



B&B Hotels Group
Brest, France
www.hotel-bb.com

Industry:

Professional Services

Annual Revenue:

US\$93 million

Employees:

1,400

Oracle Products & Services:

Oracle CRM On Demand
Email Marketing Server

Implementor:

Oracle Consulting

“Oracle provided us with a user-friendly CRM tool that all our employees can share. We can now monitor and respond to customer feedback more rapidly, improving our overall level of customer service.”

– Jean-Jacques Loheac,
Information Systems Manager,
B&B Hotels Group

The B&B Hotels Group Reduces Customer Service Response Time by 70%

For more than a decade, B&B Hotels Group has been designing and developing hotels with an innovative concept—combining low cost and quality. With 185 hotels in France and Germany and continued international development, B&B Hotels attaches special value to satisfying customer requirements through a loyalty program and continuous monitoring of guest satisfaction.

The Challenges

- Implement an efficient customer relationship management (CRM) solution that is easy to deploy
- Ensure that employees across the organization can access and use the new CRM solution
- Offer customer service agents a CRM solution knowledge base, enabling them to expedite problem resolution
- Expand reporting capabilities to drive improved customer service

The Solution

- Selected a hosted CRM solution, Oracle CRM On Demand, to achieve high availability, flexibility and rapid deployment
- Deployed the solution in two months and within budget
- Enabled B&B Hotels to digitize, log, and describe all client requests in the system—allowing employees to consult this information at any time with just a mouse click
- Allowed the company to respond to customer complaints within two days, a process that previously took nearly 15 days
- Gained the ability to update the B&B client loyalty program quickly and easily with the new CRM system
- Empowered the company with the functionality required for future implementation of targeted e-mail marketing initiatives
- Enabled traceability of contacts via a single client base