

# Oberoi hotels: train whistle In the tiger reserve

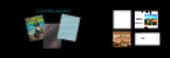
Customer Relationship Management

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The Oberoi Hotels, known for their exceptional service and luxury accommodations, have recently implemented a Customer Relationship Management (CRM) system to enhance their guest experience and streamline their operations.

The implementation of CRM has enabled the hotel to better understand its guests, personalize their stays, and improve their overall satisfaction. This has resulted in increased loyalty and repeat bookings, contributing to the hotel's long-term success.



**Objectives**  
To study the Customer Relationship Management practices followed by Oberoi Hotels.  
**Key Objectives**  
To understand the need for CRM in the hotel.  
To know what is the basis of customer database.  
How do they classify customers.  
To know what kind of services do they use for CRM.  
To know the type of data merchandising.  
To understand the customer database touch points.  
To know their customer retention strategies.  
To know the extent to which CRM practices have been used in the hotel.



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Research Design



Rooms & Rates



Rates:

- Premier room 800 USD
- Premier pool view room 850 USD
- Premier room with semi private pool 1000 USD
- Luxury suite with private pool 4995 USD
- Kohinoor suite with private pool 8325 USD



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# *Oberoi Hotels & Resorts*



## INTRODUCTION:

The Oberoi Group, founded in 1934, operates 30 hotels, a Nile Cruiser and a Motor Vessel in the backwaters of Kerala. The Group has presence in six countries under the luxury 'Oberoi' and five-star 'Trident' brand. The Group is also engaged in flight catering, airport restaurants, travel and tour services, car rentals, project management and corporate air charters.