

# WORLDHOTELS

**Press Release: 14th December 2010**

## **Worldhotels optimizes communication with its customers**

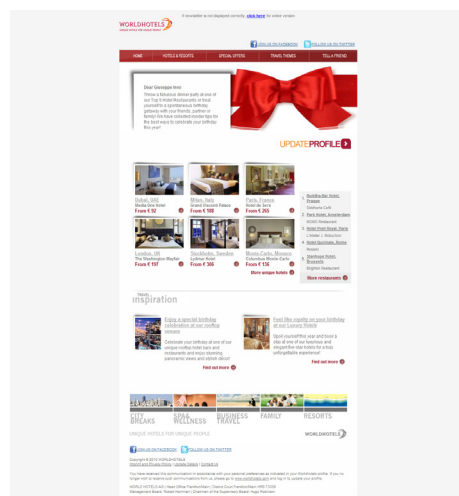
Green 4 is delighted to announce that they are the official CRM partner to Worldhotels, one of the leading groups for independent hotels. Worldhotels began implementation of Microsoft Dynamics CRM back in March 2010 with the aim of analysing guest bookings across all of its hotels, in order to build a more detailed picture of Guest Behaviour.

Green 4 provides tailored solutions for the Leisure industry. Building on the core database of Microsoft Dynamics CRM, Green 4 provide additional features that can help organisations like Worldhotels enhance their communication with their clients based on reservation data, profiles, interests and preferences.

Green 4 maintains a feed of data from the centralized customer reservation system. By feeding this data into the CRM database it means that it is easier for the marketing department to build detailed profiles of customer preferences and past booking history. Green 4 has also provided Worldhotels with an online registration portal that is linked to the Worldhotels website. This enables customers to submit their details and preferences directly into the CRM database so that Worldhotels can hold a profile of these individuals and send them personalised electronic communications tailored to their preferences.

With this data now at their fingertips Worldhotels has put together a communications strategy to make sure that they optimize the communication with their customers.

In the CRM database, Worldhotels can profile information such as Birthdates. This is one of the areas that the hotel group has identified as a key opportunity for communication. Rules are created in the CRM database which periodically identify audiences to receive an automated Birthday email campaign. Once set up campaigns run automatically every day.



Automated electronic communication are also delivered to all new website sign ups, lapsed customers who haven't had a reservation in the last 6 months and those loyal customers who have stayed more than twice. With Green 4's CRM and communications solution in place it is now much easier for Worldhotels to reward loyal customers and identify lapsed customers to try to promote repeat reservations.

Robert Hornman, Managing Director at Worldhotels comments, 'We want to make sure that we are optimizing communications with all our customers, whether they are loyal members or first time visitors, making sure that we tailor each message to deliver valuable content to each guest. The solution provided by Green 4 has enabled us to profile our customers more effectively and also provided the emarketing tools to help us improve customer communication.'

Worldhotels is an exclusive collection of the world's most unique independent hotels. Under the banner "Unique Hotels for Unique People", it now has 450 affiliate properties in 250 destinations and 65 countries worldwide. Through an unparalleled range of services covering global marketing, sales, training, and ecommerce as well as state-of-the-art distribution and technology, Worldhotels gives independent hotels the collective strength of a global hotel brand whilst still allowing them to retain their individual character and unique identity.

#### **About Green 4 Solutions**

Green 4 Solutions was founded in January 2006, and in the space of just 18 months the company quickly became established as a leading supplier of integrated CRM (customer relationship management) and emarketing systems to leisure, travel and sports industries. At the same time we have also established ourselves as the number 1 implemented (by volume) of Microsoft Dynamics systems in the UK.

With over 90 different organisations now using Green 4 CRM, our experienced team is highly skilled in delivering, implementing and supporting these solutions, with the capability and credentials to help them realise the exciting opportunities available with personalised and segmented electronic marketing.