

Steigenberger Hotel Group

Successful Marketing Using Optimal Address Data



The Challenge

"The value of accurate and valid addresses is often underestimated", explains Andreas Göres, Executive Project Manager IT at the Steigenberger Hotel Group. "Our address portfolio is the basis of our marketing activities. Therefore, the

quality of the data is essential to the success or failure of our marketing activities. Additionally, an inaccurate address does not meet the demands of luxury hotels." That's why the famous hotel group's goal is to always capture accurate and complete guest addresses.

But in reality, this goal is not easy to accomplish. "We welcome guests from all over the world, and therefore our employees have to capture addresses correctly from each country. This is a big challenge, especially in foreign languages. Regardless of how careful we may be in the process, there is always the opportunity to capture incorrect information in the Front Office System during Check-in."

The Solution

AddressDoctor for OPERA

In order to capture addresses correctly from the start, Steigenberger decided early in 2007 to implement AddressDoctor for OPERA. AddressDoctor is seamlessly integrated in MICROS-Fidelio OPERA.

Using AddressDoctor, guest addresses can be validated on-the-fly from over 240 countries as they are captured. In addition, AddressDoctor offers a batch cleansing process, which can run at any time of day.

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, Kempinski Hotels, GSI Commerce

Benefits for Steigenberger

- | 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 because of 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



Andreas Göres

Executive Project Manager IT
Steigenberger Hotel Group

"Our standards define that an address must be captured in the language of the country, or at least in English or French which conforms to the international postal guidelines. AddressDoctor perfectly supports us in the implementation of these standards."

About Steigenberger

For more than 75 years, the name Steigenberger has stood for European superior hotel business, for exceptional hospitality and exquisite service. In its 80 hotels, Steigenberger welcomes several million guests per year from all over the world.

More information: www.steigenberger.com