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Impiana KLCC Hotel boosts revenue, cuts marketing costs with WebLITE

Overview

Country or Region: Malaysia

Industry: Hospitality

Customer Profile

The Impiana KLCC Hotel is a leading business hotel in Kuala Lumpur. The 4-star hotel, with 335 guestrooms, is strategically located within the Kuala Lumpur City Centre (KLCC) development.

Business Situation

The hotel found it difficult to manage its customer databases as various departments were having their own standalone databases, which hampered marketing communications.

Solution

The hotel deployed a solution developed by Teneo Technologies, WebLITE Members Database and Campaign Management, which is built on the Microsoft .NET Framework and Microsoft SQL Server database.

Benefits

- Consolidating multiple databases
- Distributes workloads
- Effective campaigns
- Revenue boost with in-depth reports
- Increases repeat customers

“Ever since we implemented WebLITE, we have been able to reach out to the right target audience and this has greatly improved the effectiveness of our marketing campaigns.”

Sean Choo, General Manager, Impiana KLCC Hotel

The Impiana KLCC Hotel is one of the leading business hotels in the Malaysian capital of Kuala Lumpur. However, it faced a problem in managing its customer databases as virtually every department, from the front office, food and beverage (F&B) to the spa, would be having their own databases. This meant there were information silos within the hotel and duplication of data which hampered targeted marketing campaigns. The hotel replaced its customer databases with WebLITE Members Database and Campaign Management solution developed by Teneo Technologies. The new database management cum communications system, which runs on the Microsoft .NET and Microsoft SQL Server platforms, enables the hotel to store and grow an integrated subscriber database equipped with advanced profiling, segmentation and targeting features to help the hotel execute effective viral marketing campaigns.

“WebLITE Members Database now serves as a central marketing repository which consolidates all marketing and communications contacts. This is a huge improvement from the previous situation.”

Sean Choo
General Manager, Impiana KLCC Hotel

Situation

Located within the heart of Kuala Lumpur's bustling city centre, the Impiana KLCC Hotel has gained a reputation as one of the leading business hotels in the Malaysian capital. The contemporary 4-star hotel has 335 spacious guestrooms equipped with up-to-date amenities, with guests treated to warm Malaysian hospitality and a host of excellent facilities for business and leisure travellers.

The hotel is strategically located within the Kuala Lumpur City Centre (KLCC), just minutes away from the majestic PETRONAS Twin Towers and across from the newly opened Kuala Lumpur Convention Centre. The hotel is managed by Impiana Hotels & Resorts Management Sdn Bhd (IHRM), a wholly-owned subsidiary of KAB Group. Incorporated in Malaysia in 1991, IHRM manages several hotels and resorts in Malaysia and Thailand which are located at prime holiday destinations.

Like most major hotels, Impiana KLCC Hotel has always sought to keep track of its hotel guests as well as customers who patronize the hotel's restaurants, outlets and spa. This enables the hotel to keep in touch with its customers and contacts through newsletters, promotional messages and emails. However, the hotel faced a problem in managing its databases as virtually every department, from the front office, food and beverage (F&B) to the spa, would be having their own databases.

“Previously, we had databases everywhere. We ran multiple systems in the hotel and every system captures its own database,” says Impiana KLCC Hotel general manager Sean Choo, adding that these manual “database systems” typically comprised Microsoft Excel spreadsheet files in which staff from the respective departments keyed in information of their guests or

customers. This essentially meant that there were information silos within the hotel as well as duplication of data while efforts to organize marketing campaigns were also hampered. “We did not have a consolidated marketing database, and that makes targeting customers very difficult when we want to run multiple campaigns across multiple delivery channels,” says Choo.

This also meant the hotel could not effectively target the right groups for its marketing campaigns. Often, customers would end up getting the same emails or text messages (SMS) from the hotel's various departments, and this of course, often caused customers dissatisfaction. “For example, you wouldn't want to send emails to people who are obviously not interested in a particular promotion. They would not even read your email and this is just a waste of time and resources.”

