

SMART CRM SUITE

ENGAGE & RETAIN GUESTS LIKE NEVER BEFORE

With the Smart CRM Suite **your guest data, one of your hotel's most precious assets**, is put to good use to engage guests before, during and after their stay, to fuel loyalty throughout the customer lifetime journey, and to acquire new "best" guests. **Own the conversation with the customer** from the moment the booking is made, **nurture the experience** with marketing automation, and **retain your best guests** by showing them how much you value their business.



World's Leading Hotel
CRM Technology
Provider



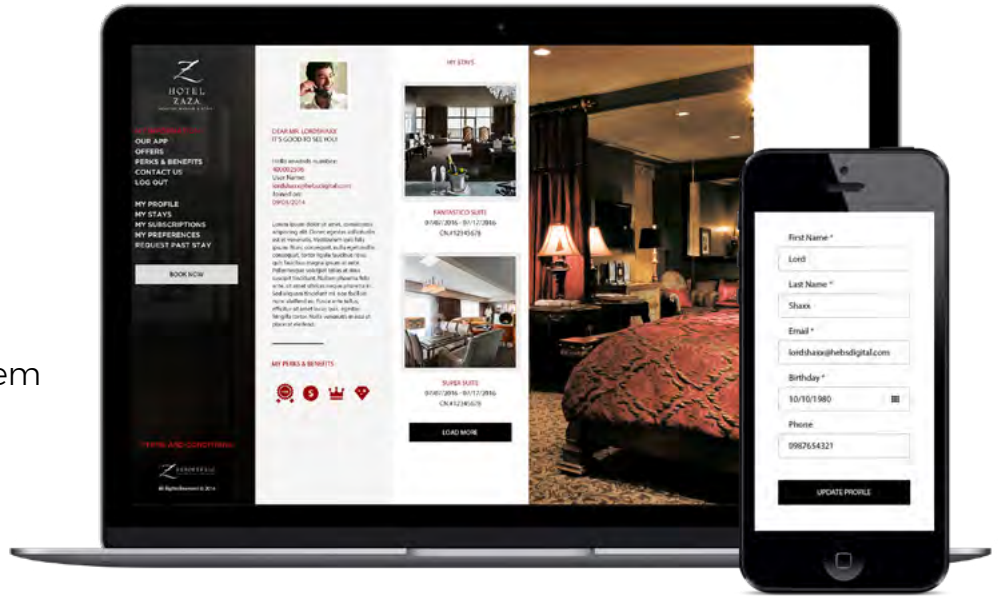
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WHY YOU NEED IT

Engage guests from the moment the booking is made, enhance their experience while on property, and inspire them to book another stay.



It's smart to invest in guest retention

Guests who feel engaged with the brand spend on average 35-45% more per stay.

FULL SUITE INCLUDES ALL THE TOOLS YOU NEED TO ENGAGE AND RETAIN YOUR BEST GUESTS.



Guest Data Management Platform (DMP)

A centralized "smart" guest profile database that is cleansed, de-duped and enriched.



360° Guest Profile View

Based on valid data you get valuable guest profiles. You can use this guest data to enhance the guest experience.



Guest Marketing Manager

Ongoing marketing via marketing automation, smart list targeting, RFM value targeting, occupancy need & drip campaigns.



Central Reporting

Do business smarter by turning data into action. More than 70+ prefabricated reports, each customizable through a variability of parameters, provide rich information at your fingertips.



Guest Communications Manager (add on)

Transactional emails from booking confirmation, pre-stay, in-stay and post-stay.



Guest Recognition Manager (add on)

