

## MINSAIT HELPS FERGUS HOTELS SO ITS CUSTOMERS HAVE IMPROVED TRAVEL EXPERIENCES

- The hotel chain's new platform allows greater interaction with its guests and offers them an omnichannel service
- The system responds to the needs of current travelers who, beyond requiring accommodation and positive attention from the establishments, are demanding complementary, tailored and personalized resources that improve their overall experience

**Madrid, June 4, 2018.-** Minsait, Indra's digital transformation business unit, has helped FERGUS Hotels improve its customer relationship model with a new platform that will allow the chain to achieve a higher level of interaction with its guests and develop its digital capabilities over time, supporting it with its needs and demands in the medium and long term.

Minsait has therefore implemented a CRM (Customer Relationship Management) system in FERGUS Hotels that supports its digital marketing strategy. In this way, not only can communication strategies be defined that allow permanent contact with travelers, but it will also equip them with tools that meet the demands of new digital customers. In addition, Indra's proposal, based on Salesforce Marketing Cloud technology, has an architecture that can be rapidly implemented with great scalability, which optimizes the construction, configuration and successive developments required by the hotel chain, as well as includes and deploys new functionalities that enrich and sustain their digital strategy. In this regard, the company has also defined a communication strategy for FERGUS Hotels that enables efficient contact with active and old customers throughout all phases of their trip (the so-called Customer Journey).

With Indra's business unit's project, FERGUS can be in contact with its customers and potential guests in all phases of their departure and provide them with stays directly related to their tastes and other complementary services that may also be interesting and contribute to make their stays more satisfying and pleasurable. This enables value proposals to be communicated to FERGUS's customers in a personalized and automated way to help improve their trip.

### Improving the traveler's experience

The customer has become the cornerstone of the tourism business. If previously it was a dynamic element of the industry, now no Strategic Plan is conceived that does not place it as a true center of transformation. Travelers who, marked by the digital age, are demanding added services and do not settle for mere vacation stays, but interact with them in search of differential experiences that turn their experiences into something unique. Digital transformation and the arrival of new technologies such as Big Data, virtual reality, robotization, artificial intelligence or the Internet of Things (IoT) make it possible to improve business processes and contribute to the competitiveness of hotel establishments, facilitating the creation and management of differential tailored and personalized proposals, which cover the preferences of current travelers and make them more loyal.

Within these new technologies, "medium-sized businesses in the tourism sector can take a leap forward thanks to the consolidation of top-level cloud-based CRM solutions that allow them to address the design and implementation of advanced customer strategies, without going through complex implementation projects", explains Josep Hugué, Head of Tourism at Minsait.

### About FERGUS Hotels

FERGUS Hotels is a hotel chain with Majorcan capital that boasts a wide portfolio of hotels located in the best areas of the Balearic Islands. Created in 2011 and specialized in hotel repositioning, it is in full expansion, incorporating new hotels to existing ones. FERGUS Hotels distinguishes itself by transmitting the

Mediterranean spirit and a casual lifestyle in all its hotels, to be the hotel chain that guests always want to return to.

### About Minsait

Minsait ([www.minsait.com](http://www.minsait.com)) is the Indra digital transformation business unit. Its offering is designed to achieve rapid and tangible results. Its multidisciplinary team of more than 3,000 experts in Europe and Latin America are grouped around four main lines of service: business consulting, digital technology and consulting, proprietary digital products and cybersecurity. The integral approach promoted by Minsait requires, beyond the implementation of transformation initiatives, a profound rethinking of the management model. The acquisition of Paradigma, leader in the "digital native" format offering with an innovative culture and agile methodologies, completes Minsait's value proposition, whose differential offer covers, end to end, all the digital transformation needs of companies and institutions.

### About Indra

Indra is one of the world's top technology and consulting and a technology partner for the key operations of its customers' businesses worldwide. It is a leading worldwide provider of proprietary solutions in niche areas in Transport and Defense Markets and the absolute leader in IT in Spain and Latin America. It offers a comprehensive range of proprietary solutions and cutting edge services with a high added value in technology based on a unique culture of reliability, flexibility and adaptability to the needs of its customers. Indra is a world leader in the development of end-to-end technology solutions in fields such as Defense and Security, Transport and Traffic, Energy and Industry, Telecommunications and Media, Financial Services, Electoral Processes, and Public Administrations and Healthcare. Minsait is Indra's digital transformation business unit. In 2017 Indra posted a revenue of €3,011m, employed 40,000 professionals, and had a local presence in 46 countries plus sales operations in more than 140 countries.