

# PRESS RELEASE

Serenata CRM

## **Serenata CRM announces industry leading integration with protel On-Premise and protel Air**

**Munich/Germany, March 7, 2019** – [Serenata CRM](#), the specialist for customer relationship management (CRM) and digital marketing, and protel hotelsoftware GmbH, which offers cloud-based advanced property management systems (PMS), today announced the industry's most advanced 2-way integration between protel On-Premise and protel Air. Established in 2018, the technology partnership between Serenata CRM and protel has resulted in a robust, fully integrated, and standardized solution for the hospitality industry.

Unlike conventional systems, the deep 2-way integration with protel.I/O lays the groundwork for specific recommendations and guidance on what measures hotel staff should implement in a given situation, thus ensuring personalized customer service for every guest.

Serenata CRM is a leading provider of cloud-based guest communication and CRM solutions for hotels worldwide. By integrating guest data from the property management system (PMS), from central reservation systems (CRS), and combining this with website visitors' intent and interests in real-time, Serenata CRM is able to create a 360° view of the guest unlike anything seen before in the market. Serenata CRM enables hotels to communicate with guests in an exactly tailored, targeted and relevant way using both historic guest information and real-time intent data before, during and after a stay. The goal is to strengthen the ties between guests and their chosen hotels by enhancing customer satisfaction.

Serenata's technology partner protel offers, among other things, entirely cloud-based or locally-installed PMS solutions as well as scalable hybrid solutions. This smart integration works both with the cloud-based and with the server-based (on-premise) version, thus protecting customers' future and investment. Various versions are tailored to meet specific client needs and can be used by a wide range of customers – from small independent companies to multinational hotel chains.

The seamless integration of both systems allows a wealth of different functions via a standardized interface. This technology integration enables a comprehensive exchange of data between both systems and the transformation of data into usable knowledge for personalized CRM and guest services. The partnership with Serenata CRM has already proved successful with several prestigious hotel chains in the GAS, UAE and APAC regions, both for the cloud-based and for the on-premise versions.

„Together with protel, we have built an integration that allows our joint customers to truly benefit from the synergies of protel's leading PMS and our next-generation CRM. The future lies in intelligent

systems that are helping hoteliers to offer every guest a unique experience based on personal preferences and tastes, thus helping to achieve a lasting increase in revenues and customer satisfaction,” said Dieter Dirnberger, CEO of Serenata CRM.

„Our new integration with Serenata CRM supports our best of breed integration approach. The recent in-depth analyses and tests—crucial for a successful certification process—clearly demonstrate that Serenata CRM is a leader in this competitive field. Our on-going collaboration will continue to drive innovations in hotel solutions, bringing guest-preference data to the forefront of daily operations,” said Jeremy Armes, Marketing Director at protel.

### **About Serenata CRM**

Serenata CRM is a worldwide leading provider of guest communication and CRM solutions for the hotel industry. Founded in 1996, Serenata CRM has over 20 years of experience in the hospitality business and is part of the NextGuest Technologies Group which also includes HEBS Digital as a specialist in digital marketing. Serenata CRM offers the first fully-integrated guest engagement, acquisition, and marketing platform for the hotel industry that combines historical guest data with real-time intent data allowing hoteliers to tailor a personalized experience second to none. Serenata CRM integrates with leading Property Management Systems, Central Reservation Systems, Online Reputation Management Systems, websites and other systems. Serenata CRM is continuously nurturing these data sources with real-time intent and digital behavior information of guests and potential guests on websites to build a 360° view of all guest data. The guest profiles are used for enhancing the guest experience online, offline and for e-marketing communication.

By tracking and scoring website visitors’ interests and intentions, hoteliers can tailor the messaging, content and offers on the website and in the booking engine. Personalized newsletter invitation and offers help hoteliers to increase the number of marketable profiles using Serenata CRM by over 600%. This has become inevitable for many hotels after recent introductions of privacy regulations like GDPR that eliminated a large part of the hotel’s marketable profiles due to lack of marketing consents.

With Serenata CRM Suite, guest communication becomes targeted, dynamic and kept relevant before, during and after the guest stay with the aim of a satisfying experience building long-term guest loyalty.

[www.serenata.com](http://www.serenata.com)

<https://www.nextguesttech.com/>

### **About NextGuest Technologies**

NextGuest Technologies is an integrated hospitality technology and digital marketing company comprised of HEBS Digital and Serenata CRM. Combining our leading technology with innovative strategy, design, and digital marketing solutions, we are closing the loop on the customer journey with the first fully-integrated guest engagement, acquisition, and marketing platform. NextGuest Technologies helps hoteliers to increase direct bookings and revenue, lower distribution costs, and increase the lifetime value of guests by combining the power of CRM with guest acquisition marketing. Its diverse client portfolio spans the globe and consists of top luxury and boutique hotel chains, independent hotels, resorts, casinos, franchised properties, hotel management companies, and DMO and tourist offices. NextGuest’s mission is to continue to build a portfolio of innovative technology companies that are paving the way in the industry – exclusively focusing on companies that are the best at what they do in the hospitality space.

[www.nextguesttech.com](http://www.nextguesttech.com)

### **About protel**

protel offers technology and service solutions specifically and exclusively for the hospitality industry. The consistent focus on the needs of a single industry makes us one of the most experienced and successful providers of advanced property management systems (PMS). Whatever the requirements, whether installed on-site, web-based in the Cloud, or as a hybrid solution, our flexible and scalable software solutions cover the full industry spectrum, from small independent hotels to multinational hotel chains. Founded in 1994, protel hotelsoftware GmbH operates under the leadership of managing partners Ingo Dignas and Manfred Osthues. With headquarters located in Dortmund, Germany, branch offices in Berlin, Vienna, Austria, and Atlanta, USA, plus a dense network of partner companies working in close cooperation, protel enjoys a worldwide presence. In over 93 countries, hotels and hotel management schools around the world attest to protel's high-level expertise and reliability, a third of them using protel Cloud Solutions.

[www.protel.net](http://www.protel.net)

### **Further information**

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