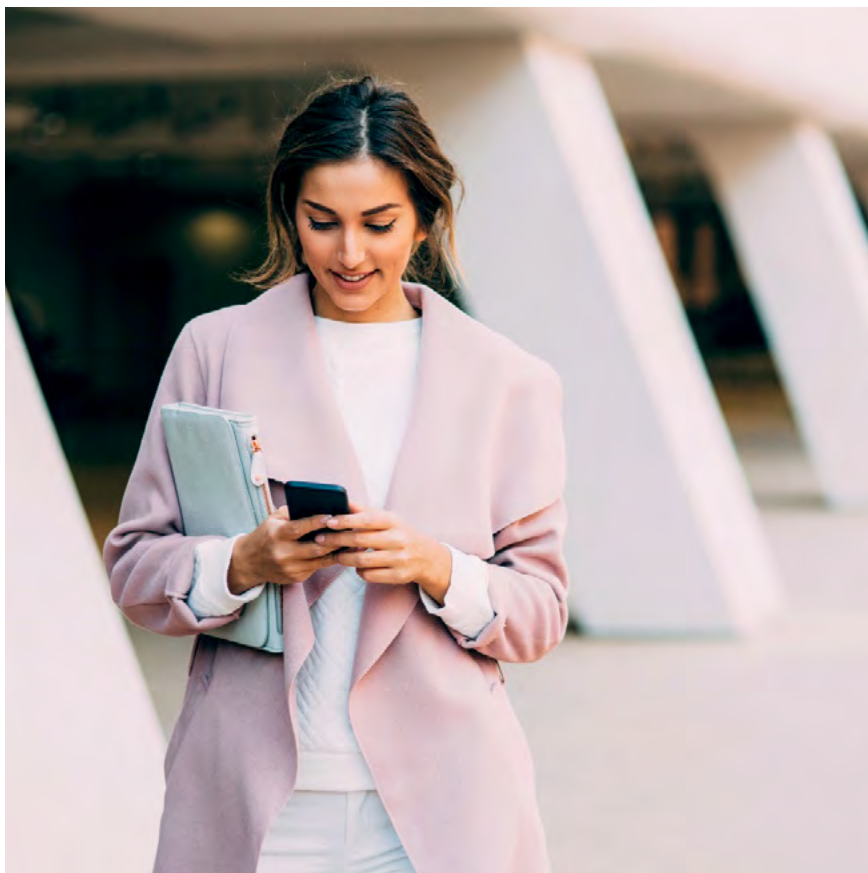
Program that recognizes and can also reward guests, includes web portal, preferences dashboard, member status & more.

GUEST COMMUNICATIONS MANAGER

HOW IT WORKS

Set the stage for the guest experience from the moment they book, own the conversation with the customer pre-, during, and post-stay with the Guest Communications Manager.

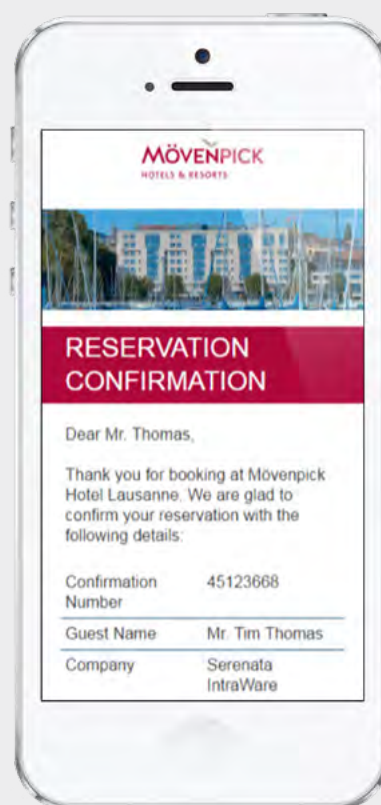
Send automated emails: confirm the booking with a message of how much you appreciate their business and offer a value add; reduce cancellations with pre-arrival reservation reminders and upgrade/upsell offers; upsell onsite amenities and offers via in-stay messaging, continue the conversation with a 'thank you for staying with us' post-stay email with guest satisfaction survey. **Tracking and reporting** included to help you measure the effectiveness of guest communications.



THE GUEST EXPERIENCE STARTS HERE

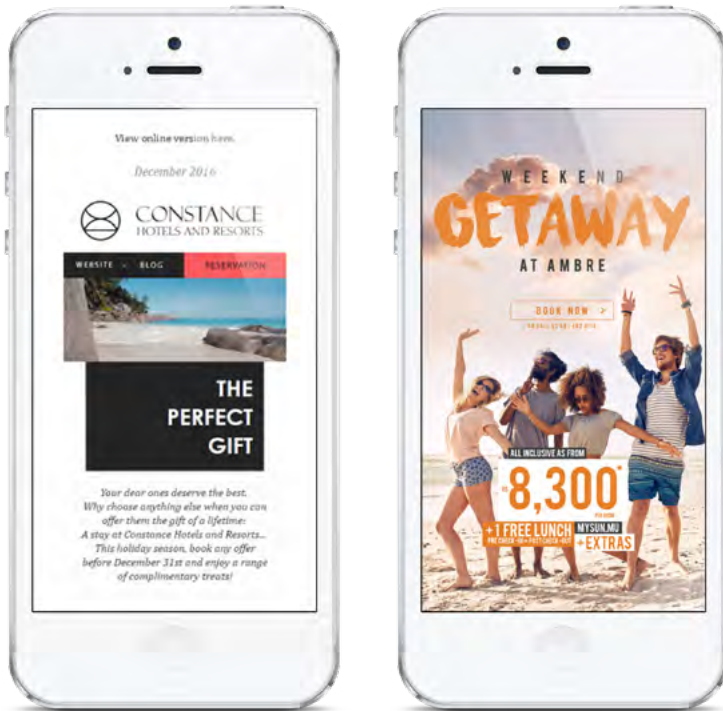
Transactional Emails Designed To Be Mobile First.

