

Success Stories 2024

Aletsch Arena – convincing all-round business solution

**Ben Müller**

Project Lead E-Business Aletsch Arena

The new CRM system with the ChiliDataHub® is the central system for personal data in the Aletsch Arena. With the help of professional advice from Chili Digital and the interface connection via the ChiliDataHub®, we were able to successfully connect our complex system landscape to the HubSpot CRM. This in turn allows us to improve data quality in the long term, increase service quality and implement more targeted marketing measures.

**Integration**

Systems such as Abacus, Feratel & Co. were seamlessly linked to HubSpot via ChiliDataHub®.

**Implementation**

HubSpot was implemented as a central CRM and connected to all relevant data sources.

Challenges

Customer data was scattered across different systems and was difficult to access. A holistic view of the customer for efficient marketing measurement was hardly possible. The aim was to create a central, intuitive front end for employees with customer contact, where all existing data is consolidated and available in real time.

Solution

ProfileHub consolidates data from Alturos, Feratel, Abacus and DestinationOne and synchronizes it with HubSpot CRM. This gives employees access to all B2B and B2C data in real time at all times - including automated workflows.