

The new Taj reservation, distribution and CRM platform includes the following applications:

- Trust|Voyager CRS
- Trust|Connect powered by Serenata realizing a complete two-way CRS integration
- Complete Serenata NetHotel product suite with
- Serenata NetHotel CRM including central profile management and profile lookup
 - Directly from Trust CRO and
 - From the PMS
- Serenata NetHotel Campaign Management
- Serenata NetHotel Sales
- Serenata NetHotel Central Reporting

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Taj Hotels, Resorts and Palaces Implements a Comprehensive CRS and CRM Integration for its 75 Prestigious Hotels

The next-generation solution streamlines the reservation and distribution process, provides analytic business intelligence reporting and enables Taj to identify qualified guests and sales accounts across all properties.

For more than 100 years, Taj Hotels and Resorts have acquainted guests with the living heritage of India - and a legendary experience in hospitality. As part of the Tata Group of companies www.tata.com, India's premier business house, Taj Hotels Resorts and Palaces comprises 57 hotels in 40 locations across India with an additional 18 international hotels in the Maldives, Mauritius, Malaysia, Australia, UK, USA, Bhutan, Sri Lanka, Africa, and the Middle East. Over the years, Taj has won international acclaim for its quality hotels and its excellence in dining, business facilities, interiors, and world-class, personalized service.

In India, Taj is recognized as the premier hospitality provider, spanning the length and breadth of the country, and gracing important industrial towns and cities, beautiful beaches, historical and pilgrim centres, and wildlife destinations.

Taj was confronted with a fragmented distribution environment based on diverse non-interactive systems, which made it difficult to set uniform standards, posed challenges for a uniform channel management and for corporate reporting and revenue management and made it difficult to recognize valued guests, companies and travel agents on a chain-wide level.

With the aim to achieve a new integrated and centralized solution that would combine best-of-breed technology and deliver a completely new reservation, distribution and CRM platform, Taj chose the integration provided by The PLC in cooperation with Trust International and Serenata IntraWare.

The new solution provides a chain-wide Customer Relationship Management (CRM) that at the same time

integrates Trust|Voyager CRS with the Property Management Systems of the hotels and provides a central profile lookup and sophisticated chain-wide guest recognition capabilities both from the PMS and the CRS.

Only eight weeks after the agreement was settled, the new distribution platform, including a seamless two-way PMS/CRS integration with the Trust|Voyager CRO was fully implemented. Shortly afterwards, the complete central profile and customer relationship management solution, including Sales Force Automation (SFA), Campaign Management, Business Intelligence and Reporting, was also up and running.

A decisive factor for awarding the contract to Serenata and Trust is the enhanced CRM functionality the combined solution provides for Taj. For the first time, a central profile lookup is available directly from Trust|Voyager Office enabling staff at the Taj Central Reservation Office to search for detailed guest, company, and agent profiles in the central profile database, as well as store and forward this information with the guest reservation.

Puneet Mahindroo, Corporate Director of Revenue Management & Global Distribution at Taj Hotels Resorts and Palaces explains: "Recognizing the guest value during the point of booking is one of the industry's key challenges. Serenata provides a true CRM solution with enriched profile lookup capabilities directly from our Trust|Voyager Office CRO application. We can find out immediately whether a guest has stayed at one of our Taj hotels already. All the guest details are just a mouse-click away and forwarded straight to the PMS with the CRS reservation. This enables us to provide personalized yield and customer relationship management across all touch points."

At the same time, a two-way CRS integration automates the reservation flow from the Trust|Voyager CRS and all connected channels to the PMS system of the respective Taj hotel. In return, the integration uploads house and rate availability information and PMS generated reservations to Voyager CRS.

The Mission

To connect all 75 Taj Hotels and Resorts and deliver a centralized CRM solution and a new integrated reservation and distribution platform.

The Scenario

A scattered system landscape at Taj Hotels and Resorts posed a number of challenges for the prestigious hotel group.