- Confirmation with value add or perk to reduce cancellations
- Reservation modification or cancellation
- Pre-arrival with upsells, upgrades or value adds to reduce cancellations
- In-stay with upsells of property amenities, dining, spa, etc.*
- Post-stay with guest satisfaction survey and coupon with perk, value add or discount toward future stay



*One-way PMS connectivity required

GUEST MARKETING MANAGER



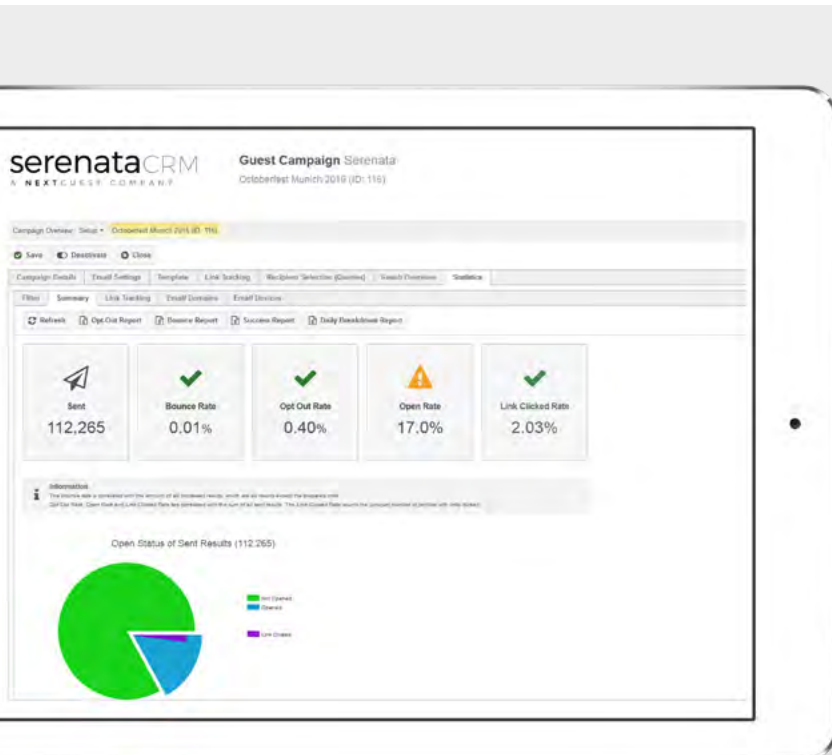
HOW IT WORKS

Create smart lists to target past guests via automated and ad-hoc occupancy need-based email marketing campaigns.

Marketing automation allows you to initiate or schedule targeted and highly personalized email marketing campaigns and “drip” campaigns to smart customer lists by RFM Value (Recency, Frequency and Monetary), preferences and booking/stay history. A/B Testing ability included with purchase of entire Smart CRM Suite.

Occupancy Needs Marketing Campaigns allow you to send highly targeted email marketing campaigns to fill last minute occupancy need, tackle group cancellations, etc. at a moment’s notice.

These **one-to-one personalized email messages** create a better user experience, drive higher conversions and encourage more frequent stays – all while building a meaningful relationship.



CONTINUE THE CONVERSATION WITH THE CUSTOMER

Know your best guests

Email targeting options include guest scores, RFM/lifetime value, past booking behavior/stay history, spending patterns, reward/loyalty program affiliation, preferences, geo-targeting, customer segmentation, and more.

