

Beat: Travel

## **SET HOTELS Looks To The Future And Implements World s Leading Hotel CRM PLATFORM**

**CENDYN Elnsight,Across Their Hotel Group**

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**USPA NEWS** - The Set Hotels, known for their Modern Take on Grand Luxury, is leading the Trend for Hoteliers across Europe with their Decision to Partner with Cendyn, the Leading Hotel CRM Platform...

The Set Hotels, known for their Modern Take on Grand Luxury, is leading the Trend for Hoteliers across Europe with their Decision to Partner with Cendyn, the Leading Hotel CRM Platform. Headquartered in London, Ultra-Luxury Hotel Group The Set owns and operates Three Iconic Properties in Europe: Hotel Café Royal in London, Conservatorium in Amsterdam and Hotel Lutetia in Paris. With a Unique, Grand Take on Each Property, The Set prides themselves as a Group of Hotels that puts the Modern Guests' Needs and Expectations at the Heart of what they do.

Cendyn will implement a Guest Intelligence Solution utilizing Data collected from Multiple Sources, to provide a True, Single Source of Truth for Each Guest. This Visibility and Accessibility will enable Each Property to gain a Clear Understanding of their Guest History and Preferences in Real Time. It will also keep their Guests at the Forefront of what they do and allow them to concentrate on providing Exceptional Service for Every Guest.

Transparency and Collaboration are at the Core of how the Team at The Set operates. With the Decision to embark with CRM, they have allocated a Team of CRM Discovery Experts who sit within Each Property. They are Departmental Experts who collaborate and share Ongoing Updates across the Team to ensure a Seamless Implementation and Ongoing Commitment to their New Approach at Driving Guest Loyalty and Retention.

Source : Cendyn

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