



TLC ® BUSINESS PROFILE

Proprietary TLC Relationship Management (P) Ltd.
www.tlgroup.com



About TLC ®

- We are a marketing Company and work with Clients to provide customized, cost effective and long term solutions that result in satisfied customer
- Set up 10 years ago by marketing professionals from Oberoi Hotels
- Leaders on CRM and loyalty initiatives for the hospitality industry in India
- Committed and Trained Resources
 - 1000 People, 25 Offices
 - Proprietary software development with dedicated 15 member Software Development Center.
 - Senior most management team in this business in India
- Client portfolio of the best hospitality and domestic airline brands in India.

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Our Guiding Principles

- Client Satisfaction decides our success.
- Our recommendations are professional and benchmarked against international standards
- We will maintain integrity, honesty and commitment in all our relationships.
- All Brands must always be protected
- The customer should see value for money
- As TLC ® we must see the Clients and the customers point of view

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We have an all India Presence



Our Assets....

- Trained Managers and senior Program resources in almost all key locations in India
- Proprietary software developed and evolved over the years with inputs from both domestic and international clients.
- Validated Systems and Processes both for running of the business and control
- Domain knowledge of the hospitality business and experience from both the client and the service provider side.

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Our Services

- **Outsourcing Services**
 - Conceptualization , marketing and management Loyalty and Frequency Programs
 - Tele Sales
 - On Site Sales
 - Online Marketing
 - Ongoing engagement with Members for driving usage
 - Data Management and Mining
 - Partner Marketing and Alliances
- **Consulting Services**
 - Partner Identification
 - Frequency Programs
 - Hotel Marketing

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Select Clients



Contact Us

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