Reporting

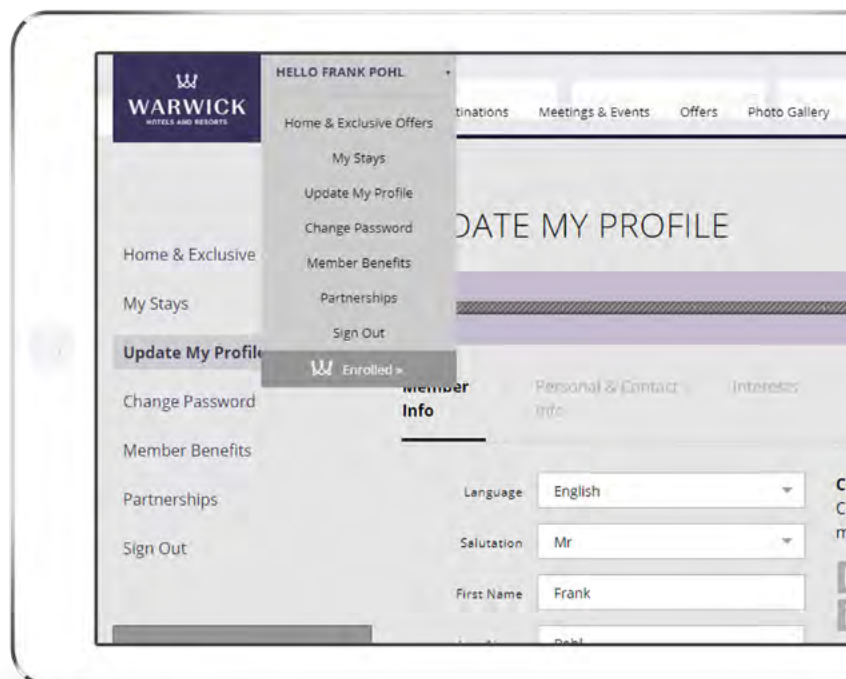
Hoteliers can access in-depth reports to truly gain an understanding of their most valued guests, and use this knowledge to build brand loyalty.

GUEST RECOGNITION MANAGER

HOW IT WORKS

Designed to assist hotels in recognizing and rewarding their guests for continuing to book, the Guest Recognition Manager allows guests to sign-up and easily maintain their membership via a personalized Guest Member Portal.

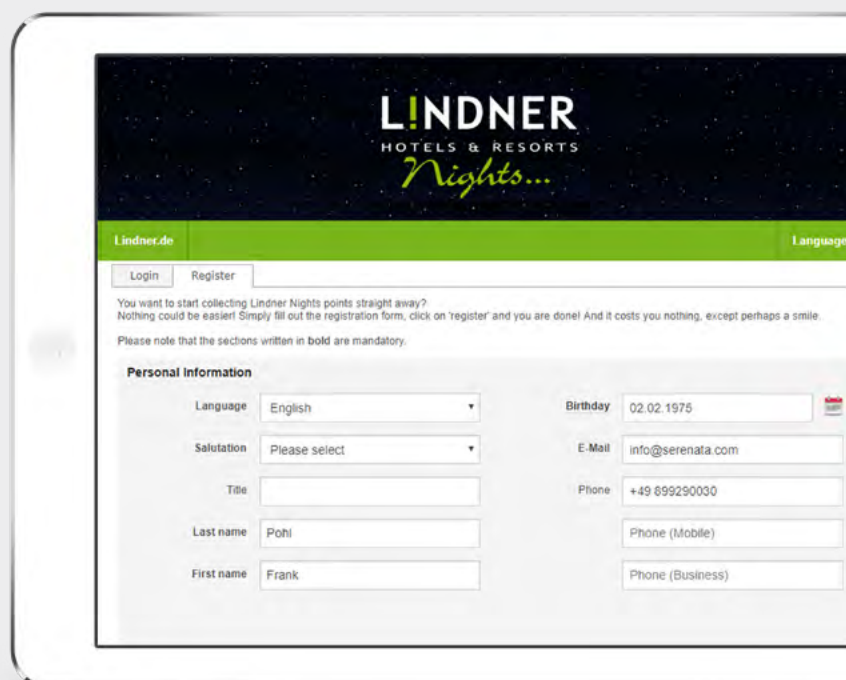
This Member program **recognizes your property's best guests** (repeat and frequent guests, guests with high RFM value, guests with long stays, etc.) both on property and on your website and via marketing automation. Engage, retain and convert your members with ongoing recognition and loyalty marketing campaigns. Program can be based on perks, upgrades or rewards (ex. Get a free room night with 10 room nights stayed).



