

CRM MANUAL KEY POINTS

Business Processes – Operations | May 2023

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nh COLLECTION
HOTELS

nhow
HOTELS

TIVOLI
HOTELS & RESORTS

Introduction to Master Data

The Client Master Data has all the information related to clients staying in all hotels.

It is essential that the Master Data information is loaded according to the indications of the SAP CRM Manual to guarantee a good quality of the database.


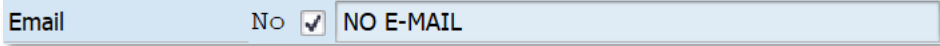
This document contains the main points to consider in order to correctly apply the Style Manual.



To view the full manual, click on the following link:

[SAP CRM Manual](#)



General criteria to register guests and organizations in CRM

- It is important to use the **search criteria** correctly (more information in the SAP CRM Manual) to optimize the results and avoid duplicate clients in our database.
- Before creating a new **GUEST**, search for it in CRM to make sure it doesn't exist in the system.
- All creations and modifications of **ORGANIZATIONS** must be requested to the CDM team through the NH Support Portal (JIRA Service Desk). Check the [JIRA User Guide for CDM Request](#) for more information.
- Never make the previous request without first checking if the company/agency already exists in CRM. **Duplicating existing organizations leads to issues like billing errors and late payments.**
- All fields marked with this symbol  are mandatory.
- The "Email" field is very important as it is the main form of contact with our customers. For those who do not have an email address or do not want to give it, we will check the box "No".

- If a company already exists in CRM, all associated branches will appear in the "**Branches**" tab, in addition to representatives (contacts) and sales agents. Click on these icons to:

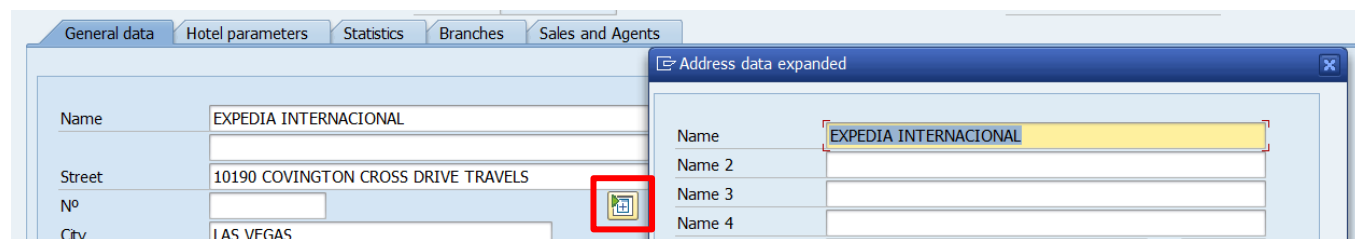
-  see the contact person and sales agent for this branch
Agent = Company/agency contact
Sales = NH Account handler
-  see how this branch and this company are connected



Branch	Active	Main bran.	Age	Sale	Conn	Branch Name	Street and n°	House No.	Zip code	City	Coun	Region
0001569791	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				EXPEDIA INTERNACIONAL	COVINGTON CROSS DRIVE TRAVELSCAPE LLC	10190	NV89144	LAS VEGAS	US	NV
0004996228	<input checked="" type="checkbox"/>	<input type="checkbox"/>				EXPEDIA	4826 194TH AVE SE		98027-1111	ISSAQUAH	US	
0004991542	<input checked="" type="checkbox"/>	<input type="checkbox"/>				EXPEDIA GROUP	536 WATERSCAPE WAY		32828 0000	ORLANDO	US	FL
0004848738	<input checked="" type="checkbox"/>	<input type="checkbox"/>				EXPEDIA GROUP	1111 EXPEDIA GROUP WAY WEST		98119 8119	SEATTLE	US	WA
0004794463	<input checked="" type="checkbox"/>	<input type="checkbox"/>				EXPEDIA	108TH AVENUE NE	333	WA 98004	BELLEVUE	US	
0004794470	<input checked="" type="checkbox"/>	<input type="checkbox"/>				EXPEDIA INC	CHERRYLANE AVE S 101	1510	98144	SEATTLE	US	WA

General criteria to register guests and organizations in CRM

- All characters in any client master data, and in any field, must be typed in CAPITAL LETTERS WITH NO ACCENTS.
- Special characters in German names like Ä must be registered as AE, Ö as OE, Ü as UE, ß as SS (e.g., MÜNCHEN becomes MUENCHEN).
- Symbols and separators (+.-*</>...) must not be used in numeric fields.
- Telephone numbers must be entered without spaces or symbols, using the structure "country code + area code + telephone number", without the code "00" for international calls (e.g., Buenos Aires telephone number, 11 4124-6700 = 541141246700).
- Dates must always follow the format DD.MM.YYYY.
- **GUESTS**: the First name and Surname fields are limited to 35 characters each. If the name is longer, we will write up to the maximum allowed, **WITHOUT ABBREVIATION** (e.g., Mr. ALVAREZ DE CASTANEDA FERNANDEZ-JAUREGUI = ALVAREZ DE CASTANEDA FERNANDEZ-JAUR).
- **ORGANIZATIONS** (agencies or companies): do not use contractions, the full official fiscal name must be included. There are 4 fields in case it is a long one:



- Follow the [Validation of Tax number](#) rules in the Tax nº field.
- The free text fields must have the same format as the rest of the text fields, respecting the general rules. **Comments must always be entered in English**, to facilitate their understanding by all Business Units.

THANKS!

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