

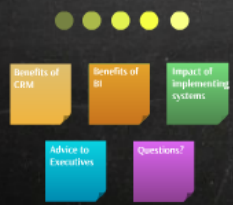
Canyon Ranch In need of implementing CRM strategy

Harvard Case Solution & Analysis

Canyon Ranch

TheCaseSolutions.com

TOPICS OF DISCUSSION



Introduction
 World Lager Bakery was founded in 1979. "Inspire people to enter a commitment to healthy living, raising breads and introducing into the highest enjoyment of life."

Benefits that could be achieved with CRM System

- New Customers in Increased Revenue
- Better Customer Service
- Better Data Sharing System

Challenges Canyon Ranch is currently facing

- Poor information system
- Inconsistent quality and quantity through out the retail outlets
- Inconsistent packaging
- Change order handling

Should Canyon Ranch implement CRM and BI?

- CRM is a strategy to build stronger relationships with customers.
- BI allows a company to gather information to aid in decision-making.

Benefits that could be achieved with BI System

- Increase efficiency
- Increase revenue of services
- Decrease operational cost
- Increase productivity
- Increase customer loyalty and retention

Questions?
 Please post them in the discussion below or on Moodle.
 Thank You!

Advice for the executives?

- To focus on implementation of stronger reporting practices and customer service

The impact of the system is:

- More success
- More consistent p. sales
- A more consistent
- Uniform facilities
- Better by more accurate
- Fix hardware problem

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Introduction

- World largest luxury spa
- Founded in 1979
- "inspire people to make a commitment to healthy living, turning hopes and intentions into the highest enjoyment of life"

Questions?

Please post them in the discussion below or on Moodle.

Thank You!

Should Canyon Ranch implement CRM?

- CRM is a strategy to build relationships with customers.
- BI allows a company to gain insights for decision-making.

Benefits produced

- New products
- Better service
- Better systems

Introduction

- *World largest luxury spa*
- *Founded in 1979*
- *"inspire people to make a commitment to healthy living, turning hopes and intentions into the highest enjoyment of life"*

Value of Customer information to Canyon Ranch:

- Crucial to business success
- Important to gather and preserve information
- Personalized services
- Personalized packages
- Simple booking process

Should Canyon Ranch implement CRM and BI?

- CRM is a strategy to build stronger relationships with customers.
- BI allows a company to gather information to aid in decision-making.

Benefits that could be produced with CRM System:

- **New Customers & Increased Revenue**
- **Better Customer Service**
- **Better Data Sharing System**

Benefits that could be produced with a BI System:

- Improve efficiency
- Faster answers to questions
- Insight into customer behaviour
- Security
- Identify cross and up selling opportunities