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Hilton Worldwide Named Gold Winner of 2014 Gartner & 1to1 Media CRM Excellence Awards

Recognized for customer analytics program that tracks loyalty and enriches guest experience

MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](#) today was named a Gold winner in the customer analytics category of the 2014 Gartner and 1to1 Media CRM Excellence Awards. Hilton is recognized for its Satisfaction and Loyalty Tracking (SALT) analytics program that enables the global hospitality company to collect and analyze customer feedback to create data-validated best practices that are tested and implemented across the company to drive customer satisfaction and loyalty.

"We are committed to listening to our customers and responding to their direct feedback as we enhance their experiences with us," said Jim Holthouser, executive vice president, global brands, Hilton Worldwide. "Our SALT program empowers our properties to stay ahead of our guests' needs around the world."

The joint awards program from Gartner, the world's leading information technology research and advisory company, and 1to1 Media honors leading customer experience organizations. It also spotlights the standards of excellence among these organizations that have taken a customer-centric approach to improving their business performance. Awards were presented today at the Gartner Customer 360 Summit.

"The 2014 winners demonstrate how, when organizations combine innovation and creativity with dedicated processes and enterprise-wide commitment, they realize tangible results around their customer experience efforts," said Mila D'Antonio, editor-in-chief, 1to1 Media. "This year's winners truly showcase how having thoughtful, collaborative customer experience strategies pay off."

Nominated by Medallia, a global leader in SaaS Customer Experience Management (CEM) solutions, Hilton Worldwide's SALT program uses Medallia to collect, analyze and share actionable customer data from a variety of sources – guest survey feedback, social media, online review sites and media platforms – and provides insights and specific actions customized for each level of the organization with the goal of improving the customer experience and loyalty.

With more than 50,000 users across Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hampton, Hilton Garden Inn, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand

Vacations brands, SALT has played a critical component in Hilton Worldwide's daily operations and customer-centric culture for the past 12 years.

More information on the Gartner & 1to1 Media CRM Excellence Awards can be found [here](#).

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 94 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of ten world-class global brands is comprised of more than 4,000 managed, franchised, owned and leased hotels and timeshare properties, with more than 678,000 rooms in 91 countries and territories, including Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®.

About Gartner

Gartner, Inc. (NYSE: IT) is the world's leading information technology research and advisory company. Gartner delivers the technology-related insight necessary for its clients to make the right decisions, every day. From CIOs and senior IT leaders in corporations and government agencies, to business leaders in high-tech and telecom enterprises and professional services firms, to technology investors, Gartner is a valuable partner in more than 14,000 distinct organizations. Through the resources of Gartner Research, Gartner Executive Programs, Gartner Consulting and Gartner Events, Gartner works with every client to research, analyze and interpret the business of IT within the context of their individual role. Founded in 1979, Gartner is headquartered in Stamford, Connecticut, USA, and has 6,100 associates, including more than 1,460 research analysts and consultants, and clients in 85 countries. For more information, visit www.gartner.com.

About 1to1 Media

1to1® Media is *THE* online destination for customer strategy resources to help organizations optimize their customer experience and realize the greatest value from their customers. 1to1 Media provides resources including in-depth articles, infographics, blogs, webinars, and whitepapers that help senior executives to drive change and make customer-based initiatives the centerpiece of their strategies. *1to1 Media's Weekly Digest* delivers best practices, trends, and articles that highlight customer-focused initiatives to drive bottom-line impact. 1to1 Media's annual awards programs, The Gartner & 1to1 Media CRM Excellence Awards and the 1to1 Media Customer Champions, highlight excellence among organizations and individuals that take a customer-centric approach to improving their business. Backed by [Peppers & Rogers Group](#), a global leader in customer strategy and relationship marketing, 1to1 Media combines thought leadership, field experience, and editorial expertise to deliver actionable content to its audience of more than 30,000 decision-makers.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20140519006321/en/>

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