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Introduction
Customer Relationship Management (CRM) is a process of managing a company's interactions with current and potential customers. It involves using data analysis about customers' history with a company to optimize the company's future interactions with them.

Objectives
The primary objective of CRM is to improve customer loyalty and retention. Other objectives include increasing sales, reducing costs, and improving customer service.



Research Design
Objective:
To study the Customer Relationship Management practices followed by Oberoi Hotels.
Methodology:
To understand the need for CRM in the hotel.
To know what is the level of customer database.
How do they classify customers.
To know what level of software do they use for CRM.
To know the use of data warehousing.
To understand the various customer support portals.
To know their customer retention strategies.
To know the extent to which CRM activities have benefited the bank.



Rooms & Suites

Deluxe room	1000 USD	Premium suite	1500 USD
Superior room	1200 USD	Executive suite	1800 USD
Classic room	800 USD	Presidential suite	2500 USD
Standard room	600 USD	Private suite	2000 USD



Rates:
Premier room 900 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 825 USD

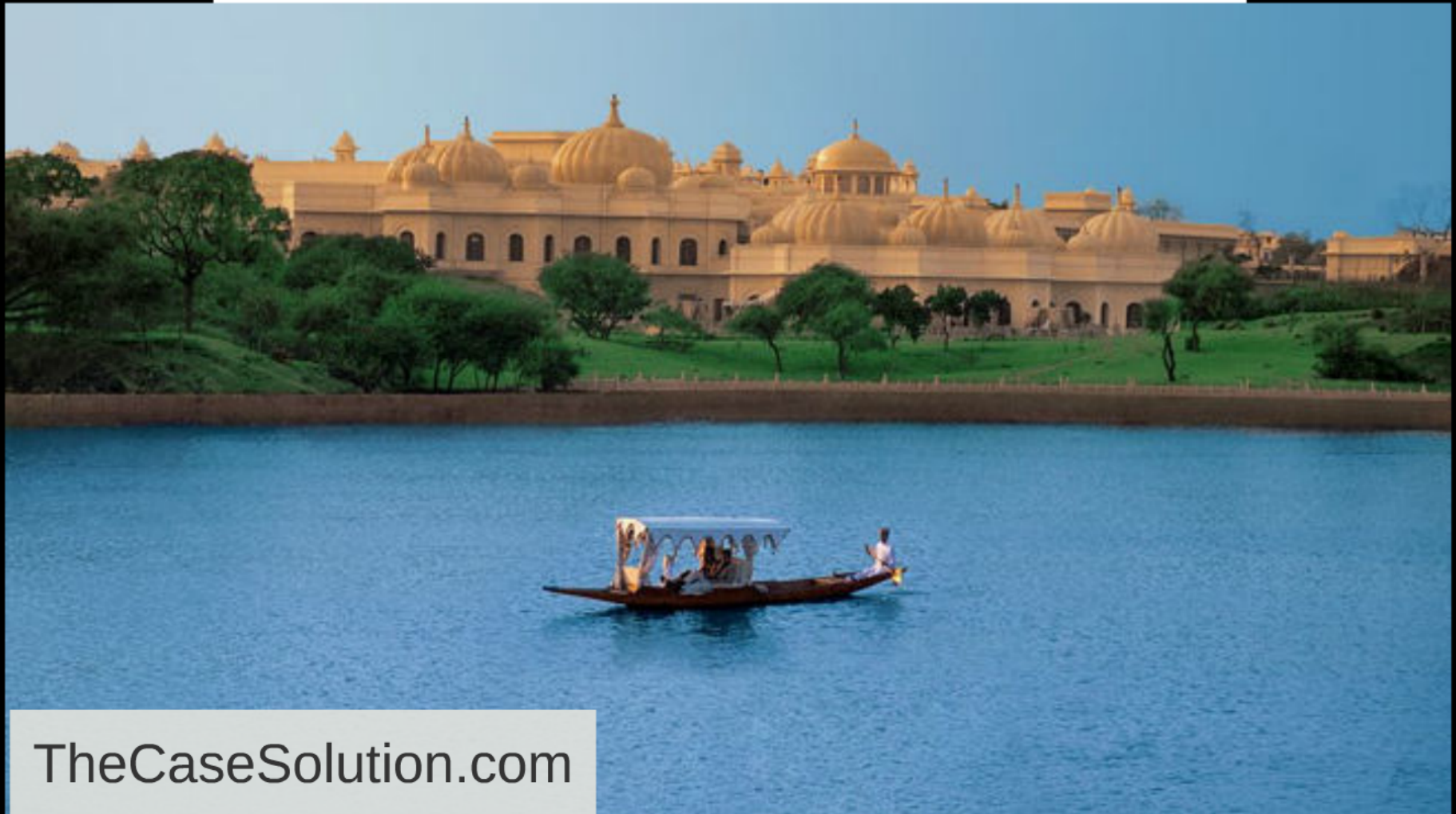


THANK YOU

Conclusion
The study has revealed that CRM is a critical component of a hotel's success. It helps in understanding customer needs, improving service quality, and increasing customer loyalty. The use of CRM software and data warehousing has significantly benefited the hotel's operations.



Oberoi Hotels & Resorts



TheCaseSolution.com

Customer Relationship Management

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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.

The Oberoi Group is a hotel company with its head office in Delhi. Internationally acclaimed for all-round excellence and unparalleled levels of service, Oberoi hotels and resorts have received innumerable awards and accolades from Travel +Leisure, Condé Nast Traveler, Forbes and Galileo.

The Oberoi Group is committed to employing the best environmental and ecological practices in technology, equipment and operational processes. The Group also supports philanthropic activities and is a keen contributor to the conservation of nature and cultural heritage.

THE OBEROI GROUP - MISSION

Our Guests

We are committed to meeting and exceeding the expectations of our guests through our unremitting dedication to every aspect of service.

Our People

We are committed to the growth, development and welfare of our people upon whom we rely to make this happen.

Our Distinctiveness

Together, we shall continue the Oberoi tradition of pioneering in the hospitality industry, striving for unsurpassed excellence in high-potential locations all the way from the Middle East to the Asia-Pacific.

Our Shareholders

As a result, we will create extraordinary value for our shareholders.

THE OBEROI GROUP - VISION

- **We see an organisation which aims at leadership in the hospitality industry by understanding its guests; and designing and delivering products and services which enable it to exceed their expectations. We will always demonstrate care for our customers through anticipation of their needs, attention to detail, distinctive excellence, warmth and concern.**
- **We see a lean and responsive organisation where decision making is encouraged at each level and which accepts change. An organisation that is committed and responsive to its guests and other stakeholders.**

OBEROI DEFINES CRM as “Customer Relationship Management is a process of managing customer relations in an organized way”. They aim at managing “each moment of truth” that is experienced by the customer. There are various contact points where the hotel comes in direct contact with the customer which are known as ‘Touch points’ in the CRM language. These touch points are considered important as there is direct interaction with the customer and they provide valuable input to the hotel. The input provided by the customer has to be captured in such a way that it becomes information and can be used by various processes within the hotel. This can be done with the help of technology and the aim is that whenever there is a customer interface with any of Those processes they are able to use that information in servicing the guest in a most efficient manner.