



### CRM

As the industry explores new technologies and faces economic changes, many companies have begun to experiment with the concept of customer centricity, known as Customer Relationship Management (CRM). CRM's value to hospitality companies is not just a near-term increase in sales or market share. It is also the integration of insights and the cultivation of relationships with customers who will provide lifetime value to a hotel.

Let O'Neal Consultants guide you through what is considered one of the most complex system issues a hotel can face. O'Neal Consultants will provide a step-by-step plan for system selection, business benefits and customer strategy, to make CRM a viable strategic investment.

#### O'Neal Consultants' Outstanding Accomplishments Speak for Themselves:

- Highly Diverse Hospitality Clientele
- International Project Base
- Services Performed in 35 of the 50 United States & 14 Countries
- Clients Include Over 800 Hotels
- Served Clients with Over 29,000 Rooms in Las Vegas
- Served 33 Hotels in Manhattan Alone
- Positive Customer Satisfaction has Yielded Significant Long-Term Client Relationships

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