



REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



SINGAPORE 8-9 May 2024

Essentials of Customer-centric Revenue Management (CCRM)

REVENUE OPTIMIZATION CONFERENCE



Prof. Detlev Remy

Associate Professor

Singapore Institute of Technology & HSMIA Commercial Advisory Board



Brandon Chan

Senior Lecturer

Singapore Institute of Technology



Anders Johansson

CEO

Demand Calendar

Essentials of CCRM

Why CCRM?

What is meant by CCRM?

How does CCRM work?

What are the Implications of applying CCRM?

Essentials of CCRM

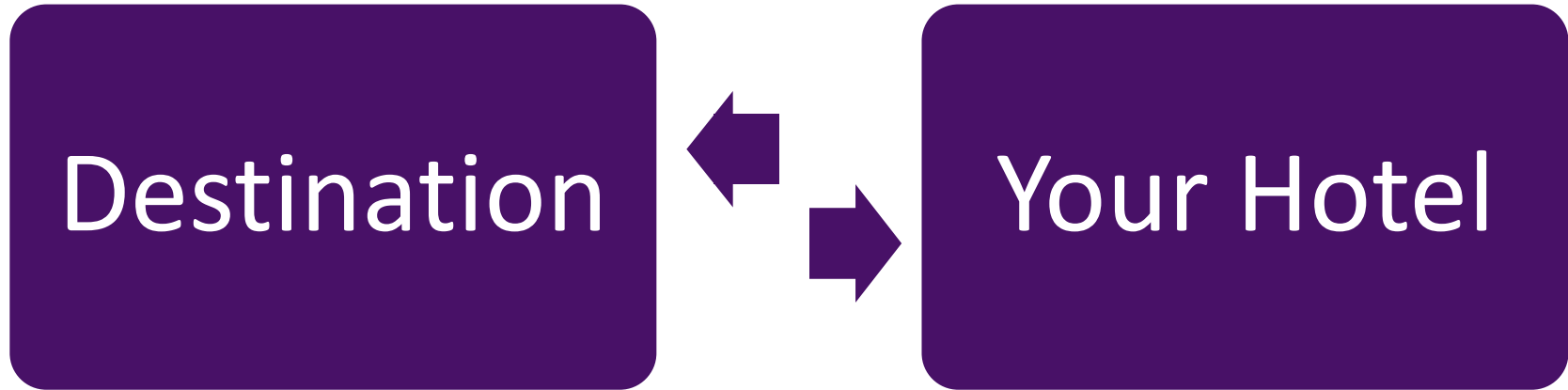
Why CCRM ?

- The Need to retain Customers
- The Need to solve the conflicts between Marketing & RM
- The Need to develop a long-term strategy

Start with the Customer

Motivations to Travel to the Destination

- Understand the Customer Motivations and Needs
- Focus on Customers with the Best Fit for your Hotel



