

Do you know who your guests are?

How Lindner Hotels & Resorts use CRM to reach their guests effectively.

Hoteliers are beginning to realise that using the right CRM solution may not only optimise profits but also support them in launching profitable and targeted campaigns. We spoke with Gunnar von Hagen, Head of Central Operations & Project Management on how Lindner Hotels & Resorts successfully use CRM in conjunction with the local Front Office systems.

Can you describe your hotels to us please?

Lindner Hotel & Resorts consist of 33 four and five star hotels and resorts in Germany, Austria, Switzerland and Spain. We also operate five boarding houses in Germany and a thermal bath and spa in Switzerland.

What is your current online marketing plan?

We send several online newsletters, both B2B and B2C. We also run Lindner nights, a loyalty card programme for our guests that is managed through our Serenata CRM solution. Additionally, a variety of e-mailings and special offers goes to over 250.000 subscribers.

How does online marketing help with your bottom line?

We have achieved significant cost savings with the Serenata CRM products, since our marketing activities are based on specific detail and go to a targeted customer segment. We have also reached a higher

rate of positive responses to our various online activities. Guest information at Lindner is not only represented by statistical and revenue data, it also includes roughly one million guest profiles from our individual Lindner properties. Hence, all CRM activities and promotions are prepared with the help of the Central Serenata Database. CRM plays a significant role in all our activities.

What do you plan on in the future for online marketing?

We are planning for an individualised online communication, that will be based on the interests of our guests and their spending patterns. Each guest should only receive the offers he or she is interested in. Our goal is to have efficient marketing and a better conversion ratio. Our overall goal is to increasingly substitute offline communication with online marketing.

In the time of crisis, how important do you think technology like this is?

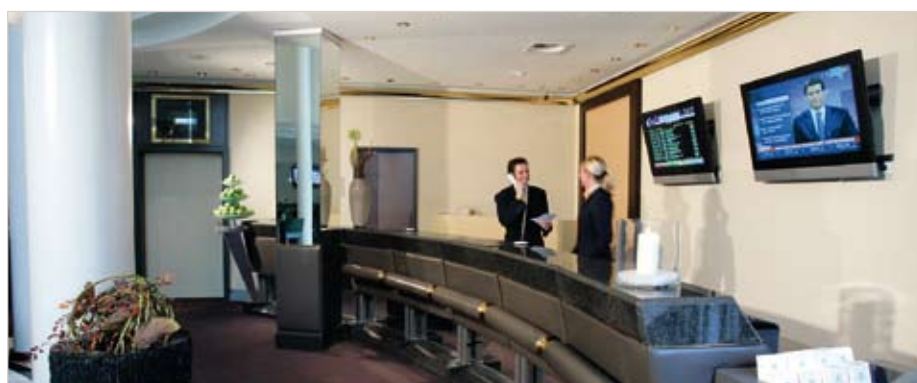
It is essential. With the help of the CRM database, we can systematically plan our

various promotions based on accurate profile information. We know who each Lindner guest is, we are familiar with the guest value, the staying and the spending patterns. We know whom to address with our promotions, and this segmentation enormously minimizes the budget required for a successful promotion. The CRM solution really helps us to focus on our existing customers.



Gunnar von Hagen
Head of Central Operations & Project Management

After having passed the restaurant management training in the Hotel Vier Jahreszeiten (Hamburg), Gunnar von Hagen started his hotel career in 1989 as Receptionist in the Hotel George V in Paris. Early 2001, Gunnar von Hagen joined the Lindner group as Rooms Division Manager and in January 2002, he started in the newly created position of Director Operations with overall responsibility also for the Food & Beverage as well as IT Department. Further on, he is responsible for the Central Project Management.



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