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CRM Data Warehousing In the Hospitality Industry

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Presentation

- Welcome and Introductions
- Overview of the Presentation format and Q & A
 - Scott Nowakowski- Affina Hotels
 - Richard Tudgay- Omni Hotels
- Availability of an electronic version of the presentation and additional reference resource on the CRM Data Warehousing topic

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Background

- Before there were CRM data warehouses to facilitate a customer focus, hotels used...
- Key Terms in the Presentation
- The marriage of CRM and Data Warehousing brings many stakeholders to the table

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Question To Consider

- Can you support a CRM business strategy without a data warehouse?
- Is there a preferred role for IT on the CRM project team?
- Which comes first- CRM initiatives or the data warehouse?
- How long does it take to complete the implementation of a CRM data warehouse?