



Powerful integration capabilities deliver meaningful, real-time guest communication



The Challenge

- Disconnected systems were creating operational inefficiencies
- Lag in CRM system's communication hindered loyalty program effectiveness
- P.F. Chang's wanted to strengthen customer relationships and brand image



The Solution

- Neuron ESB, an easy-to-use and cost-effective integration platform
- Enhances guest interaction through social network integration
- Provide real-time, reliable and durable messaging capabilities
- Connect to multiple systems and interfaces using built-in adapters



The Benefits

- Delivers deeper insight into customer behavior to enhance marketing efforts
- Increases visibility of data by connecting accounting, HR and operations
- Provides up-to-the-minute rewards status to boost loyal program success
- Much more cost effective to license and implement than competing products



“By integrating our internal systems and processes, we can more efficiently run our business and initiate mutually-beneficial customer conversations that promote guest advocacy.”

– Jim Umberger, Vice President, Interactive & Loyalty Marketing, P.F. Chang's China Bistro