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A VIX **VERIFY** COMPANY

ACCORPLUS

Case Study

Accor Plus is a leading travel, dining and lifestyle program that offers discounts on accommodation and meals and other benefits through a privilege card. The cards are sold throughout the Asia-Pacific region on an annual basis.

When Accor Plus implemented the Netsuite ERP platform to provide integrated CRM, sales and onboarding processes, the company needed to better manage the quality of leads data. Mastersoft was able to provide a solution.

THE CHALLENGE

The Accor Plus card is marketed through a network of call centres across the Asia Pacific region. This operation has a constant demand for high quality leads so call centre operators can to maintain their call rates.

Accor Plus had 20 years old legacy systems that contained around 20 million leads. Feeding the call centres with quality leads was a constant challenge. "Up to this point we had used a very manual system," said Vice President IT - Asia Pacific, Caroline Woodhill. "You had to do everything by grouping".

Leads come from the Accor Loyalty program, guest check-ins, referrals and personal contacts. The data is of variable quality, and the spelling of names and addresses differs greatly. Because Accor is an international brand, leads represent people from many countries in a random sequence.

When Accor Plus implemented its cloud-based Netsuite ERP system, a solution needed to be found to move the leads data out of existing systems into the Netsuite CRM and a new data warehouse, and provide quality golden leads on an on-going basis.

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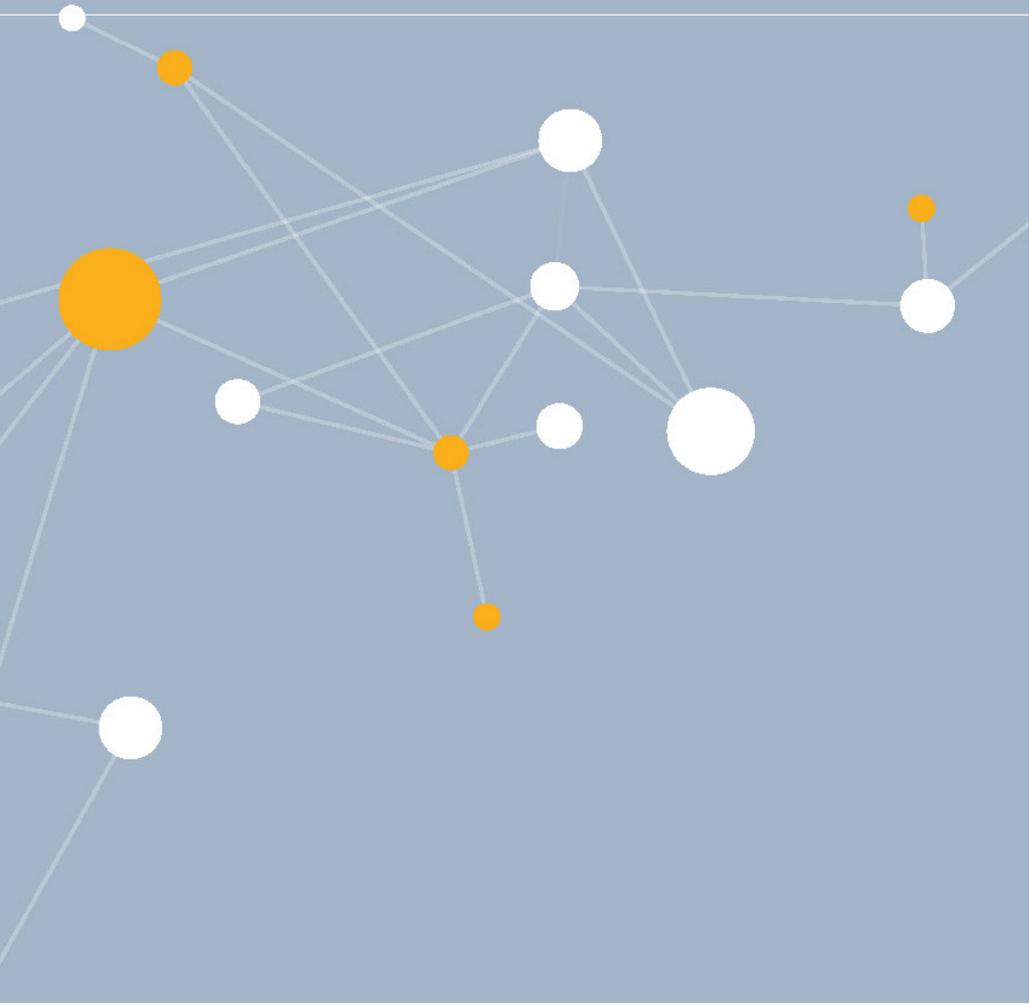
The Outcome

After signing with Netsuite in December 2013, Mastersoft designed and implemented the golden leads solution. The solution preforms several tasks in real-time:

- Cleanses and standardises incoming records

- Adds any new data to a record

- Checks whether the lead has previously been an Accor customer

- Checks if the person is on a Do Not Call Register (India, Australia, Singapore, New Zealand)

- Indicates when the person was last contacted.

Following the implementation, high quality leads are delivered automatically to call centres without any manual involvement. Accor Plus was able to push lead washing back to the business instead of having internal teams handle the task.

Accor Plus has found Mastersoft to be an ideal solution partner. "You want to have a partnership with your vendors, and it's really a two-way street," Caroline explained. "That's been the difference with Mastersoft. It's been a very even keeled partnership, and we know that we can be transparent with each other."

THE SOLUTION

Mastersoft was engaged to provide a cloud-based solution to deliver unique, standardised, complete and reliable leads in real-time. It was the perfect solution for Accor Plus.

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"We had worked with many vendors, and found that while they offered a solution, they weren't usually willing to listen to what we actually wanted," Caroline said. "Instead of simply bringing a solution to us, Mastersoft worked to develop a suitable outcome."

Accor Plus needed a partner like Mastersoft, one who could deliver the necessary support without requiring significant resources, and who could provide additional support for the long term.

"We needed to find groups that we could partner with for the long term, and it was one of the key pieces of the puzzle for us," Caroline said.

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