

»We want to provide a reliable service to loyal customers with the Maritim PartnerCard. That's why we have entrusted the processing of all of our Maritim PartnerCard bookings to the professional hands of arvato systems.«

Gerd Prochaska,  
Managing Director, MARITIM Hotelgesellschaft mbH



### Customer

- Maritim has specialized in the conferences and conventions segment of the hotel industry for over 35 years and has captured the top position in the European market.

## Hospitality worldwide

**Challenge** MARITIM Hotelgesellschaft is one of the leading German hotel chains, with more than 45 hotels domestically and abroad. Maritim has an extensive international presence. With its exclusive 4-star hotels, MARITIM Hotelgesellschaft is very well represented in every large city, as well as in attractive vacation destinations.

**Customer loyalty, made to order** The Maritim name represents an exemplary first-class standard, elegant atmosphere, delicacies from German and international cuisine, personal service, and cordial hospitality.

To make these concepts tangible for guests, MARITIM Hotelgesellschaft introduced the "Maritim PartnerCard" customer card. The PartnerCard, which is individually tailored to guests' needs, offers a wide range of benefits. The PartnerCard allows guests to make special requests known in advance or to take advantage of additional benefits during their stay, regardless of whether they're in Berlin, Munich, or Mauritius.

As a customer loyalty tool, the PartnerCard was designed to be individually applicable to a wide range of different target groups. There is a PartnerCard for business travelers, conference guests, vacationers, and families, as well as the PartnerCard Plus for seniors.

Amid today's constantly changing markets, MARITIM Hotelgesellschaft has taken early steps to face new challenges.

The changing needs of guests and innovative new marketing strategies have influenced day-to-day business, leading to the implementation of the Maritim PartnerCard: a strong, attractive customer loyalty program. Such programs must focus on providing maximum individuality, professionalism, and reliability.

»The PartnerCard program helps us recognize and consistently maximize the potential of our guests, ensuring targeted customer value management.«

Katrin Lindemann,

Director of Marketing & Advertising, MARITIM Hotelgesellschaft mbH



**Implementation and results** The comprehensive Maritim PartnerCard customer loyalty program was developed in close professional cooperation with MARITIM Hotelgesellschaft. The program was expanded to include a basic customer loyalty module, tailoring it to Maritim's specific marketing needs. With this personal customer card, customers have the opportunity to collect discounts and cash them in directly for hotel services. The package is rounded off by internal and third-party incentive offers and benefits for cardholders.

MARITIM Hotelgesellschaft is communicating the program via a range of direct marketing approaches that are also supported by arvato systems. In addition, a professional service center is available to handle data updates and customer communication.

The customer loyalty program has been in operation since December 2001 and has seen continuous growth in the number of Maritim PartnerCard holders. In 2009, the PartnerCard's enduring success and the strong partnership between MARITIM Hotelgesellschaft and arvato systems led to the long-term extension of the program. arvato systems will also continue to handle operation and support of the program.

**Summary** The international customer loyalty program has helped Maritim Hotels build and strengthen partnerships in the long term. The PartnerCard program's success is reflected in a high level of activity and cardholders' frequent use of its benefits. High-volume users of the PartnerCard will attain VIP status.

CRM terminals provide a comprehensive analysis of data on customers' collection and use of discounts according to socio-demographic factors and personal customer profiles. This ensures target group selection of Maritim PartnerCard holders and professional, personalized service that caters to guests' individual interests. And of course, all data privacy regulations are strictly observed.

**Any questions? Please contact us.**

#### Your Contact

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## An Overview of the Case

### INDUSTRY

- Hotels/Tourism

### PROJECT

- Development, operation, and support of a comprehensive bonus program featuring a customer card with an integrated payment function and a corresponding CRM terminal infrastructure

### TECHNOLOGY PLATFORM

- MS SQL Server 2008
- MS Access Frontend
- ASP Architecture
- Ingenico Terminals

### ADDITIONAL DETAILS

- Connection to the MICROS-Fidelio reservation system
- CRM terminal software
- Integration of an additional international hotel chain into the existing customer loyalty program