

What CRM Tactics Should We Use?

For this exercise, assume that you are the 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 tactics listed below, select six to ten tactics to form the basis of your program.

How successful do you think your program will be in enhancing customer loyalty?

Choose from the following CRM tactics:

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

Student Discussion Questions

1. How would you structure your CRM program? (Using the list above as well as your own ideas)
2. Why do you think that your CRM program will appeal to the needs target market?
3. 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?