

# SERENATA CRM SUITE

ENGAGE & RETAIN GUESTS LIKE NEVER BEFORE  
NEXT GENERATION CRM

With the Serenata CRM Suite **your guest data, one of your hotel's most precious assets**, is put to good use to engage guests before, during and after their stay, to fuel loyalty throughout the customer lifetime journey, and to acquire new "best" guests. **Own the conversation with the customer** from the moment the booking is made, **nurture the experience** with marketing automation, and **retain your best guests** by showing them how much you value their business.



World's Leading Hotel  
CRM Technology  
Provider



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CRM Technology  
Provider



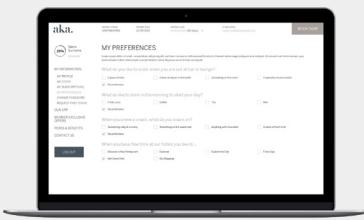
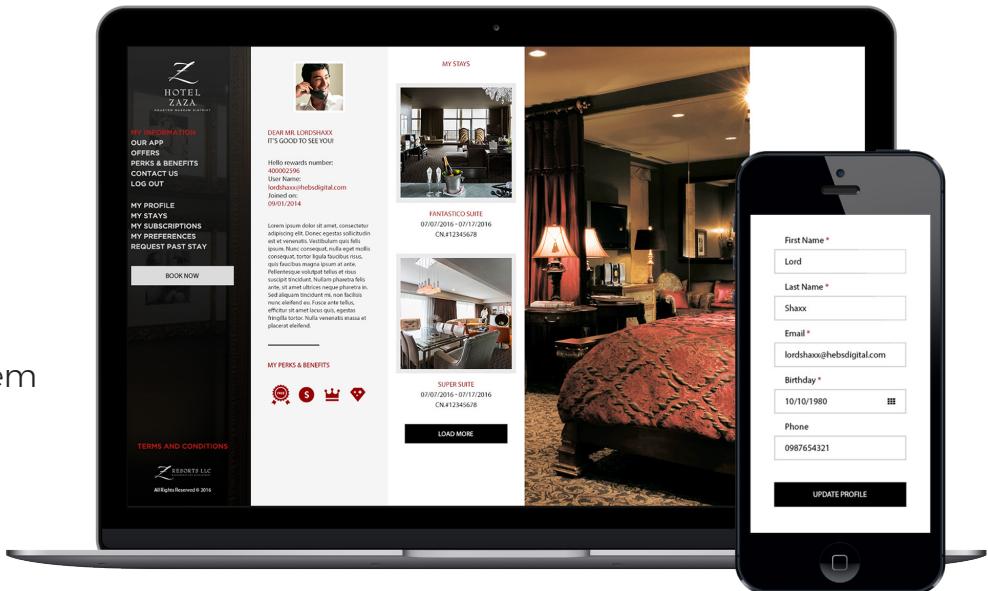
World's Leading Hotel  
CRM Technology  
Provider



Asia's Leading Hotel  
CRM Technology  
Provider

## WHY YOU NEED IT

Engage guests from the moment the booking is made, enhance their experience while on property, and inspire them to book another stay.



### It's smart to invest in guest retention

Guests who feel engaged with the brand spend on average 35-45% more per stay.

## FULL SUITE INCLUDES ALL THE TOOLS YOU NEED TO ENGAGE AND RETAIN YOUR BEST GUESTS.



### **Guest Data Management Platform (DMP)**

A centralized "smart" guest profile database that is cleansed, de-duped and enriched.



### **Central Reporting**

Do business smarter by turning data into action. More than 70+ prefabricated reports, each customizable through a variability of parameters, provide rich information at your fingertips.



### **Decision Maker (add-on)**

Turn data into revenue by visualizing your trends and key performance indicators, allowing you to analyze the data and take actionable steps like creating a campaign without breaking the workflow.



### **360° Guest Profile View**

Creating guest profiles with a combination of traditional historic guest data and real-time intent data allows you to enhance and personalize the guest experience.



### **Guest Communications Manager (add-on)**

Transactional emails from booking confirmation, pre-stay, in-stay and post-stay.



### **Real-time intent triggered personalization (add-on)**

Fully-integrated guest engagement, acquisition, and marketing platform that combines historical guest data and real-time intent data for the best guest experience.



### **Guest Marketing Manager**

Ongoing marketing via marketing automation, smart list targeting, RFM value targeting, occupancy need & drip campaigns.



### **Guest Recognition Manager (add-on)**

Program that recognizes and can also reward guests, includes web portal, preferences dashboard, member status & more.

# GUEST COMMUNICATIONS MANAGER

## HOW IT WORKS

Set the stage for the guest experience from the moment they book, own the conversation with the customer pre-, during, and post-stay with the Guest Communications Manager.

