



Prince Resorts Hawaii

Innovative CRM System Opens Door For 2,000+ New Loyalty Members in 5 Weeks

Premier resorts use dynamic email marketing, simplified points management and more to engage and delight guests



The Challenge

- Modernize the reservation confirmation process
- Enhance pre- and post-stay guest communications
- Boost enrollment in guest loyalty programs
- Improve the effectiveness of email marketing campaigns
- Capture guest feedback to improve hotel service
- Make it easier for guests to redeem loyalty points online



The Solution

- CRM-compatible marketing solution for creating dynamic email campaigns
- Automated confirmation, pre-arrival and post departure email system
- Guest survey with trigger alerts and workflow to track and analyze results
- CRM portal for simplified guest loyal program enrollment at check-in
- Online system for guest to verify point balances and receive coupons



The Benefit

- Automated loyalty registration helps agents enroll more guests at check in
- Dynamic, content rich emails enhance both brand and guest loyalty
- Clear, consistent and timely information enhances the guest experience
- Guest feedback helps management improve service and reward staff
- Streamlined point verification and redemption bolsters guest participation

“Our new loyalty solution has revolutionized the way we manage guest relations, and the Neudesic CRM team has been guiding us since day one.”

– Rona Young, Marketing Manager and CRM Administrator for Prince Resorts Hawaii

“Neudesic came in and looked at our processes, how we did things, what our business goals were, and then created a new Dynamics CRM system that just seamlessly fit into what we were doing. Now I can't imagine what we would do without it. 99”

– Rona Young, Marketing Manager and CRM Administrator for Prince Resorts Hawaii

The Client

Prince Resorts Hawaii is made up of Mauna Kea Beach Hotel, the Hawaii Prince Hotel Waikiki and the Hapuna Beach Prince Hotel. Pristine beaches, championship golf courses, world-class cuisine and gracious island hospitality have established Prince Resorts Hawaii as premier destinations that deliver exceptional guest experiences.

The Challenge

During a previous engagement, Prince Resorts Hawaii turned to Neudesic for help in replacing its antiquated loyalty management system. As an established member of Microsoft's Dynamics President's Club and CRM Technology Adoption Program, Neudesic leveraged extensive knowledge of Microsoft technology and proven success in the hospitality industry to deliver a Dynamics CRM solution that enabled Prince Resorts Hawaii to integrate and modernize three separate loyalty programs.

“Neudesic came in and looked at our processes, evaluated how we did things, identified our business goals, and created a new loyalty management system that seamlessly fit into our programs,” said Rona Young, Marketing Manager and CRM Administrator for Prince Resorts Hawaii. “Now I can't imagine what we would do without it.”

A few years later, Neudesic upgraded Prince Resorts Hawaii to Dynamics CRM 2011, clearing the way for further improvements to its loyalty management system that would address new and ongoing challenges.

One of those challenges was to modernize Prince Resorts Hawaii's email marketing campaigns. Another was to automate the reservation confirmation process. A third was to enhance pre- and post-visit communications with guest. A fourth was to boost enrollment in its corporate guest loyal program. A fifth was to improve guest experiences by gathering feedback through email surveys. And a sixth challenge was to make it easier for guests to redeem their loyalty points online.

The Solution

In conjunction with the upgrade to Dynamics CRM 2011, Neudesic implemented ClickDimensions, a CRM-compatible marketing solution that Prince Resorts Hawaii uses to create html emails and landing pages that contain images, hyperlinks and other dynamic content. The resorts also use ClickDimensions to automatically send out confirmation emails for reservations and cancellations, as well as pre-arrival and post departure communications.

Neudesic used ClickDimensions to help Prince Resorts Hawaii develop an automated email survey that allows guests to rate, on a scale of 1 to 10, everything from housekeeping to room service.

Whenever guest ratings fall below pre-determined levels, trigger alerts are routed to the resort's general manager and various department heads.

A custom CRM workflow engine pulls results from guest surveys into an array of easy-to-read dashboards, and customized reports can be generated to identify trends and track various metrics.

A CRM portal allows reservation and registration agents to enroll guests in loyalty programs during check-in with just a few clicks.

Another online system automatically verifies loyalty point balances and approves member redemption requests before emailing electronic coupons that guests can either print or display on their smartphones or tablets at check in.

The Benefits

Through its long and successful partnership with Neudesic, Prince Resorts Hawaii has solidified its properties as premier resort destinations. “Our new loyalty solution has revolutionized the way we manage guest relations, and the Neudesic CRM team has been guiding us since day one,” said Young.

By integrating ClickDimensions with Dynamics CRM, Neudesic has given Prince Resorts Hawaii a powerful marketing tool for

creating dynamic, content rich email communications that have enhanced both brand and guest loyalty. Prince Resorts Hawaii use ClickDimensions to automatically send confirmation emails to guests who make or cancel reservations online.

