to transmit data from the central data warehouse to the central customer database, the fundamental pillar of all SCRIGNO subsystems.

In the central database, customer master records are de-duplicated, normalised and completed so that they can be used for marketing activities and by the production dept.; as with all the other available information, data is organised according to company management needs and in compliance with the requirements of subsystem applications that are based on the customer database.

The main Scrigno subsystem based on the CUSTOMER DATABASE is CRS.

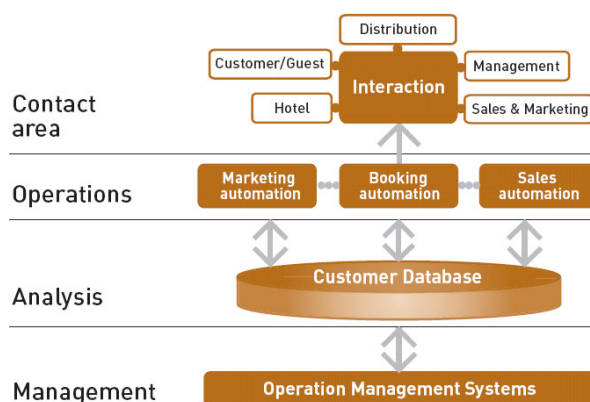
It contains real time data on availability of all hotels and allows for setting all the sales and price policies for the entire hotel chain (also with yield management elements).

CRS is the core of the company's integrated system: all sales data originates from here.

From CRS, rates, contracts and reservations are transmitted to the PMS system of the various hotels.

➤ SCRIGNO's CRS allows for accessing electronic distribution channels. With this module, it is possible to publish and sell on/through the 4 GDS and the main worldwide IDS systems. Management of availability and rates across channels is performed through a SCRIGNO CRS function, which receives reservations directly.

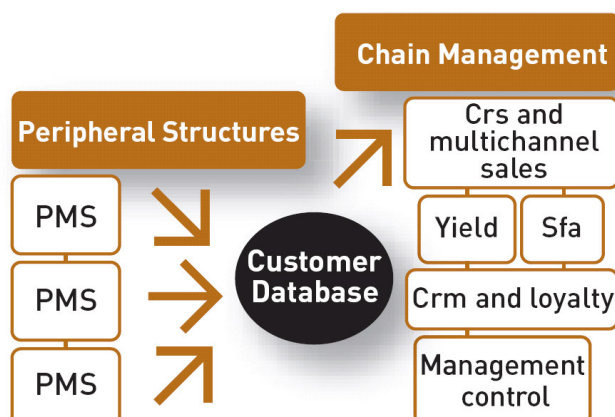
➤ One of the owner channels for selling hotel resources is Easy Book (Alpitour's online sales system). The SCRIGNO CRS Booking Engine will be linked to Easy Book and other Alpitour owner portals through both the consumer area (B2C) and through the area reserved for agencies and other tourism/company operators (B2B). Also the applications available on Easy Book can access the CUSTOMER DATABASE (availability and rates) through simple (pre-defined) calls to obtain all data required for drafting quotations or for sales purposes. Effecting sales through this channel automatically updates availability and reservations regarding the hotel. Moreover, it is also possible to integrate the SCRIGNO CRS systems used by partners (e.g. Tivigest) or by other parties with whom the company has stipulated commercialisation agreements.



➤ The Scrigno Sales Force Automation subsystem allows for optimised and integrated management of the sales force. It transmits data on the clientele (either acquired or to be acquired) to the Customer Database and in turn receives from the latter data regarding clientele productivity; it also allows for developing local or area campaigns through marketing automation functions.

➤ Besides transmitting data to the Customer database through the clearing and de-duplication functions, SCRIGNO CRS also carries out other functions that include realignment of customer master records towards all other subsystems, particularly those relating to management of hotel activities and those used for defining and developing campaigns (either through marketing automation or not).

➤ The CRM system interacts by transmitting data on customers to the Alpitour CRM and to the applications that manage the Fidelity Card. Moreover, it is also able to develop business analysis in order to target the marketing and sales strategies.



The current situation

- Currently, a Central Booking system operates for the entire hotel company.
- All hotels implement the same PMS system.
- The systems of the Hotel Management division are integrated with those of the Tour Operator division.
- In particular, the group CRM system acquires information on the clientele directly from the CRM system of the hotel activity.
- Sales have developed through electronic channels and through the booking Engine.
- The management control process at a group level also includes the hotel activity.

Achieved results

As announced in the project specifications, the following results have been achieved:

- Sales optimisation.
- Migration of sales towards channels with greater growth trends (electronic channels).
- Increased awareness towards customer needs and loyalty.
- Greater cost control (centralised purchasing management, consumption control, control of general costs, etc.).
- Redefinition of the company organisation towards a more efficient, leaner model.

Period:
2007