



FOR-SIGHT

PRESS RELEASE

FOR-SIGHT & VILLAGE HOTELS

A SUCCESSFUL FIRST YEAR IN ENABLING GUEST COMMUNICATIONS

Edinburgh, (December 15th, 2017) - For-Sight & Village Hotels announce the success of their CRM implementation helping to aid guest communications.

Village Hotels, a modern brand with strong leisure and recreation appeal, approached For-Sight Guest CRM seeking guidance in the replacement of their previous system. Village desired an effective Customer Relationship Management (CRM) system equipped with an email-deployment function for their central team and 29 hotel sites across the United Kingdom. With a total overhaul of all technological structure from the Property Management System (PMS) up, Village have streamlined and simplified their data management and guest communication channels with the help of For-Sight Guest CRM. The success of this overhaul is visible through the continuously improved results in ROI and increased guest retention, as well as improved engagement rates in guest communications.

This has been achieved through the cleansing of Village Hotels' existing guest data and the application of open API frameworks gathering multiple sources of data into one platform, creating a single customer view. At the point of For-Sight acquiring Village's large pool of guest data, the percentage of engaged email addresses sat at 8.3%. After the first 6 months of For-Sight's intervention, this figure leapt to 36.7%. Not only this, but the January sales trebled targets and gained a Return on Investment ratio of 23:1. This has also led to an increase of 100% in email generated revenue in the first 12 months of use, all from data primarily considered as lapsed.

"Through the efforts of For-Sight Guest CRM and that of their partners, data driven communications have gone from playing a bit part in Village's marketing plans to being a major revenue stream and critical part of the guest retention strategy going forward" said Village Commercial Director Rob Paterson.

For-Sight continues to work with Village on their guest communications with increasingly comprehensive strategies, ensuring every element of Village guest communication is covered with as much automation as possible, and with every singular guest journey as bespoke to their needs as possible.

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