

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Our solution is a Customer Relationship Management (CRM) system for hotels to directly communicate with guests throughout the customer lifecycle to motivate and ensure engagement, retention, and conversion.

HOW IT WORKS

Our Customer Relationship Management tool allows for a variety of proactive outreach and engagement tools and services to anyone entered into the PMS system including:

- Custom email options based on set hotel-directed parameters
- Reservation confirmation
- Pre-stay email to confirm arrival details, promote restaurant specials, spa offers, area entertainment, and more
- Post-stay thank you email
- Customized templates designed for the hotel
- Online comment card providing instant feedback and monthly reporting to the hotel
- Promotional campaigns based on past-stay history

BENEFITS

- **Turnkey solution for hotel to begin CRM**
Instant access and ability to converse and manage guest relations from multiple mediums (reservation confirmation, pre-stay emails, thank you emails, and more)
- **Multiple points of contact with guest to build ongoing relationships**
Opportunity to develop engagement, bolster retention, and increase conversion through targeted outreach based on stay patterns and history
- **Fully customizable templates**
Capture all the look and feel nuances of your brand, promotions, or marketing materials

SETUP AND FEES

Implementation fees are waived exclusively for Preferred Travel Group member hotels.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) (CONTINUED)

FAQs

Do I require a database tool to engage?

No. Amadeus Hospitality will work directly with your PMS to pull data and analyze the best options for your customer.

If I have no existing database, can a CRM assist in creating parameters to capture insights?

Of course, Amadeus Hospitality will look at your types of customers to create the right communication methods to generate traffic and bookings – this is their specialty.

Which PMS products does the product interface with?

Amadeus Hospitality works with all major PMS vendors such as Opera by Oracle, Springer Miller, and Visual One/LMS. Ask Amadeus Hospitality if your PMS is covered.

Why do I need a CMS – doesn't my PMS or CRS deliver emails?

While they deliver confirmations and pre/post-stay messages, a CMS looks at your data to deliver more relevant messages to your customers. This isn't just a confirmation – this includes compelling messaging for customers to act and book your hotel, restaurant, or spa based on that specific content.

FOR MORE INFORMATION

Visit [Amadeus-hospitality.com](https://www.amadeus-hospitality.com) or contact your Preferred Travel Group Director of Hotel Revenue Optimization for more information.