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REIMAGINE YOUR WORLD

4 WAYS CLOUD TECHNOLOGY IS RESHAPING
HOSPITALITY, TRAVEL AND LEISURE

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Discover the 4 ways cloud technology is reshaping your sector...

4 Ways Cloud technology is reshaping hospitality, travel and leisure

For businesses in hospitality, travel and leisure, providing a personalised customer experience is more than a nice touch: it is the key to survival in today's competitive landscape. The next generation of customers have very different expectations than those in the past – fuelled by increasingly connected social, mobile and digital lives.

It has never been more vital to learn about and from your customers. The better you know your customers, the more relevant you can make their experience. You need better ways to understand what they want from the brand experience. You must predict, optimise and understand their spending, and comprehend their responses to marketing, to meet their needs.



1. Disrupt or be disrupted.

Dynamic disruptors such as Airbnb, CitizenM, and Kimpton are turning travel, leisure and hospitality on its head and changing the way businesses operate. Innovative brands like these are using cloud technology to connect with customers on every platform, anticipate their needs, and deliver truly personalised experiences. They operate to mobile, time-pressured audiences and offer convenient booking services. Taking a digital-first outlook is revolutionising their businesses by attracting new customers, retaining current ones, and increasing brand value.

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In an industry where 24-hour response times are the norm, HotelTonight, a mobile app for last-minute hotel reservations, offers average response times of 10 minutes or less. It has gone international, serving nearly 500 destinations across 27 countries and five languages. Desk.com helps it to stay organised, to deliver fast, effective customer support at any time of day or night, while it uses Sales Cloud to manage relationships with 10,000 partner hotels. Thanks in large part to its exceptional customer service, HotelTonight saw 300% growth in bookings over two years.

“Desk.com lets us offer world-class support with personality and soul.”

Patrick Cheeseman
Head of Customer Experience



2. Work smarter. Delight through insight.

In order to deliver personalised experience, you need a 360-degree view of your customers to focus, target and develop services that meet their needs. Building deeper customer insight and intimacy will enable truly personalised experiences that don't just meet, but exceed, expectations. It will encourage them not just to spend more, but to book another stay, renew a membership, swipe to give you a thumbs-up rating, or recommend a friend – and thus become longer term, high-value customers.

The ability to access smart data anywhere, anytime, and connect with your customers in real time is becoming increasingly more vital to hotels, travel clubs, fitness and leisure businesses. Cloud technology is empowering businesses to innovate, make smarter decisions, and build and retain loyal customers.



Caesars Entertainment is now a diverse entertainment company with resorts and casinos on four continents. It is drawing on its long history of excellent customer service to win the game by building closer relationships with VIP clients. It is offering industry-leading service, with help from Salesforce. With 40+ resorts and 70,000 employees around the world, Caesars Entertainment needed a way for its staff to coordinate across geographies and functions to provide stellar service to those key clients. The company uses Salesforce Chatter to deliver an employee social network to keep everyone connected and make it easy to share information.

*“We bring teams
together in a way that
wasn't possible before.”*

David Koloski
VP, VIP Innovation & Operations



3. Connected operations.

Achieving a more complete and visible view of your operations helps you maximise efficiency and cut overhead costs. You can understand the performance of your different hotel locations or franchise gym outlets. Greater visibility enables two-way transparency and collaboration, and allows you to monitor and maintain service standards, manage improvement plans and disseminate updates.

With integrated cloud CRM, you can align operations across businesses and empower employees, partners and suppliers to make smarter decisions. You can better inform your service staff across the business with the information they need to deliver better and more personal service: empowering receptionists, concierges or club teams by putting customer and service information on their screen, or in their hands via mobile devices and applications.

LES MILLS



Les Mills is building business muscle with Salesforce. This global fitness empire now has a presence in 16,000 health clubs in 80 countries, with 100,000 certified fitness instructors around the world. Salesforce has transformed the way that Les Mills connects with its vast network of clubs, instructors, and end customers. It was implemented to help clubs recruit instructors, and to provide a new level of self-service access to data, and resources to instructors around the world. Now every new instructor's journey is managed via a user-friendly portal, while their Les Mills trainers use Sales Cloud to help access event information and manage their travel. Meanwhile, Les Mills also uses Social Studio from Marketing Cloud to help it monitor and coordinate online conversations.

*“It [Salesforce] is unlocking
incredible growth
potential for our business.”*

Phillip Mills
CEO

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4. Social, mobile & personal experience.

Lasting engagement requires more than marketing campaigns and loyalty programmes – it needs real customer connections. They must feel that you not only know them, but use that insight to deliver better, more personal, more engaging experiences. Get it right, and they feel valued and well served well, no matter where they engage with you – and confident that if they tell you something once, you will use it to add value. You know that mobile applications hold huge potential for this – but mobile strategies must tie closely back to your customer insight strategy and your ability to share that insight with your service staff, to become meaningful.

