



## **Week 4 Assignment 1: Hilton CRM**

### **Overview**

For this assignment, you will take a look at data and electric monitoring.

### **Directions**

- Create a new Microsoft Word document with the title “*Yourname\_Week4Assignment01*,” but with your name instead of “*Yourname*.”
- Complete the following tasks:
  - A. Read the “Hilton CRM” Case Study PDF located in the Resources folder of the course.
  - B. Review the following video:

Hilton El Conquistador Resort CRM video  
<http://www.youtube.com/watch?v=kwF3TilpfRc>
  - C. Listen to the following:

Listen to the Customer Service Report podcast by Accenture  
[http://www.accenture.com/Global/High\\_Performance\\_Business/High\\_Performance\\_Business\\_Podcast\\_Series/Customer-Satisfaction-Survey-Podcast.htm](http://www.accenture.com/Global/High_Performance_Business/High_Performance_Business_Podcast_Series/Customer-Satisfaction-Survey-Podcast.htm)
- D. Using the insight from the survey, describe how Hilton can use process and the CRM system to counter act some of the key trends suggested by the report.
  - a. Create a video, mp3 or interactive PowerPoint with your ideas and suggestions for change.
- Submit your assignment using the “Submit” button in your courseware.

This assignment is due by 11:59 p.m. on the seventh day of Week 4.