

Empowering Customer Journeys at a World-Class Sports & Entertainment Hub

Industry: Hospitality
Company Size: ~ 500 employees



Business Problem

The client faced operational inefficiencies due to semi-automated customer registration, disconnected IT systems, and challenges in managing property inventory. The lack of system integration resulted in poor business visibility, and low lead-to-customer conversion rates highlighted the need for a more streamlined, effective approach to customer engagement and operational management.

How Intertec Helped

We implemented a comprehensive digital transformation strategy to address the client's operational challenges, streamline processes, and enhance customer engagement. Our solutions included the following:

- Deployed Microsoft Dynamics 365 for seamless customer engagement and journey management.
- Implemented Power Platform for a self-service customer portal and automated check-in process.
- Integrated Click Dimensions for effective marketing automation.
- Streamlined POS systems for restaurant operations.
- Unified call center operations with Dynamics 365 for a centralized customer service experience.

Business Outcomes Delivered

Through our strategic implementation, we enabled the client to achieve significant operational improvements and enhanced customer satisfaction. Key outcomes include:

- **Enhanced Customer Engagement:** Boosted lead-to-customer conversion rates with a fully integrated and automated customer journey.
- **Unified Platform:** Consolidated multiple systems into a single, cohesive platform for seamless operations across departments.
- **Omnichannel Experience:** Delivered an integrated, omnichannel experience, improving interactions for both customers and employees.
- **Automation across Functions:** Fully automated core functions, including Real Estate, HCM, and Finance, driving operational efficiency.
- **Actionable Insights:** Empowered decision-making with business intelligence reports and dashboards for real-time performance tracking.