

## GUEST RELATIONS IS SIHOT.LOYALTY

We are not saying anything new; the contest for guests has become tougher.

### **Customer Orientation as a Factor of Success**

There has been a lot of talk about Customer Relationship Management (CRM) during recent years. A sound concept in this direction has become a necessity. Hotels must be able to contact their customer base with regular and targeted campaigns. To win new guests, there must be a methodical marketing approach.

### **As Individual as Your Creativity**

Convert your ideas into successful actions. SIHOT.Loyalty supports you with loyalty cards as well as bonus and discount schemes. Easy to use and to incorporate in day-to-day procedures, SIHOT.Loyalty reduces the administrative workload, so that you and your team have more time to concentrate on your guests.

### **As Individual as Your CRM**

The aim is to give customers the feeling of being a valued regular guest. Powerful solutions for Customer Relationship Management (CRM) are able to register guest attitudes and react to changes. CRM solutions give you the edge over your competitors and are part of a modern all-round system. We have combined Front Office and CRM to form one harmonious system – a CRM focused on your business needs.

### **As Individual as Your Hotel**

Loyalty programs do not come by ready-made. With SIHOT.Loyalty you will obtain exact information regarding reservation yield and use it to promote sales and marketing activities.