- A fragmented distribution environment prevented channel connectivity and consistent channel management. Isolated non-interactive systems hampered the planning of marketing initiatives and the realization of rate parity across all channels.
- The missing deduping and cleansing functionality of central profiles lead to multiple central profiles of the same customer.
- The missing Sales Force Automation system entailed time-consuming processes for accumulating the required data for business volume accounts.
- Scalability issues: Incorporating new hotels into the chain involved complex and time-consuming processes

Solution/Implementation

Taj selected a complete chain-wide CRS and CRM solution including a full two-way PMS integration. The new solution, that is provided by The PLC and Trust International in cooperation with Serenata IntraWare includes:

- The Trust|Voyager CRS platform offering channel connectivity and advanced distribution options including an Internet Booking Engine for the Taj website www.tajhotels.com.
- Trust|Connect powered by Serenata realizing a complete two-way CRS/PMS integration
- The Serenata NetHotel CRM solution, a comprehensive chain-wide customer relationship management solution including Central Profile management with
 - Online Profile lookup directly from Trust CRO and the PMS
 - Chain-wide distribution of clean, high-quality profiles
- Serenata NetHotel Campaign Management
- Serenata NetHotel Sales (Sales Force Automation)
- Serenata NetHotel Central Reporting

Main Benefits

- The new platform consolidates all Taj properties, the distribution, reservation, and channel management and so ensures rate parity, allows for the quick implementation of marketing campaigns and the changing of contents from a single point of entry.
- Ensure true guest recognition across all channels and equip the central reservation office with quality information on guests, companies and agents.
- Complete two-way profile distribution improves data quality on all levels of contacts and allows Taj Hotels to get in touch with their preferred guests at reduced cost.
- Marketing campaigns and sales initiatives are based on real PMS production and stay data uploaded from all linked properties. The complete 360-degree picture on guests allows a unique and powerful perspective on the guest's stay pattern and allows proper follow ups and marketing targeting.
- New properties can quickly be added to the platform and provided with the Taj standard. The existing customer base is immediately available to new hotels.

There are several key benefits and added values.

Taj achieves a single-image inventory for all reservations, irrespective of the booking channel. The integration also provides rate parity across all channels and last-room availability, which is an important benefit, since it prevents guests from being turned away needlessly and avoids revenues from being lost.

At the same time, the system optimizes central profile management, since profiles are filtered and only qualified profiles are promoted and stored in the Central Profile database. A complete set of integrated automatic profile integrity and de-duping processes ensures clean, high-quality central profiles.

One of the key decision factors for Taj was Serenata's integrated Sales Force Automation solution. It equips the Taj sales department with detailed production information on their sales accounts. In addition to offering the complete function set required for operating all areas of the hotel-specific sales process, the application enables the distribution of all Taj accounts, contracts, and rates chain-wide to all connected Property Management Systems at hotels.

In summary, the new solution has provided Taj Hotels, Resorts and Palaces with a truly integrated central platform that streamlines all reservation, distribution and customer relationship management processes. The central reporting module provides key performance indicators and business analysis capabilities for all areas of the hotel group. The new Campaign Management module will support Taj's ongoing endeavour to win new customers and to encourage return business based on targeted campaigns to the existing customer base.

*Munich-based **Serenata IntraWare AG** has established itself as a leading provider for central IT solutions in the hotel industry. With the aim to transform data into knowledge, Serenata integrates its products with existing PMS systems seamlessly. The core element is the management information system for hotel chains, Serenata NetHotel. By means of a central data warehouse and the use of Internet technology, data is centrally analyzed, and the foundation for new markets is created. With NetHotel, Serenata offers a Customer Relationship Management (CRM) solution, which enables hotel chains to develop a customer-centric business strategy. Through strategic cooperation with prominent IT partners, Serenata increases its competence as the main contact for central user-solutions from a sole provider. For more information, please visit www.serenata.com.*

Trust International is one of the world's leading CRS providers and international hospitality partners and is renowned for its highly reliable reservation platform. Trust's range of services includes CRS solutions and software, connectivity to all GDS and IDS channels, an Internet booking engine as well as plug and play third party integration interfaces to PMS, RMS and CRM systems. Via Trust's own communication centers located in North America, Europe and The Far East customers in 47 countries are served with private label telephone reservation, concierge and telemarketing services. For more information, please visit www.trustinternational.com