EXTEND THE GUEST EXPERIENCE FROM ON-PROPERTY TO THE HOTEL WEBSITE

The Guest Recognition Manager allows hoteliers to extend to their "best" guests **above-and-beyond service. Recognition and perks transfer from the physical world to the online world** - i.e. to the property website and ongoing marketing communications.

The **Smart Personalization Engine** engages members with one-to-one marketing, and rewards them with **personalized perks & upgrades.**



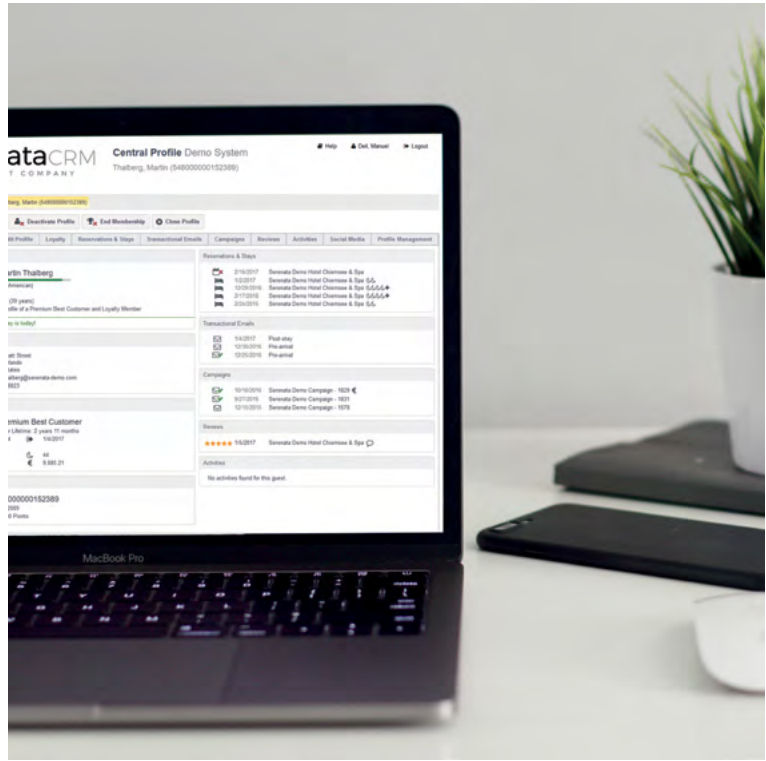
GUEST DATA MANAGEMENT PLATFORM

HOW IT WORKS

The Guest Data Management Platform (DMP) provides a **correct and deduped view** of each guest along with a true 360-degree view of the guest profile and relationship – detailed booking/stay history, lifetime value (RFM), preferences and interests, survey and feedback history, marketing campaign history and demographics.

This enables hoteliers to **truly prepare for and prioritize guest arrivals, “surprise and delight”** both first-time and repeat guests and reward guest loyalty.

Data that drive our Guest Recognition Manager are sourced from the PMS, CRS, Historical Guest Surveys, 3rd Party Sources and Self-Reported from Guest-Facing Portals and email sign-up/opt-in forms. With our **2-way PMS interfaces**, we can also **send back this critical information to the PMS** for on-property, operational use.



GET A 360-DEGREE VIEW OF YOUR GUESTS

Gain insight and be able to take action on the customer lifetime journey and improve performance in all of the hotel’s operational areas

Marketing

- Personalized campaigns
- Push relevant offers

Sales/Business Development

- View oppertunities
- Preferences and personas

Finance

- View business performance
- Review KPI’s



Customer Service

- Enhanced guest experience

Operations

- Higher level of guest service
- View arrival report and missing data

Product Management

- Guest segments and markets

SMART CRM SUITE AT-A-GLANCE

GUEST COMMUNICATIONS MANAGER

Automated personalized guest transactional emails. Choose from responsive email designs from the Creative Library; custom design options available. This module may also be bought as a standalone product.

