

Press release
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Accor innovates in B-to-B customer relations management with a new tool designed in partnership with Salesforce.com

Accor is capitalizing on new digital usage trends to boost the efficiency of its sales force with an innovative, decidedly “Web 2.0” tool, designed in partnership with Salesforce.com. Known as ANAIS (Accor New Application for Integrated Sales), the tool is used by the Group’s 700 salespersons across the world and provides them with a 360° overview of the Group’s strategic accounts, thus giving them a better understanding of their B-to-B customers.

“We are continually improving the efficiency and performance of our distribution and sales systems. These are key selection criteria for our hotel owners under management and franchise contracts,” says Jean-Luc Chrétien, Accor Executive Vice-President for Sales, Distribution & Loyalty. “It is in this strategic context that we have created this new customer relations management tool that will enable us to better meet our B-to-B customers’ expectations.”

In order to obtain a tailor-made tool, Accor turned to Salesforce.com – a pioneer in the field of business applications in Cloud Computing and the market leader in CRM applications. It was designed in collaboration with Accor sales operations teams, so that it would best meet their needs.

ANAIS includes several applications (contracting, database, reporting, etc.) that have hitherto been used by the Group’s sales force and brings together in a single solution all the information and features the sales teams need.

This new tool centralises all the Group’s data on its 320,000 B-to-B customer accounts, including past and current contracts, and monitors business practices before, during and after their stay. ANAIS is thus able to encourage sales force collaboration by offering chat features, the ability to discuss customer opportunities and document sharing. The Cloud solution means that users can access using any device, thus facilitating mobility.

“Thanks to ANAIS, our new tool for managing B-to-B customer relations, we can network our sales force in 34 offices around the world. It promotes the exchange of best practice and time/workload optimisation. ANAIS gives the full picture of the data on our key accounts, thus enabling us to improve our business performance by focusing on better quality customer relations,” said Carlo Olejniczak, Accor Vice-President Global Sales.

Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with **more than 3,500 hotels** and **450,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1** - provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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PRESS CONTACTS

Charlotte Bourgeois-Cleary
VP Global Media Relations
+33 (0)1 45 38 84 84

Elodie Woillez
Press Relations
+33 (0)1 45 38 87 08