One of a hotel's most important components for having efficient marketing and upholding a standard is a customer database. If there is no database many problems can occur,

For example:

Long que at front desk - Nobody enjoys standing in line, and this is especially true when that person is waiting for something they need, like a cozy bed-in-a-room.

Lack of Guest information - Due to a lack of information, hotels may be unable to create their good marketing contacts to support direct marketing and benefits from the business.

Bad satisfaction of guest - Bad reviews do occur. Unfortunately, it is what it is. They are the misery of every hotel manager's existence and can happen for a virtually unlimited number of causes but if the hotel has good database it will help in larger number of guest satisfaction.

High Call volume at front desk - A high call volume typically indicates that a hotel is busy with guests, which is fantastic. However, if the front desk receives too many calls, it may become overworked, and customers may have to wait for assistance.