

240 Countries · 1 Solution

## Case Study

## Kempinski Hotels

High quality guest data for improved customer care

**The Challenge**

Kempinski Hotels bend over backwards to create an exceptional experience for their valued customers. Their first-class level of service does not end at check out and expands to often overlooked details such as address accuracy.

Keeping in touch with customers is important and requires careful planning. Returning guests need to be treated with respect and care. Using properly addressed mail is not only a courtesy but is expected from a leading luxury brand hotel.

**The Solution****AddressDoctor for OPERA**

Kempinski works with MICROS Fidelio's OPERA system as part of their front office solution. AddressDoctor is directly integrated into OPERA. Addresses from more than 240 countries can be cleansed on-the-fly as they are entered into their system. In addition, AddressDoctor offers a batch cleansing process, which can run at any time of day.

"The quality of our addresses influences our ability to reach Kempinski's valued guests. With complete and valid addresses, we do not only increase the success of our interactive web portals and direct marketing campaigns, we also save time and reduce costs", says Folker Heim, Director Customer Relationship Management.

**Benefits for Kempinski**

- | Increased data capture speed by up to 40%
- | No additional software to install
- | One solution for all countries
- | Accurate guest addresses from the start
- | Reduced costs by fewer returned mail

**Quick Facts**

- | AddressDoctor's Web Services are seamlessly integrated in MICROS-Fidelio OPERA
- | Available from OPERA Version 3.1
- | Available in OPERA-PMS and OPERA-CIS
- | Pricing: per room and per year

**Folker Heim**

Director Customer Relationship Management  
Kempinski Hotels

"We are impressed by the true global coverage offered by AddressDoctor. Where other suppliers only offered a narrow selection of main markets, AddressDoctor is covering the whole world. We are extremely satisfied with the quality and accuracy of this partner."

**About Kempinski**

Founded in Germany more than 110 years ago, Kempinski Hotels have long reflected the finest traditions of European hospitality. Today, more than ever, Kempinski is synonymous with distinctive luxury.

More information: [www.kempinski.com](http://www.kempinski.com)

**AddressDoctor is also used by these leading companies (excerpt)**

Deutsche Post, 1&1. Adress, AdPepper, Data-Flux, CallCredit, IBM, MICROS-Fidelio, QAS, Nintendo, Swiss Post International, GSI Commerce