



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 EI Conquistador Resort CRM video

<http://www.youtube.com/watch?v=kWF3TjlpfRc>
 - 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
 - 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.