This motivated the hotel to seek a new database management cum communications system that would enable it to store and grow an integrated subscriber database which is equipped with advanced profiling, segmentation and targeting features to help execute effective viral marketing campaigns.

Solution

Impiana KLCC Hotel's search for such a solution ended in 2008 when it discovered WebLITE Members Database and Campaign Management solution developed by Teneo Technologies, a Kuala Lumpur-based independent software vendor specialising in using technology to help companies resolve business challenges and enhance business processes.

“We discussed our requirements in-depth with Teneo Technologies, and after evaluating the solution, and we found the

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Jeffri Shahul Hamid
CEO, Teneo Technologies

system to be very suitable for our hotel. We decided to implement it and we have been using it successfully for the past two years,” Choo says, adding he was impressed that the WebLITE system was up and running in less than two weeks.

WebLITE is built on Microsoft’s .NET Framework and SQL Server database to provide a reliable, robust and scalable solution. For Impiana KLCC Hotel, the fact that WebLITE was built totally on the Microsoft platform was an added assurance for the hotel’s management that the new system was not only reliable but leverages on the advanced technologies of the world’s leading software company. In deciding to deploy the solution, the hotel was impressed that WebLITE was a proven off-the-shelf software used by a broad range of customers in various sectors.

WebLITE’s Members Database serves as a central repository to store individual customer’s information for marketing and communications purposes. It is pre-built with comprehensive fields to profile members together with advanced search and filtering options. “It’s an ideal way to start growing and managing an organization’s database, with options to capture information directly from your web presence and other online channels, says Teneo Technologies CEO Jeffri Shahul Hamid.

The Campaign Management module allows owners of WebLITE Members Database to quickly start implementing result-driven marketing initiatives. “Users can easily create email and SMS content themselves and send them to targeted recipients instantaneously. All marketing campaigns are also accompanied with detailed statistical reports for analysis. It is essential for businesses to have the ability to send the right content to the right people at the

right time,” adds Jeffri. The system is fully Web-based and can be accessed via an Internet browser when access is available. Being a Web-based solution was also a major selling point for Impiana KLCC Hotel as it enables the hotel staff to “do a lot of work remotely”, says Choo.

While Teneo Technologies provides shared hosting services, it also allows the option for companies to acquire their own application and database servers. In the case of Impiana KLCC Hotel, the hotel purchased their own server and Teneo deployed WebLITE in the server which is now housed in a third party data center.

These options allow Teneo to offer peace of mind to companies including Impiana KLCC Hotel, who are concerned about confidentiality of data and the risk of their databases somehow getting circulated in the market. “Impiana KLCC Hotel has full ownership of the hardware, software and databases. We help them manage the solution from a technical standpoint,” says Jeffri.

Choo is also pleased that the WebLITE solution is integrated, providing the hotel with two execution channels to reach out to its thousands of contacts. “There is an email execution channel and there is also the SMS channel. So we don’t need to invest money into another SMS system or hold another database somewhere just for sending out text messages,” he adds.

WebLITE Campaign Management automatically inserts automated “unsubscribe” functions into every sent email to allow recipients to stop receiving future newsletters, if they so desire. This complies with anti-spam regulations and reduces the likelihood of the hotel being hauled up for spamming. In addition, this will also relieve the various departments

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from having to perform tedious database updating that often leads to mismanagement of marketing databases.

Benefits

Consolidating multiple databases

With WebLITE Members Database, Impiana KLCC Hotel has been able to consolidate its multiple databases, allowing it to efficiently manage its marketing and communications subscribers. From facing the headache of grappling with disparate information systems across the hotel, Impiana KLCC Hotel now has a centralised database system which is easily managed and which prevents instances of data duplication from occurring.

“WebLITE Members Database now serves as a central marketing repository which consolidates all marketing and communications contacts. The solution also comes with controls to ensure that there are no record duplicates. This is a huge improvement from the previous situation,” says Choo.

Explaining the turnaround for Impiana KLCC Hotel with the implementation of WebLITE, Teneo Technologies’ Jeffri says: “It is very common for companies to have database contacts stored in multiple sources, be it Microsoft Excel files, Outlook, and other database sources. This means they are faced with challenges to consolidate and manage multiple databases, and this invariably leads to islands of information within the organization itself which in turn creates duplication of data.

