

Make Better Decisions With Centralized Customer Information



Scenario

The hotel industry has long been dissatisfied with the lack of integration and inter-vendor cooperation, which has led to complex data islands that have to be juggled and maintained separately. Locked in competition for customers, hotel groups require fast, cost-effective central management, coupled with the ability to meet the specific needs of each individual guest.

Solution

SoftBrands Mosaik enterprise-wide software solutions are optimized for the hotel sector, delivering a competitive edge thanks to strong customer relationships and centralized management.

SoftBrands Mosaik CRM closes the data cycle between the local Property Management Systems, CRS, Back Office, Sales, and further distribution channels. All customer records across the hospitality chain are available centrally and from all points of access. Thus, you can reduce process costs and increase your ROI.

Mosaik CRM seamlessly integrates with Epitome and other hotel PMS systems and consolidates the business data from all properties into a central database. This central information can be used for reporting and enhanced Customer Relationship Management (CRM). SoftBrands Mosaik CRM helps to unite all points of interaction with a customer throughout the customer's life cycle. Querying and analyzing the information stored in the central database ensures quick and efficient guest service and helps build enduring relationships with each guest.

Key Benefits

Ensure chain-wide centralized management and strong customer relationships

- Build market share with clear, accurate information about your hotels and your customers
- Base decisions on up-to-date information received from daily property feeds
- Reduce processing time and costs thanks to automatic updates
- Profit from real-time availability and reservation information
- Use the SoftBrands Mosaik CRM platform for integrating leading electronic booking channels with real-time connections
- Thanks to PMS independence, hotel groups enjoy flexibility with their future PMS strategy

Key Features

- Daily uploads of history data, such as guest profiles, stay details, occupancy, and revenue, from all hotels in the chain
- Freely defined upload intervals for future reservations and availability
- Automatic consolidation of the data in the central database from different PMS systems, including multiple currency handling
- Extensive information on guest, company, and agent profiles made centrally available

Build in add-on modules as required:

- SoftBrands Mosaik CRM Loyalty
- SoftBrands Mosaik CRM SFA (Sales Force Automation)
- SoftBrands Mosaik CRM OLAP Reporting

Mosaik CRM is based on a central data warehouse that resides on a database server and forms the platform for storing enterprise-wide data. Thanks to the open architecture, you can also use the stored information for other systems. Mosaik CRM is the key element for connecting to leading PMS, CRS, Back Office, and Sales systems and forms the basis for an individual enterprise solution, which can be scaled modularly, based on specific requirements.

SoftBrands Mosaik CRM

The competition for customers in the hotel industry is fierce. By taking a customer-centric business strategy, hotel companies can increase the number of loyal guests, their competitiveness, and their bottom line. Mosaik CRM provides the following functionality:

Centralize Profile Management: Mosaik CRM, ensures accurate profile information and guest recognition across all points of access, from the top management to the front desk staff. From an extra pillow, a special diet or the preferred guest card-the information is globally available, consistent, and always up to date. Mosaik CRM enables high quality profile management, including guest preferences and spending patterns, stays, revenue and other information. Profile updates are automatically redistributed to the PMS systems across the hotel chain.

Direct Profile Lookup: Mosaik CRM database provides profile access directly from Epitome or CORE CRS. Search for guest, company, and agent profiles by name, ID number, guest cards, email address, and other details. The profile details are stored in the PMS/CRS together with the guest reservation.

Integrated Profile Integrity: PMS profiles are evaluated. Only qualified profiles are promoted and stored in the central profile database. A complete set of integrated automatic processes ensures clean, high-quality central profiles. Profiles are normalized for easier comparison, checked for quality, de-duped and matched to central profiles.

Centralized Guest Access: Mosaik CRM also allows member guests to log in and manage their online bookings, maintain their personal profile data, and generate reports. For new guests, the system can automatically assign member ID's and passwords. Members enter their personal data only once. As a result, online reservations can be processed much quicker both from the viewpoint of the hotel and that of the customer.

Campaign Management: The sales and marketing management teams can plan, assess, and execute targeted marketing initiatives to select customer segments. In addition the system tracks the results of each campaign and analyzes the return on investment (ROI). Extensive filter options guarantee a highly targeted segmentation for your customer campaigns, which means that you can reach the right customer group at reduced expenses and avoid over targeting.

Web Reporter: Querying and analyzing the information stored in the Mosaik CRM data warehouse ensures quick and efficient reporting and provides a clear picture of company-wide productivity and other crucial figures. Mosaik CRM's Web Reporter provides ready-made reports with drill-down functionality in strategic places. What is more, targeted CRM reports will answer questions such as: Who are our customers? What is their geographic and demographic profile? What are their likes and their dislikes and what makes them come to our hotels?

Summary

- Ensure true guest recognition across all properties from the top management to the front desk staff
- Identify the individual requirements of guests across the chain
- Consistent guest service increases loyalty and your bottom line
- High-quality profiles optimize the effectiveness of related sales and marketing strategies and immediately save costs
- Increase the interaction with your guests with directed offers and specials via your online member area
- Enable efficient marketing campaigns and reach the right customers at reduced costs with Campaign Management



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