

ZEROING IN ON WHAT THE CUSTOMER WANTS IN A VACATION MAKES THEM CHOOSE YOU.

Selligent helps MMV use the information it gleans from vacation seekers to deliver personalized hospitality, and drive repeat bookings.



COMPANY

Mer Montagne Vacances

WEBSITE

www.mmv.fr

INDUSTRY

Hospitality/Travel

GEOGRAPHY

France

PROGRAMS

Data Consolidation
Marketing Automation

Selligent's Customer Relationship Management

The Customer

Mer Montagne Vacances (MMV) is one of the leading hotel operators in the French Alps. Every year, over 130,000 customers put their trust in MMV for their winter sports or summer vacations, choosing from the company's 17 top rated club hotels and 14 vacation villages. At any given time during the high season, no less than 1,200 people are enjoying MMV's premier properties.

The company is the "à la carte" vacation club, catering to families and groups who want to combine affordability with great locations, quality accommodation, fine food, fun, skiing, kids clubs, and well-being.



The Challenge

MMV caters to Travel Agents as well as direct customers. In both cases when browsing and booking vacations agents and travelers provide a goldmine of information which if collected efficiently, could be used to offer appealing vacation recommendations and holiday package offers.

- **Disparate data:** MMV collects a number of data points. All these sources could be leveraged but there was no central repository. Different data sets were housed in a number of legacy systems but nothing was consolidated or integrated and therefore, the data wasn't very actionable.
- **Outdated Technology:** MMV's marketing tools had grown organically. They had developed a number of home grown systems that required manual intervention to execute tasks. Initiatives were not coordinated or automated around a customer's needs.
- **Customer Care:** The travel industry is built on service and hospitality but without the right CRM capability it was challenging to be responsive.

The tourism sector is, by definition and by tradition, highly attentive to service quality and customer relationships.

To offer that personal touch MMV looked to Selligent's Omnichannel Audience Engagement platform combined with Selligent's Customer Care tools as the cornerstone of its new generation of solutions. Selligent enables all of MMV's customer communications by supporting timely relevant messaging delivered along the entire travel lifecycle. From the moment the traveler begins to research a new vacation, through the reservation process and beyond messaging matches their desired destination and desires.

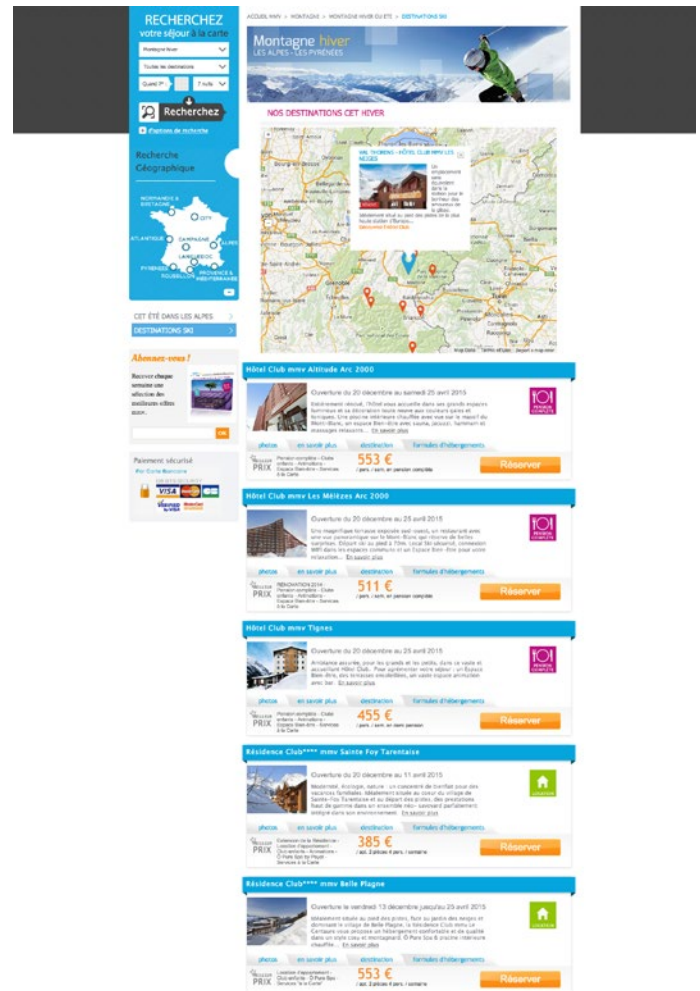
The path to success

1. Data Integration: Selligent's flexible database architecture allowed MMV to easily consolidate all data into one central repository. Following selligent's proven methodology for onboarding data with minimal IT intervention, bi-directional feeds were established between MMV's booking and billing systems. Captured data from co-registration programs, contests, and customer portal preferences are also fed directly into the database.

2. 360 view: Each prospect and customer has a unique identifier that is created the moment they engage with MMV and is maintained throughout their relationship with the company. All data assets, the vacations they browse online, the destinations they book, and all of their response history and captured data is tied back to that unique identifier to ensure every detail is available to inform messaging throughout their journey with MMV.

3. Automation: Processes that had once been tedious and generic were made efficient and personal. New customers are automatically entered into the database, subscriptions are managed in real-time. Preferences are captured and leveraged in personalized welcome messages triggered immediately. Customer satisfaction surveys are automatically sent after every trip and all forms are tied to triggered communications designed to nurture form completion and increase conversion. Promotional offers are data driven and dynamically included in outbound communications. Historical data is used to trigger re-book reminders and numerous other promotional campaigns.

4. Internal Rollout: MMV's large team of travel associates were all trained to work directly with Selligent's Customer Care portal. They can see historical activity, trigger communications and support MMV's reputation of quality service and support.



PP MMV IS THE RESULT OF MERGING SEVERAL ACTIVITIES. SO WE NEEDED TO CENTRALIZE THE DATA IDENTIFYING CUSTOMERS, PROSPECTS AND SUSPECTS UPSTREAM OF THE BOOKING SYSTEMS. WE ALSO NEEDED TO REPLACE THE EXISTING 'HOME-MADE' SOLUTIONS WITH MORE CUTTING-EDGE APPLICATIONS. AT THE SAME TIME, WE ARE CONTINUALLY IMPROVING THE PRE-SALES PROCESSES AND ENHANCING THE EFFICIENCY OF THE MARKETING ACTIONS THOUGHT UP BY OUR TEAMS TO MAXIMIZE THE OCCUPANCY RATE OF OUR INFRASTRUCTURES.

Yves Coussement, IT Manager and CRM Project Manager

About Selligent

Selligent is a fast-growing international marketing automation provider that powers the customer engagement programs of more than 450 European brands in retail, financial services, publishing and travel. Our solution orchestrates customer communications across multiple channels, including email, site optimization, social, mobile and customer care.


The platform delivers [omnichannel audience engagement](#), reaching beyond customers to drive personalization for anonymous site visitors and to layer behavioral data on top of traditional CRM databases.

www.selligent.com

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OUR BUSINESS IS SEASONAL AND SELLIGENT'S SOLUTIONS HAVE POSITIONED US TO PULL OUT ALL THE STOPS TO LEVERAGE THE FULL POWER OF OUR NEW MARKETING TOOLS TO SERVE OUR MARKETING OBJECTIVES. THIS HAS BEEN A FASCINATING PROJECT FOR WHICH THE PERFORMANCE ANALYSIS TOOLS INTEGRAL TO SELLIGENT INTERACTIVE MARKETING WILL BE PARTICULARLY HELPFUL.

Yves Coussement, IT Manager and CRM Project Manager