Essentials of CCRM

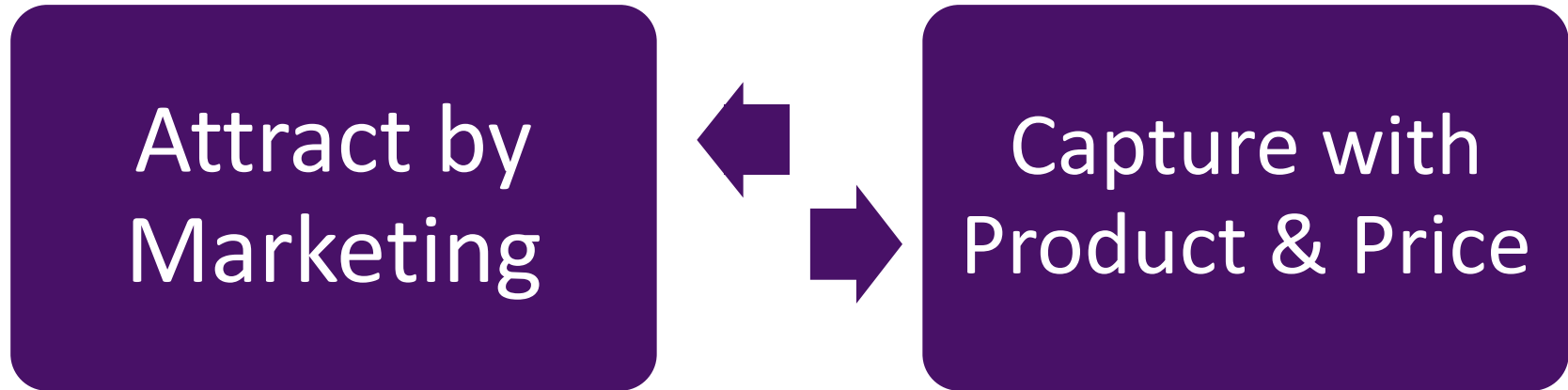
What is CCRM?

- Putting the focus on (profitable) Customers
- Getting the synergies from Marketing & RM
- Shifting RM from short-term Transaction-based to long-term Relationship building

Attract & Capture

Customize Offering and Price

- Marketing and Revenue Collaborate
- Attracting the Right Customer (high spenders -> more profit)



Essentials of CCRM

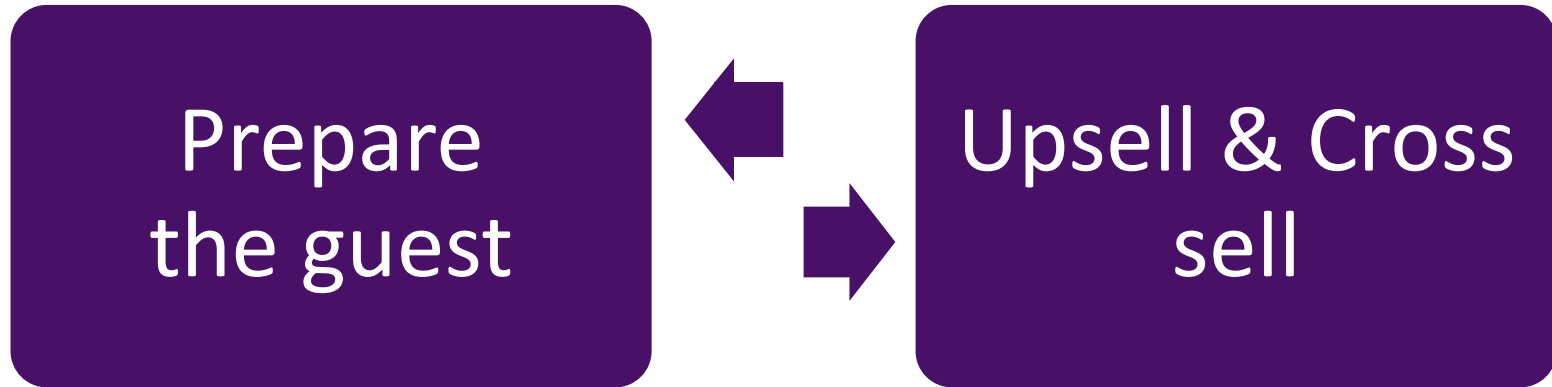
How does CCRM work?

- Identifying inter alia (profitable) Customers
- Looking beyond Pricing & Transactions into behavioral Patterns and Loyalty

Prepare & Sell More

Actions to Improve Marginal Profit

- Marketing, (RM), and Operations Collaborate
- From Booking to Departure – endless opportunities



Essentials of CCRM

What are the Implications of applying CCRM?

→ A sustainable Revenue Management Practice by focusing on long-term strategies and happy, loyal & profitable Customers

→ Better insights into behavioral patterns



REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



SINGAPORE 8-9 May 2024