Confirmation Emails	Email with all booking details, can include room upgrade offers and value-adds like free Wi-Fi, breakfast, etc. to reduce cancellations and no shows.
Reservation Cancellation and Modification Emails	Email confirming reservation cancellation or modification, can include personalized message and voucher for a discount for future reservations.
Pre-Arrival Emails	Email with reservation reminder, important information like weather info and events at or around the property; upgrade offers and value-adds (dining, spa, events, etc.) to reduce cancellations & no shows.
In-Stay Emails	Show the guest you appreciate their business with a welcome message from the GM; offer on-property upsells and promotions for dining, spa, etc. (requires Guest Marketing Manager).
Post-Stay Emails	Email thanking guests for their business; offer a perk or discount for their next stay; invite them to take a Guest Satisfaction Survey (third-party survey functionality and/or link to TripAdvisor review page).

SMART CRM SUITE

Full CRM Suite including Guest Data Management Platform (DMP), 360° Guest Profile View, Guest Marketing Manager, Central Reporting. Guest Communication Manager and/or Guest Recognition Manager, BI, Sales B2B and Social Media available as "add on modules".

Guest Data Management Platform (DMP)	Centralized "smart" guest profile database for single view of the customer. Enriches and appends guest data with preferences and missing information like email address and dedupes, merges and cleanses guest profiles. Unstructured data layer from social media and website pathing behavior, etc. may be added. For properties with full two-way PMS connectivity, updated guest profile information is pushed back to the PMS for improved customer service.
360° Guest Profile View	Clear view on your guest's profile in different business areas. Includes 360° Profile-Dashboard (deep link) for personalized guest engagement and Profile Look-up functionality directly from PMS & CRS.
Dedicated Sending IP	Utilizes a dedicated IP with up to 100,000 email sends per month included.
Guest Marketing Dashboard	Easy to use dashboard for Marketing Automation and Occupancy Need email campaign management.
Smart Lists	Lists for guest segmentation based on RFM value (Recency, Frequency and Monetary), guest preferences and booking/stay history as well as based on marketing automation and seasonal occupancy strategies.
RFM Targeted Emails	Dynamic emails based on RFM (Recency, Frequency, Monetary) value of guests
Drip Campaigns	Automated guest nurturing and engagement email campaigns to reach guests through path to purchase.
Marketing Automation	Automated emails sent on guest anniversaries, birthdays, special celebrations, 3-months after a hotel stay, "Isn't it time to plan your next trip to..." messaging, etc.
Occupancy Need Marketing Emails	Ad-hoc and occupancy need email marketing campaigns to the right audience to remedy a group cancellation or fill in occupancy or seasonal need, etc.
A/B Testing	Ability to test email creative, promotions, subject lines and marketing messages and choose the better performing one. Available if the full Smart CRM Suite purchased (including all three modules).
Central Reporting	includes 70+ different reports like Address Quality, Arrival Report, RFM Report, campaign ROI, etc.

GUEST RECOGNITION MANAGER (LOYALTY)

Recognize and reward your best guests. Customer service goes above & beyond, bringing recognition and perks from the physical world to the online world - i.e. the property website. Must be purchased as an Add-On to the Guest Communications & Marketing Manager Modules.

Guest Recognition, Rewards or Loyalty Membership Program	Member program to recognize your best guests (repeat and frequent guests, guests with high RFM Value, guests with long stays, etc.) both on property and on your website and via marketing automation. Engage, retain and convert your members with ongoing loyalty marketing campaigns. Program can be based on perks, upgrades or rewards (ex. Get a free room night with 10 room nights stayed).
Loyalty Portal on Hotel Website	Powered by the award-winning smartCMS Website Technology Platform, the Member Portal allows members to login or sign-up for the program, view personalized promotions and perks, gated content, member status, update their preferences, see their past stay history and upcoming stays, etc., as well as how far away they are from their next perk or reward, etc.
Smart Personalization Engine	Engage members with one-to-one marketing, reward them with personalized perks and upgrades, sign-up new members and create a "gated community" of hotel fans and ambassadors.

Some features of the suite subject to PMS/CRS connectivity. Add-Ons available.

PERFORMANCE OPTIMIZATION CONSULTING

BEST-IN-CLASS CRM CONSULTING TO SUPPORT YOUR BUSINESS PERFORMANCE

80% of all companies are using only 20% of CRM solution capabilities, due to a lack of resources & experience.

We become your partner to ensure that you are maximizing 100% of the value delivered by your Smart CRM Suite.



FOR MORE INFORMATION PLEASE CONTACT

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