



**Contact:**

Michael Bennett, SVP, Global  
Marketing  
Phone: 561.419.2286  
mbennett@cendyn.com

**FOR IMMEDIATE RELEASE**

**Cendyn/ONE's® Advanced CRM Data Intelligence™ Solution to be used by Loews Hotels & Resorts**

**Boca Raton, Fla. – Jan. 11<sup>th</sup>, 2016** –Cendyn/ONE will implement a state-of-the-art guest intelligence solution that will collect data from multiple property systems to provide real-time personalized communication to guests and immediate insight to staff for all 23 Loews Hotels & Resorts, headquartered in New York City.

The most innovative guest engagement and marketing automation solution for hotels and resorts, Cendyn/ONE's CRM [Data Intelligence Platform](#) is a powerful CRM, guest intelligence, and digital marketing solution that provides a single view of guest history, value, behavior, desire, intent and engagement. The CRM Data Intelligence Platform combines first and third party data sources to deliver dynamically generated, one-to-one marketing across all digital channels: Email, Web, Display, Mobile, Video, Social and Search. The result is increased guest satisfaction and loyalty and significantly higher marketing ROI.

Cendyn/ONE was chosen for its ability to easily handle complex interfaces, leverage real-time data to drive true one-to-one communications, and provide sophisticated guest intelligence, reporting, and analytics. Loews plans to deploy the solution at all of their properties, and nurture their guests like never before. Loews' staff is already using Cendyn/ONE's CRM Data Intelligence Platform to anticipate their guests' behavior and preferences to enhance guest experiences before, during and after their stay.

Charles Deyo, CEO & Founder of Cendyn said, "We're excited about our partnership with Loews Hotels. They are forward-thinking and really understand how to best serve their guests. Their remarkable commitment to exceed their guests' expectations fits well with our data-driven marketing approach."

**About Cendyn/ONE:**

Cendyn/ONE is a leader in integrated Cloud-based CRM and Data-driven Digital Marketing for the hospitality and travel industry. A part of the Cendyn portfolio, Cendyn/ONE™ provides hotels and resorts with Data Intelligence—a fully-integrated, cloud-based software and services platform that delivers a single view of guest history, value, behavior, desire, intent and engagement in order to drive higher marketing ROI while increasing guest satisfaction and loyalty. Our teams are experts in data integration, analysis and optimization; we seamlessly combine first and third-party data to deliver dynamic, one-to-one marketing and advertising across all digital channels. For more information, visit [Cendyn/ONE](#) or call 855.795.4832.

**About Cendyn:**

Over the past 20 years, Cendyn® has developed innovative, cloud-based SaaS platforms for the event industry and leisure hospitality space. As the company organized itself around these distinct lines of business, and continued to experience rapid growth, it divided into two signature companies: Cendyn/ONE™ and [Cendyn Arcaneo®](#); providing an innovative, cloud-based event technology platform which is revolutionizing the way clients plan, execute and measure events worldwide - including corporate entertainment and sponsorship ticket spend.

To support the new corporate structure and continued rapid growth, Cendyn recently purchased and completely renovated a 94,000-square-foot, state-of-the-art office building. The expanded space serves as the North American headquarters for Cendyn and its signature enterprises as well as Cendyn SPACES®, an innovative co-workplace environment, and the award-winning restaurant concept M.E.A.T. Eatery & Taproom™. The new headquarters serves Cendyn's global clients, providing 24/7 support with enterprise-grade infrastructure and an advanced Talk & Tech™ network. With office locations in Boca Raton, Atlanta, Singapore, Toronto and London, the Cendyn portfolio of companies proudly serves over 30,000 clients in 143 countries and enterprise spend levels in excess of 1 billion USD. For more information on Cendyn and its subsidiaries, please visit [www.cendyn.com](http://www.cendyn.com) or call 800.760.8152.