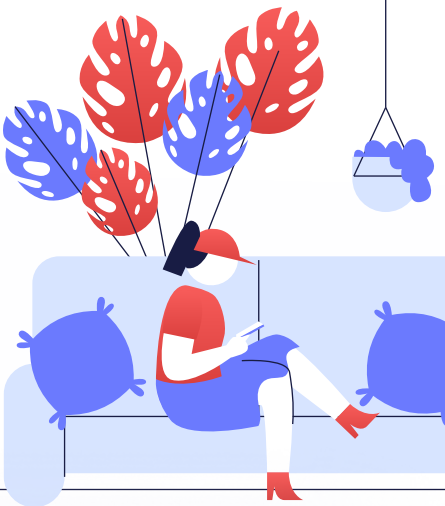


# Redefining luxury with seamless Salesforce innovation

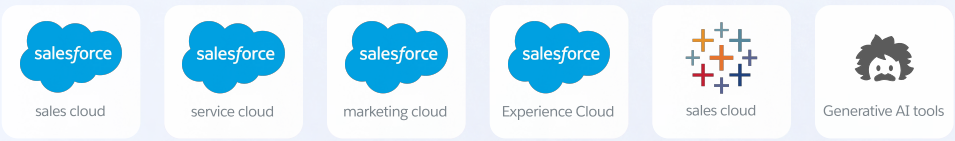
Powered by Salesforce Multi-Cloud Solutions



The Leading Hotels of the World (LHW) partners with VRP Consulting to continuously transform its technology landscape. Together, they have built and evolved a Salesforce-powered ecosystem spanning sales, service, marketing, and operations to empower hotel members, delight customers, and drive business success.

- ✓ **5+ years** of strategic partnership
- ✓ **Multi-cloud** Salesforce environment optimized
- ✓ **10-person** dedicated Salesforce agile team
- ✓ **AI-powered** enhancements for service & marketing

## Clouds/Technologies used:

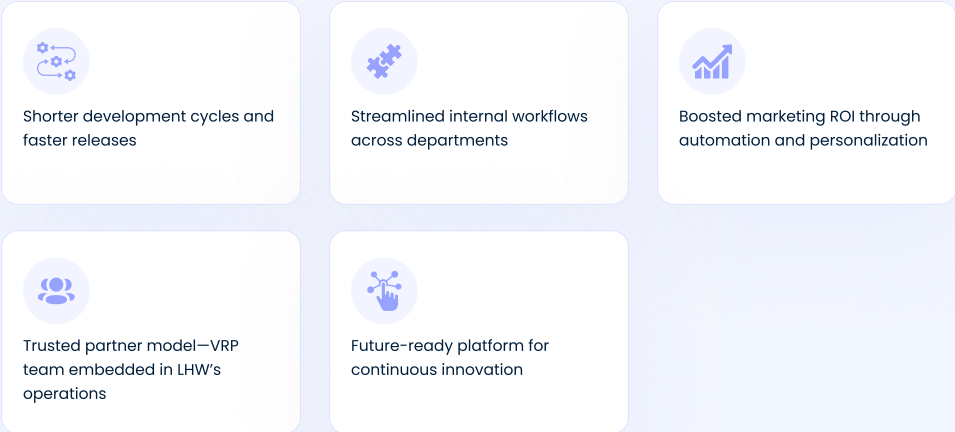


## The engagement:



- ✓ Continuous development **via a structured agile roadmap**
- ✓ **Full transformation** of LHW's Salesforce ecosystem
- ✓ Service Cloud migration for **global customer service**
- ✓ Marketing Cloud optimizations **including dynamic templates and loyalty notifications**
- ✓ **Relaunch of partner portal** with better UX and data access
- ✓ **AI implementation** for faster customer interactions and campaign delivery

## The results:

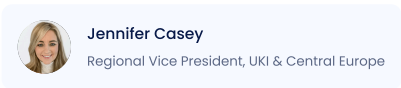


## Quick facts about LHW

The Leading Hotels of the World is the world's largest collection of independent luxury hotels, with more than 400 properties in over 80 countries. Focused on authenticity and excellence, LHW empowers member hotels through innovation, technology, and strategic support. Headquartered in New York, LHW has offices in 20 cities globally.



## Can we help you?



✉ [jennifer.casey@vrpconsulting.com](mailto:jennifer.casey@vrpconsulting.com)  
☎ +353 (0)89 610 1438