

NXG

NEXTGUEST CRM

NEXT GENERATION CRM FOR HOTELS



DECISION MAKER

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TURNING DATA INTO REVENUE

Why You Need It

The Decision Maker is the industry's first solution that seamlessly combines analytics with campaign management and provides an intuitive visual representation of all relevant metrics hoteliers may need through easy-to-use dashboards. This tool allows you to understand guests like never before, maximize marketing results, and drive revenue.

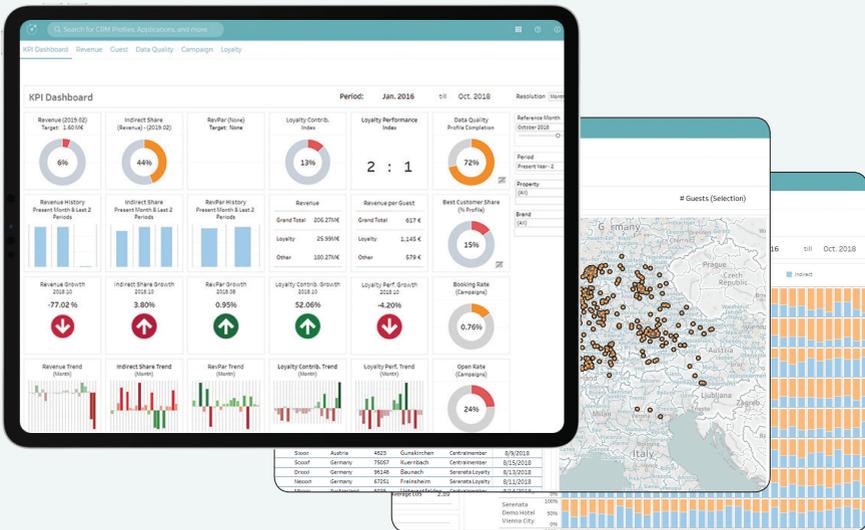
Benefits:

- Intuitively transforms data into actions
- Analyze areas for improvement and create campaigns based on the result
- Enables highly relevant, personalized campaigns with tailored messaging
- Dedicated dashboards for c-level managers & marketing
- Reduces complexity by providing customizable analytic paths to understand trends and root cause



How It Works:

The Decision Maker helps to turn data into revenue by visualizing your trends and key performance indicators, allowing you to analyze the data and take actionable steps without breaking workflow.



Decision Maker:

- **Visualize:** Use the KPI dashboard to get an overview of how your hotels are performing. The KPI metrics and trend data gives you an indication if anything is wrong.
- **Analyze:** Use the revenue, campaign, loyalty or guest dashboards to drill into the root cause of the problem.
- **Audience Building/Campaign Segmentation:** Take action to mitigate the problem by creating an ad-hoc marketing campaign targeting specific guest segments.
- **Campaign Execution:** Run the campaign using the Guest Marketing Manager targeting the guest segmentation defined in the Decision Maker.

Turn Your Data Into Revenue

The Decision Maker helps you to run much more efficient personalized marketing campaigns with superior target segmentation. This tool reduces the complexity for the user by providing customizable analytic paths to understand trends and their root causes.

CONTACT



Contact us to arrange a demo and discover how NextGuest CRM can begin improving your customer relationships.

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