“With the deployment of the WebLITE Members Database module, this problem has effectively been rendered a non-issue for Impiana KLCC Hotel, he adds.

Distributes workloads

Having a members database that was Web-based proved to be a major advantage for Impiana KLCC Hotel as it enables the hotel staff to “do a lot of work remotely”, says Choo. In addition, users can also input data into the central marketing repository from their respective departments instead of having to do so at a central location. The scalable architecture of WebLITE even allowed development of additional customised interfaces that are fully integrated to the central database to support specific processes and roles within Impiana KLCC Hotel.

“Though this project was championed by our marketing and communications department (Marcom), with WebLITE every department can upload their own contacts’ information into the database and not put this responsibility solely on Marcom.”

“The job of managing the database is not focused only on one department. Users from every department can now log in with their own computer and upload to the database. WebLITE enables us to distribute the workload to ensure more effective database management and growth,” Choo adds.

Effective campaigns

With the consolidation of Impiana KLCC Hotel’s multiple databases, WebLITE Campaign Management provides the hotel with the capability to target the right groups of people with its marketing messages, thus improving then effectiveness of its marketing campaigns.

“WebLITE provides us with the capability to do profiling to target people with specific interests, or different ethnic or age groups. If we want to send out a promotional message for the F&B outlet, obviously we wouldn’t want the emails or SMSs’ to reach

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people who are not interested in that particular promotion”.

“If you are unable to target the right people then you can be running a lot of promotions but it won’t be effective. And ever since we implemented WebLITE, we have been able to reach out to the right target audience and this has greatly improved the effectiveness of our campaigns,” says Choo.

Revenue boost with in-depth reports

The detailed reports generated by the WebLITE solution gives Impiana KLCC Hotel an in-depth insight into responses to its marketing campaigns and enables it to take advantage of it. “For example, the WebLITE solution shows us what percentage of email recipients actually view the promotions that we send out,” says Choo.

The detailed reports allow Impiana KLCC Hotel to see how individual recipients responded, such as whether they opened the email and which promotional hyperlink they clicked on. “For example, if there are five promotional links on the email, we will know if an individual clicks on hyperlink No. 2, which is for F&B offers, rather than hyperlink No. 3 for room promotions”.

“These reports are generated live as soon as we send out our campaign emails. So that means once the sales team sees the reports, the team members can personally call and follow up with those who clicked on the hyperlinks. The potential customers are impressed with our follow up and because of this, the business conversion ratio is now very good,” explains Choo.

“I would say our restaurants’ cover has increased by a good 15-20 percent since we started using WebLITE Campaign Management and we have also converted a lot of these covers into regular customers.

Our spa revenue has gone up by 30 percent since we leveraged on WebLITE.”

Increases repeat customers

By enabling hotel staff to touch base more effectively with its customers, the WebLITE solution has helped Impiana KLCC Hotel double the number of its repeat customers. “In the hotel industry, we always talk about repeat customers. We used to do about 25 percent repeat customers but with the help of WebLITE, we are close to 50 percent now because we can constantly stay in touch with our customers,” says Choo.

“They are updated with things that are happening in the hotel, they are made aware of the charity events that we organize, and so on. And with that they are always being reminded of Impiana KLCC Hotel, and when they decide to travel they are motivated to come back here.”

The WebLITE system also allows the hotel to do away with a physical newsletter as a soft copy version is now emailed to those in its database. “This is a much more cost efficient and effective way. That’s a lot of savings,” says Choo. Similarly, printing of hotel brochures have been cut down by 30 percent as the latest information is usually sent out through WebLITE.

Choo says his team now sees the true value of a well-managed and consolidated database. “Previously my team never really saw the true value of databases. To them a database is just a database. However, since we implemented the WebLITE Members Database and Campaign Management solution, their perception has changed.

“Now they are talking about how the database can help to generate revenue. That’s how much we have evolved in terms of understanding the true value of our database, thanks to WebLITE,” adds Choo.

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