That means creating real communities that cross organisations and connect your people as well as customers. You must engage seamlessly on the channels and mobile devices that customers themselves are choosing, and ensure you can execute anywhere. Then, with the right customer insight at your fingertips, you can create the personal propositions that will win hearts and create real customer intimacy.

4

KUONI

When it comes to travel, everyone has recommendations to share. For Kuoni Global Travel Services, capturing these recommendations from its 3,200 staff across 90 locations is essential to maintaining its competitive advantage. Salesforce has been helping Kuoni Global Travel Services connect its people since 2008, while Service Cloud and Sales Cloud enabling an integrated approach which helps simplify interactions with the company's 45,000 suppliers and 40,000 independent travel agents.

“Salesforce is helping us become a more **dynamic** business and reinforcing our **innovative** culture.”

Martin Jones
SVP Global Sourcing & Commercial Development



Information-fuelled future.

The future of travel, leisure and hospitality is being written not by brands but by customers. Their changing habits will impact how they find, choose, and interact with providers. The digital native customer will care little for barriers, and simply expect smooth and seamless experiences to be delivered with little fuss. The rapid evolution of the Internet of Things has already begun, and brands have really only yet scratched the surface of mobile with a world of app and smart wearable devices still ahead to be explored.

Successful brands will be those which transform around these changing customers and keep up with, or ahead of, their needs – and which take advantage of every opportunity that technology offers. Making this drive business will depend on data, with information about customers, what they do, and what they want, connecting businesses and driving decisions and directions.

Salesforce helps service companies transform around their customers. We help them to know and understand their customers deeply, and put that insight to work via an integrated customer success platform that helps align customer engagement and operations. We help them to empower staff and service representatives to deliver the very best customer-focused service, engage and build relationships with customers, all while driving profitable growth.

Salesforce can help travel, leisure and hospitality businesses to:

- Attract and retain customers by understanding them better, and becoming agile enough to meet their changing demands.
- Create better aligned, higher impact marketing campaigns that not only use the power of personalisation but are highly measurable, enabling you to do more of what delivers results.
- Build true 360-degree insight into customers and their buying behaviours, no matter which channel or touchpoint they use, enabling you to segment and target them more effectively.
- Differentiate through personalised 1:1 customer journeys, and create real customer intimacy through better understanding, enabling you to develop new services they will love.
- Create a seamless and complete customer brand experience that spans every channel, device, and touchpoint in both the digital and real worlds.
- Manage standards, partners, franchises and outlets better with a platform for better real-time visibility into performance, facilitating collaboration and joint improvement.
- Greater profitability through smarter sales of services, and perfectly tuned and timed upsell of extras, to maximise customer transaction values.
- Innovate new service ideas, informed by real insight into buying behaviours, and then design, test and deliver new applications to engage and interact with customers.
- Empower your employees and service teams across the business with 360-degree customer insight that enables true personal service.
- Manage customer relationships better and deal with one-off complaints in smarter ways. Support the needs of members or loyalty customers, providing each one with the choice, self-service, or support they want.

Salesforce.

The customer success platform.

Only Salesforce can deliver a complete platform for customer success throughout the complete customer journey, spanning every critical area of your operations from sales and marketing through to service delivery. It provides not just the tools to gather and manage customer information and social insights, and the analytics to turn that data into a strategic asset, but a platform for innovation and rapid application development. It can help you empower your internal and partner teams rapidly with new business applications and platforms for collaboration and community creation, as well as the ability to test, design and deliver powerful mobile apps fast.

The world's most successful businesses have one thing in common: they use Salesforce, ranked the world #1 CRM and with a portfolio acknowledged by analysts.

Salesforce can strengthen your business on every front. Sales Cloud allows you to see all your customer information and interactions in one place, delivering you the insight into what, where and when your customers buy. Marketing Cloud enables you to build and manage rewarding customer journeys, create highly relevant communications and provide your marketing team with data-driven intelligence. Social Studio brings you a social marketing hub that will enable you to listen, monitor

and respond to the social buzz.

Community Cloud allows you to create powerful platforms on which to create relationships and deliver self-service and support environments for customers and members to connect with your service teams. The Salesforce AppCloud brings you the agility to innovate and respond, as you drive mobile and cloud development with Force.com and create powerful mobile apps that transform customer engagement with Heroku. Analytics Cloud can help you drill into data to find answers and take rapid action – on any device. Service Cloud enables you to deliver faster, smarter service that will increase loyalty and maintain memberships.



Learn more about how Salesforce can help you succeed.

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THE CUSTOMER SUCCESS PLATFORM