

MINSAIT TEAMS UP WITH GRUPO PIÑERO TO IMPROVE ITS CUSTOMER SERVICE AND DEVELOP THE SALES SYSTEM OF THEIR HOLIDAY HOMES

- **The company thus becomes the tourism group's technological partner in its digital evolution, with a system that streamlines all their operations in Spain and the Caribbean. It allows greater control of the operational processes and automatizes its sales more efficiently**
- **The project also includes communication with the customer, offering an optimized experience through digital channels, with personalized attention based on the context of the sale**

Madrid, November 4, 2020.- Minsait, an Indra company, has been Grupo Piñero's technological partner for the improvement and optimization of its sales systems and direct marketing for its Residential division, with the purpose of increasing its operations, offering an excellent service to customers and potential buyers that is second to none through digital channels, and facilitating the creation of new business opportunities. Grupo Piñero, a Spanish tourism company whose history spans more than 40 years, organizes its activities into three business units: Living Resorts, for their hotel business, which has more than 27 establishments and more than 14,000 rooms in the Dominican Republic, Mexico, Jamaica and Spain, residential complexes and golf courses; Travels, for their tour operation brands—Soltour—and inbound services—Coming2—; and Services, which groups together other destination services.

By means of the Salesforce Sales Cloud technology, Minsait has put forward a comprehensive proposal that includes the digitalization and streamlining of the sales department of Bahia Principe Residences, an innovative approach with which, for years, Grupo Piñero has been expanding their activity and exploiting the full potential of the synergies among its companies to provide long-term stays and unique experiences. With this system created by Minsait, the company will be able to automate these processes, design an even better web experience and improve the traceability of its operations, with better monitoring of sales activities and adding value to these experiences, not only in the holiday experience itself, but also in the sales transaction that precedes it.

According to Jaime Sitjar, General Manager of Bahia Principe Residences & Golf, "we believe in constant improvement and innovation to improve the experience of our sales teams and our customers. With our technology partner Minsait, we have digitized the entire process of selling our products to offer an efficient, safe and personalized shopping experience that helps us to take advantage of and enhance synergies between the group's companies".

Moreover, in times of COVID-19, with more limited movement, Minsait is working to digitalize the entire online sales process, so that buyers can go through the entire transaction from their home/country as if they were in the destination, with technologies that enable service by videoconferencing, 3D guided visits to the accommodations, or automatic connection with the seller to see the accommodation in real time. Additionally, the technology makes it easier for Grupo Piñero staff to monitor the whole process, wherever they are working.

Better service for the customer

Furthermore, in order to guarantee a comprehensive communication (360) with end customers, Minsait has introduced Salesforce Marketing Cloud in the tourism company. This new relationship marketing system reinforces the connection between the group and the buyers and offers them a distinctive service that addresses all their needs and requirements through the different digital channels the customer is

using or where the interaction takes place, such as social media, email or the website, at their service at all times and giving that competitive advantage to their request.

“For us, it is of key importance to digitalize the sales processes and the personalization of the customer service in the hotel and residential sector. It is vital to adapt the experience of guests and buyers to win their loyalty”, explains Emilio Mora, Travel Director at Minsait.

In order to achieve these goals in Grupo Piñero, Minsait has focused on three pillars that make up the customer experience: personalization, by means of the knowledge of the customers and their segmentation; response time optimization through process automation; and omnichannel, with a differentiating evolution of the digital channels that enables customer service throughout the process of their trip and to foster loyalty to the brand, meeting their needs which travelers are demanding today in a context that is becoming more and more digitalized. It is important to note that these characteristics are 100% synchronized in both of the tools that have been adopted, achieving an exact correlation of data.

“Knowing our customers is one of the main goals of all our digitalization projects: knowing how they come to us, what they are looking for, what we can offer, how to provide the best experience once they are in our facilities, what their satisfaction level is, and their possible referrals in their circle of influence”, emphasizes Mateo Ramón, CIO of Grupo Piñero. He adds, “we also encourage the use of technology as a way of promoting growth, with tools that foster operational excellence, obtaining more efficient processes.

Moreover, the system can be fully integrated with Grupo Piñero's legacy systems with absolute scalability, which makes it easier to introduce future developments or applications as the needs of the group increase. This is a high-value capacity for customers that have great offer potential and a global implementation.

In this regard, it is important to note that Bahia Principe Residences has different products on offer that are also aimed at very different kinds of public, which calls for a solution, not only to differentiate communications, contacts and trips of the different countries, but also to achieve a completely autonomous integration with the systems and equipment that the group also has in the Caribbean, especially in the Dominican Republic and Mexico, the main countries where it carries on its international activities. These are challenges for which Minsait has managed to provide an answer with its proposition, due to a solution that comprehensively includes the relationship with the customer and evolves in line with the activities of the group itself, supporting it in its strategic growth and in the projections that, as such, its digital development may undergo in coming years.

Grupo Piñero

Grupo Piñero is a Spanish travel and tourism group that is a 100% family business, founded in 1977 by Pablo Piñero. It is headed by Isabel García (President) and her three daughters, Lydia, Isabel and Encarna Piñero (Managing Director and Executive Vice President since 2007), with the purpose of creating exciting experiences for its customers and employees. Grupo Piñero, comprises a team of 14,000 professionals, manages 9 million holiday homes a year for customers from more than 30 countries. With over 40 years of history, it strives to offer the best experience for customers and employees and to actively contribute to society, based on a strategic plan based on three core elements: innovation and development, digitalization and sustainability.

It organizes its activity into three business units: Living Resorts, for their hotel business which has more than 27 establishments and more than 14,000 rooms in the Dominican Republic, Mexico, Jamaica and Spain, residential complexes and golf courses; Travels, for its tour operation brands—Soltour—and inbound services—Coming2—; and Services, which groups other destination services.

Since 2014, Grupo Piñero has made sustainability an integral part of everything it does, with the aim of being a socially responsible company and committed to its team, to the communities where it operates, to its suppliers and the environment. Through its Corporate Responsibility strategy, it aims to have a business model that contributes to social and economic development and to the preservation of the environment of the markets in which it has been present since 2017.

About Minsait

Minsait, an Indra company (www.minsait.com), is a leading firm in Digital Transformation Consultancy and Information Technologies in Spain and Latin America. Minsait possesses a high degree of specialization and knowledge of the sector, which it backs up with its high capability to integrate the core world with the digital world, its leadership in innovation and digital transformation, and its flexibility. Thus, it focuses its offering on high-impact value propositions, based on end-to-end solutions, with a remarkable degree of segmentation, which enables it to achieve tangible impacts for its customers in each industry with a transformational focus. Its capabilities and leadership are demonstrated in its product range, under the brand Onesait, and its across-the-board range of services.

About Indra

Indra (www.indracompany.com) is one of the leading global technology and consulting companies and the technological partner for core business operations of its customers world-wide. It is a world-leader in providing proprietary solutions in specific segments in Transport and Defence markets, and a leading firm in Digital Transformation Consultancy and Information Technologies in Spain and Latin America through its affiliate Minsait. Its business model is based on a comprehensive range of proprietary products, with a high-value focus and with a high innovation component. In the 2019 financial year, Indra achieved revenue of €3,204 billion, with more than 49,000 employees, a local presence in 46 countries and business operations in over 140 countries.