The system also distributes pre-arrival emails to highlight events and activities that guests can explore during their stay, as well as post-departure thank you emails that extend special offers to guests for future visits. Providing clear, consistent and timely information to guests before, during and after their stay has helped Prince Resorts Hawaii create unique experiences that keep guests coming back.

Prince Resorts Hawaii uses the guest survey system to gather and analyze feedback, both good and not so good. Trigger alerts tied to poor survey ratings allow management to quickly contact dissatisfied guests and smooth out any issues that may adversely affect their loyalty. This system has enabled Prince Resorts Hawaii to improve hotel service and recognize staff members for superior job performance.

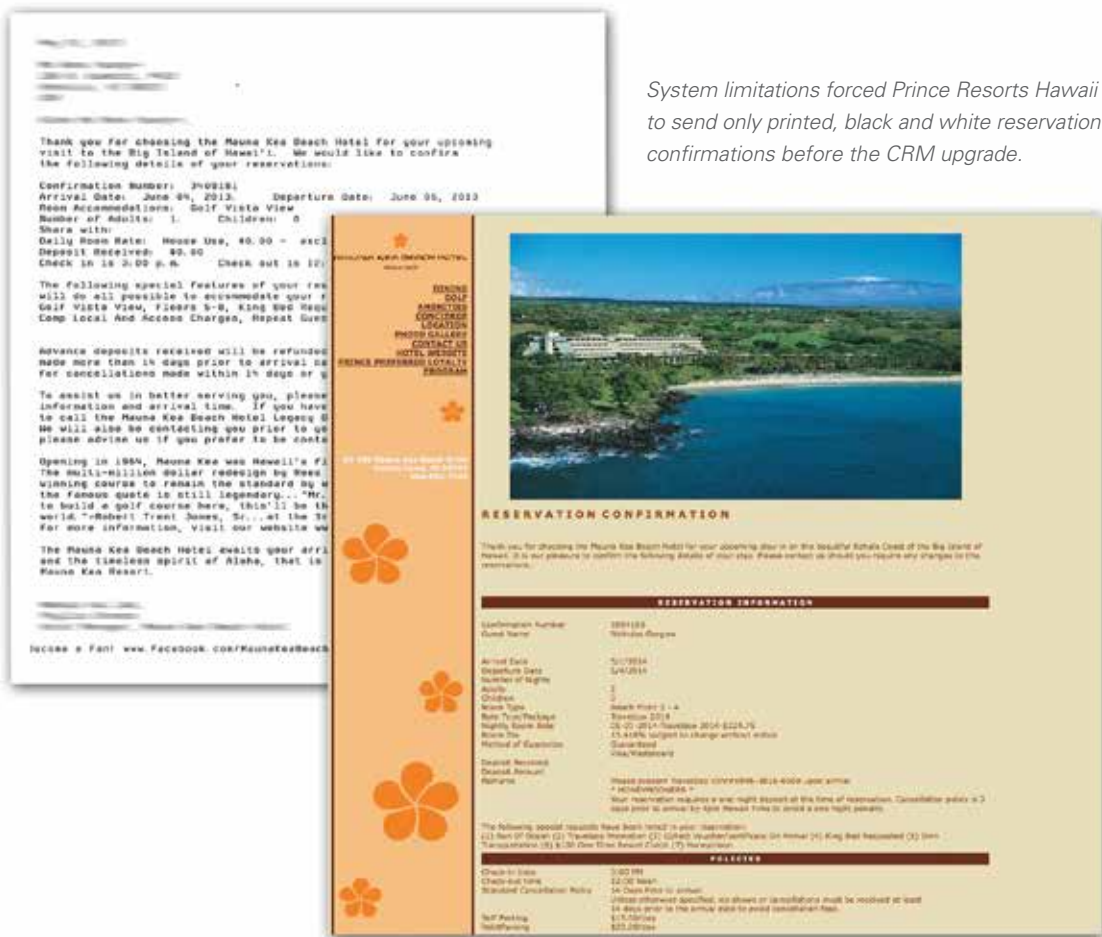
The new CRM portal allows registration agents to become active participants in Prince Resorts Hawaii's membership

enrollment program. With just a few clicks, agents can enroll guests in loyalty programs at check-in, a process that once required agents to manually complete forms while guests waited.

Prince Resorts Hawaii leveraged the CRM portal to create an incentive program that rewarded registration agents who signed up the most guests. "The CRM portal has had a huge effect on our loyalty membership numbers," said Young. "Within five weeks, we got more than two thousand enrollments."

To redeem their loyalty points for resort credit, guests previously had to submit online requests that required agents to manually check program information before typing up and mailing a gift certificate. Now when guests submit online requests, the system automatically verifies their point balance, and emails an electronic certificate that they can either print out or display on their smartphones or tablets at check in.

The long-standing relationship between the two partners continues to strengthen, as Neudesic adds new functionality to Prince Resorts Hawaii's CRM system, helping them maintain their position as premier resort destinations.



System limitations forced Prince Resorts Hawaii to send only printed, black and white reservation confirmations before the CRM upgrade.