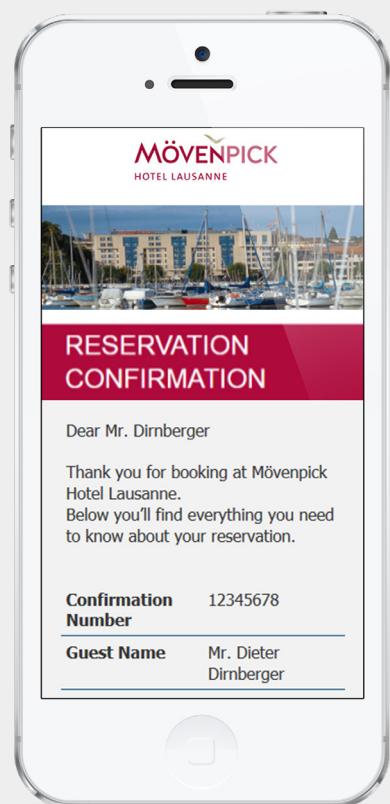
**Send automated emails:** confirm the booking with a message of how much you appreciate their business and offer a value add; reduce cancellations with pre-arrival reservation reminders and upgrade/upsell offers; upsell onsite amenities and offers via in-stay messaging, continue the conversation with a 'thank you for staying with us' post-stay email with guest satisfaction survey. **Tracking and reporting** included to help you measure the effectiveness of guest communications.



THE GUEST EXPERIENCE  
STARTS HERE

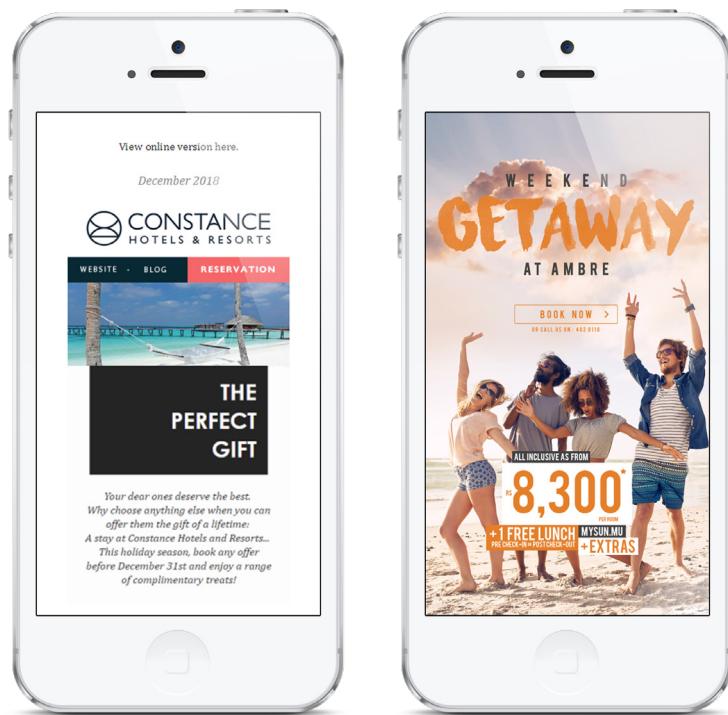
### Transactional Emails Designed To Be Mobile First.

- Confirmation with value add or perk to reduce cancellations
- Reservation modification or cancellation
- Pre-arrival with upsells, upgrades or value adds to reduce cancellations
- In-stay with upsells of property amenities, dining, spa, etc.\*
- Post-stay with guest satisfaction survey and coupon with perk, value add or discount toward future stay



\*One-way PMS connectivity required

# GUEST MARKETING MANAGER



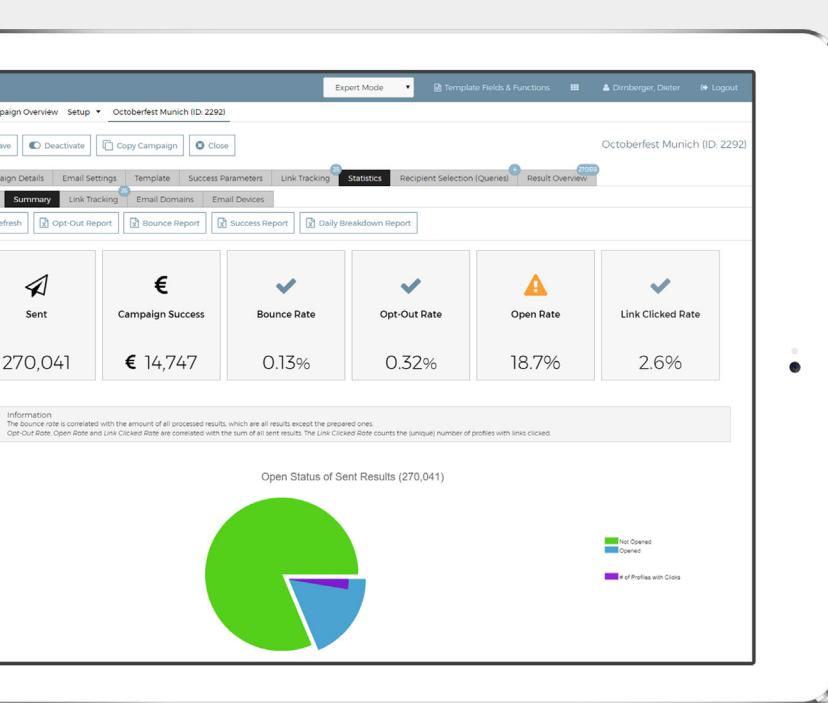
## HOW IT WORKS

Create smart lists to target past guests via automated and ad-hoc occupancy need-based email marketing campaigns.

**Marketing automation** allows you to initiate or schedule targeted and highly personalized email marketing campaigns and “drip” campaigns to smart customer lists by RFM Value (Recency, