



CRM: Data Warehouse

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Affinia Hospitality



Affinia Hospitality Fast Facts

- A Distinctive Collection of Luxury and Business Suite Hotels
- New York's largest all-suite hotel group
- Family owned and operated since 1962
- Emphasis on personal and friendly service
- Fully equipped kitchen
- Restaurants, Spas & banquet facilities



Affinia Hospitality Properties

• Affinia Dumont	248
• Beekman Tower	172
• Eastgate Tower	188
• Lyden Gardens	131
• Plaza Fifty	211
• Shelburne Murray Hill	272
• Southgate Tower	522
• Surrey Hotel	130
• The Benjamin	209

Total Suites 2,163



The Hospitality Industry

CRM is Not...

- A software program
- New hardware
- Mailing lists

CRM is...

**“People (Culture)
Processes
And Technology
In that order!!!!”**



Why a Guest Data Warehouse?

- Capitalize on consumer trends
- Gain control of data
- Improve guest service delivery
- Enhance target marketing
- Enhance brand loyalty
- Increase stay frequency
- Build incremental revenue
- Enhance brand equity



Building a data warehouse

- In-house vs. Outsource
- Open vs. Closed (Proprietary) System Architecture
- Internal Resources
- Financial Resources: Budget
- Third-Party Data
- Billing Systems Information and Other Source Data
- Centralized vs. Decentralized Structure
- What products and transactions will be analyzed?
- Update Frequency
- Timing



Top Ten Reason CRM Fails

- Dictated by IT Department
- Not Fueled by Real, Documented Marketing Strategies
- Using a Legacy System
- The Monster Project
- Company, Not Customer Focused
- Bad Data
- No Corporate Continuity
- No Follow-through
- No Tracking or Testing
- Lack of Flexibility



Ingredients of Success

- Overall Company long term goal
- Medium term strategies
- Functional Department plans
- Technology Steering Committee
- Three year Technology Plan
- Three year Capital plan
- One year operating plan
- Total Management support
- Line level support

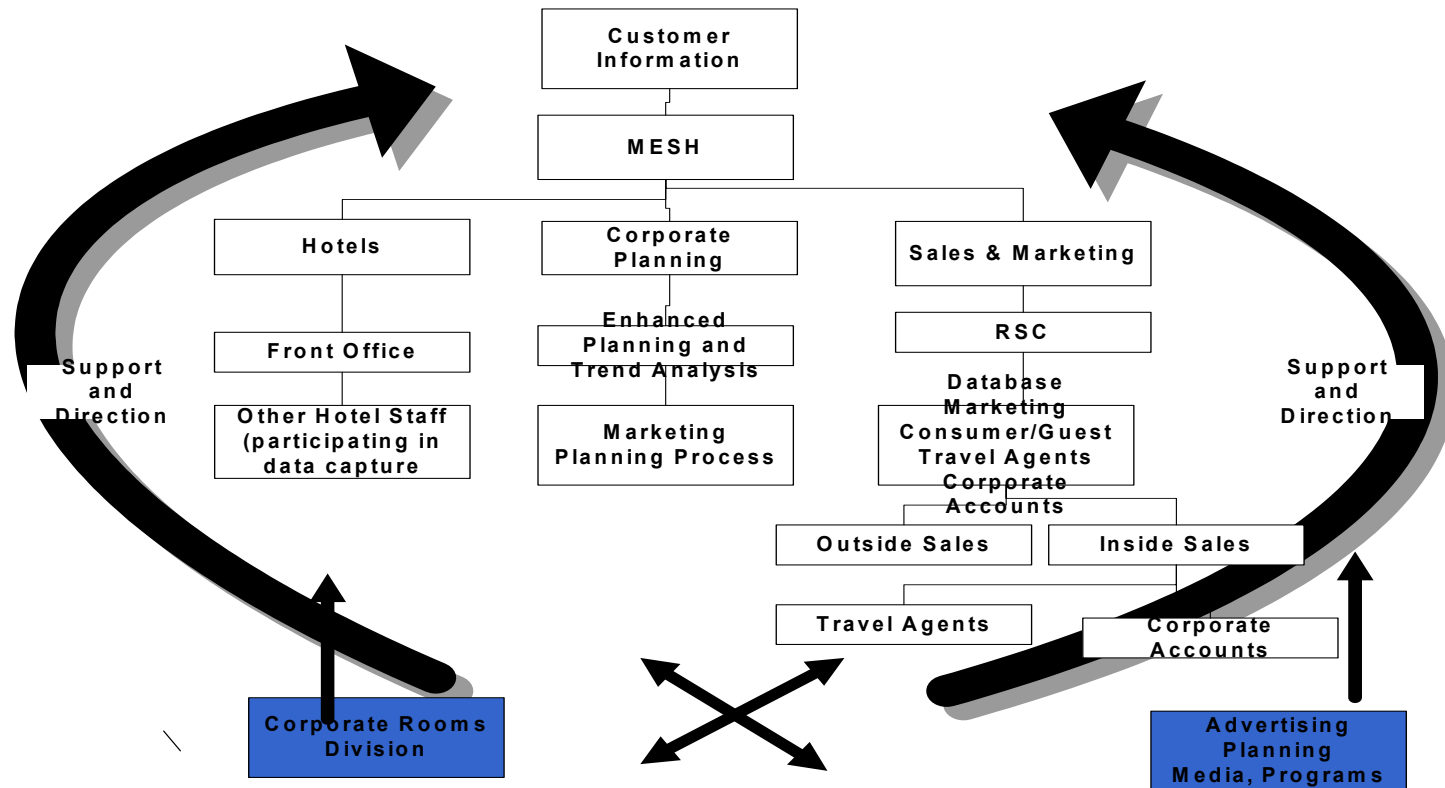


What generally exists?

- **Business plan**
- **Marketing plan**
- **Frequent stay member information**
- **Guest history in the property management system**
- **Sales account information in the sales and catering system**
- **Membership information**
- **Partner lists**
- **Past marketing lists**
- **Direct mail responses**
- **Fulfilment information**
- **Guest survey results**
- **Consortia member lists**
- **Guest surveys**
- **Guest complaints and follow-up**



Business Process Flow





CRM Sources of Data

GUESTS

- **Guest history**
- **Folio History**
- **Reservations**
- **Frequent stay programs**
- **Guest surveys**
- **Membership information**
- **Guest complaints and follow-up**
- **Direct mail responses**

Corporate Accounts and TA

- **Sales Production Information**
- **Contracts**
- **Commission Payments**
- **Surveys**
- **Logos**
- **Group Details**



Data Extraction

- **Off the shelf database connectivity**
 - Cognos
- **Report Extraction**
 - Monarch
 - Data Junction
 - Screen Scrapping
- **Database Read**
 - SQL
 - Oracle
 - DB2
- **Custom ETL Tools**
 - Text Files
 - Primitive ODBC
 - Custom Code



http://www.affinia.com/member/index.cfm

My Account

Welcome MERRILL LYNCH & CO Travel Planner!

[Reservations](#) |
 [In House Guests](#) |
 [Search Stays](#) |
 [Sales/Contract Info.](#) |
 [Accounts Payable](#) |
 [YTD Production](#)

Reservations

[Make a Reservation](#)

Below is a list of your employees with reservations on file, starting with the most recent arrival.

Change Cancel	Guest	Hotel	Arrival Date	Departure Date	Details	Send a Confirmation
Change Cancel	SHAH, RUTUL	SOUTHGATE TOWER HOTEL	07/06/2003	08/30/2003	Detail	Send a Confirmation
Change Cancel	VERDON, JENNIFER	SOUTHGATE TOWER HOTEL	07/06/2003	08/16/2003	Detail	Send a Confirmation
Change Cancel	BECHER, GABRIEL	SOUTHGATE TOWER HOTEL	07/06/2003	08/22/2003	Detail	Send a Confirmation
Change Cancel	NURSIMULU, RISHI	SOUTHGATE TOWER HOTEL	07/06/2003	08/17/2003	Detail	Send a Confirmation
Change Cancel	ARMSTRONG, BRIAN	SOUTHGATE TOWER HOTEL	07/06/2003	08/17/2003	Detail	Send a Confirmation

- [Make a Reservation](#)
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Affinia - Microsoft Internet Explorer

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AFFINIA

Log Out

My Account

Reservations | In House Guests | Search Stays | Sales/Contract Info. | Accounts Payable | YTD Production

Stay History

Guest Name	Folio Number	Arrival Date	Departure Date	Hotel	Request a Folio	Detail	Make A Reservation
JACOBS, NICHOLAS	1000V	01/19/1997	02/09/1997	SHELBURNE MURRAY HILL	Folio Request	Detail	Make a Reservation
JACOBS, NICHOLAS	1000W	01/19/1997	02/09/1997	SHELBURNE MURRAY HILL	Folio Request	Detail	Make a Reservation
WEBSTER, ROBERT	5005Y	02/06/1997	09/04/1998	LYDEN HOUSE	Folio Request	Detail	Make a Reservation
ZIPF, J	5017R	02/14/1997	02/15/1997	BEEKMAN TOWER HOTEL	Folio Request	Detail	Make a Reservation
CARBONNE, JUAN	502L6	02/21/1997	02/26/1997	PLAZA FIFTY	Folio Request	Detail	Make a Reservation

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Reservations Commission Query **YTD Production**

Commissions

Below is your agency's commission status, starting with the most recent departure date.

Guest/Hotel	Folio Number	Arrival Date	Departure Date	Room Type	Check Date	Check No.	Amount
TRAYLOR, IDRIS Dumont Plaza	5G2LY	05/19/2003	05/21/2003	1K	05/23/2003	45601	\$ 17.50
WOOD, DENISE Dumont Plaza	5F6C0	05/07/2003	05/11/2003	1QQ	05/23/2003	45601	\$ 42.00
ARCAI, JANETH Dumont Plaza	5G2RM	05/16/2003	05/19/2003	1QQ	05/23/2003	45602	\$ 31.50
BLU, OCTAVIA Dumont Plaza	5G2RP	05/16/2003	05/19/2003	1QQ	05/23/2003	45602	\$ 31.50
CANI, DOMINIQUE Dumont Plaza	5G2RS	05/16/2003	05/19/2003	1QQ	05/23/2003	45602	\$ 31.50

6-10 of 2045
Reservations

[See Next 5](#)

[See Previous 5](#)

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Search

GO



Data Transformation

- Convert to usable format
- Standardize Data if Necessary
- Format Data
- Combine Data Sets



Loading to Database

- Move Data to Accessable Location
- Import Data
- Move Data
- Backup Data
- Delete Data