

MIS ANALYSIS: PENINSULA HOTELS CALIFORNIA USA

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Marketing Essentials

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Marketing Information System use in

Introduction

Marketing Information System or MIS is a system which is used to gather marketing data, store it into the cloud storage of this system, analyze the stored data according to their categories and distribute the analyzed data to managers according to their needs at the regular or occasional basis. There are four major components of MIS (G & B, 2016). These are a user interface, application software, a database for storage and manipulation and system support. These four basic components of MIS work together and completes the system.

User interfaces are the employees or managers who will use the MIS for their marketing purposes. The MIS system is designed according to the needs of the managers who will use it. The second component is the application software. It is a software that is specially designed according to the needs of marketing managers and varies from organization to organization because of changing needs. Such software is also available in the market, such as EAMbrace Asset Management, SmartDrive, and Sistrade (B & R, 2016). The third component, which is a marketing database, is used to store and organized marketing files. Cloud storage is the best option for that. The fourth component of system support is the team of administrative persons who manages and maintain the software and hardware of MIS.

Relation with the Company

The selected hospitality company for this research is Peninsula Chicago. Hotels use MIS for reservation which is the major tool for the collection of customers' data: an essential part of MIS because this data is then used to identify the

customers' needs and marketing for specific products or services based on the identified needs. Peninsula Chicago is currently using Sistrade MIS for data gathering and marketing analysis (www.peninsula.com, 2019). Sistrade is a user-friendly MIS and has a rating of 4.8/5. This software helps the manager greatly for customers need identification and selection of services for marketing.

Discussion

How Peninsula is using MIS

Peninsula is using the above mentioned MIS. The reason for selecting Sistrade is its compatibility with the marketing managers' needs and easy to use. It is predesigned software but is customizable according to the need. The information provided by the customers is first to enter into different fields which are customized according to the need of Peninsula marketing managers. It includes customer name, ID card number, residential address, but it is optional, type of room booked by the customer, payment method, type of services demanded by the customer and the contact number. These are the basic information that helps the managers to understand the need of the customers for marketing purposes.

Information is first saved in a huge database. A database is like a store that saves the information in raw form as well as in organized form (Akazue, 2015). The raw form of information is that information which is saved the same as it is collected. For example, the random information about the clients that are entered into the system on reception is in raw form because such information is not divided in any category even the client's names are not organized alphabetically. They are saved in the huge database same as the receptionist enters it. Peninsula is using cloud storage information saving system.

Cloud storage is the combination of all the small data saving tools such as customers form, hotels own information which is kept in safety from the customers (Lauren, 2017). Such information includes the hotel room prices with taxes and the taxes implemented by the government. In addition, the picture of the customer is also taken for future use and his ID information that shows immediately after entering the ID number of the customer because the software is linked with the National Database of USA for security purposes. However, this information is not hidden from cloud storage. It is a hub that collects all information in raw form and then manipulates or organize it according to basic requirements. For example, the customers' names are organized alphabetically with their all secondary information. There is an option in the Sistrade software which the Peninsula California is using is the changes in information according to the need. The information that is entered by receptionist cannot be altered or changed by any of the employees unless he/she is not assigned a user password issued by the management. This process of information gathering is highly secure and saves time also by providing a user-friendly interface.

Marketing managers then use the gathered information for marketing purposes. It is notable that managers do not need all the information. Rather they need only the information which is helpful for them such customers' intentions towards the hotel and feedback about the services he/she has availed and also the suggestions which he/she has given before leaving the hotel. Through this information, the marketing managers identify the needs of the customers and design a new marketing strategy according to their needs (Karim, 2011). For example, Peninsula has identified that in the last five years, the customers gave good remarks over its reward system, which is awarded to the customers who stay

in the Peninsula for more than two years. The company then had marketed its reward system through different advertising channels such as social media, billboards, and flexes that are placed inside and outside all the branches of Peninsula in the USA.

In addition to information gathering and marketing, the data gathered through MIS is also used for the purpose of communication with clients. The clients of Peninsula are of two types: prospect clients and uncategorized clients. Prospect clients are those who always prefer to stay in any of the branches of Peninsula. The marketing team uses the customer's data that is fed in the MIS, especially contact numbers and email addresses for this purpose. The prospect clients are offered new services as well as promotions and offers. The uncategorized clients' information is used to engage them through general advertisements like hotel qualities and prices according to the need of different customers. In this way, the Peninsula not only advertises its services but also identifies the needs of customers and internal management is then using this information for the betterment of its services.

Evaluation and Effectiveness of MIS used by Peninsula

The MIS that Peninsula California has selected for information gathering, marketing, and communication are Sistrade. This MIS is very useful for any type of hospitality organization and is specially designed for these organizations. The data gathering area of this software has different categories which can be changed or opted according to the need. It has 15 different categories that are designed by considering all the needs of almost every hospital, but Peninsula uses only eight categories that are important to it. Also, the information which is gathered through

Sistrade is automatically saved in the ordered form, e.g. the names of the clients are ordered alphabetically automatically whenever the receptionist saves the information. The marketing is then easy when the data is available in ordered form automatically. It also saves time and cost of administrators to manipulate the raw data.

Its cloud-based technology allows the managers to use the saved information after a long time because information does not delete from the database until someone may not delete it manually. The saved information is very useful for future use as discussed above that Peninsula analyzed its service status after five years. The cloud-based technology of Sistrade also allows the online availability of stored information. It is handy for marketing managers because sometimes they are not able to do a marketing analysis due to busy office routines in the office. Therefore they can take advantage of the online availability of information and can use it while traveling or at their homes. Therefore it is very effective for communication, information gathering, and marketing.

Conclusion

MIS is a marketing system in which information is gathered, analyzed, and stored for future use. MIS is based on the cloud computing concept, which increases its reliability and effectiveness. It is concluded from the above discussion that MIS is a very useful tool in the modern world of competition for hospitality companies. Companies can analyze their competitors by gathering online data of them using MIS and based on the gathered data, they can further plan their marketing strategy. There are several MIS software available in the market, or they

can be designed according to the needs of marketing managers. They are user-friendly and gives a very friendly environment to use them.

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