

Strategies for the Hospitality Industry

ADVISORY

Harrah's: A Customer Relationship Management Case Study

An interview with Bob Goldman, Goldman Group and David Norton, Harrah's Entertainment.

Effective customer relationship management (CRM) has been at the heart of several success stories for many years. However, CRM is in the eye of the beholder and can mean everything from a targeted marketing or loyalty program all the way to a customer-centric strategy based on business intelligence supported by an organizational structure that is much more than the sum of the technology employed or the basic loyalty program.

As the hospitality and real estate industries experiment with the expansion of their existing customer-focused efforts, KPMG sought out a success story involving an effective customer-centric transformation. Kapila Anand, National Director, and John Repp, Director, both of the Real Estate and Hospitality Advisory services group of KPMG, spoke with David Norton, Senior Vice President of Relationship Marketing at Harrah's Entertainment and Bob Goldman, President of the Goldman Group, about

the strategic value of CRM and the critical success factors underlying the customer-centric transformation at Harrah's. Harrah's has been recognized for its outstanding marketing practices by the *Nielsen Street Journal*, *Information Week* and *CIO Magazine*. Prior to joining Harrah's in 1998, Mr. Norton held positions with American Express and MBNA. Mr. Goldman has held executive management positions with retail companies for more than 25 years. He specializes in strategic consulting and has recently coauthored the book, "The Must Have Customer."

KPMG:

What do you believe are some of the lessons learned as a result of the implementation of CRM?

Goldman:

Failure to execute a CRM program is usually because it is approached as a one size fits all solution as opposed to being targeted to a core customer. One truly needs to identify and then under-

stand what motivates your best customers. The building blocks must include communication, understanding goals, the strategy and then applying discipline to execute the strategy.

Harrah's is a visionary. They have obtained the tailored data necessary to recognize their "must-have customers," spent the time understanding customer

"Failure to execute a CRM program is usually because it is not targeted at core customers— but rather approached as a one size fits all solution."

rules, and then aligned their marketing programs, management incentives and technology infrastructure with a common goal. They are constantly innovating through the process itself—utilizing the intense customer knowledge that allows one to continue to evolve.

Harrah's:

Early on in our process, we established that our customers are customers of the company, not of an individual property. This is important for a CRM strategy to work. Additionally, we placed an importance on business intelligence. The data

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BM King



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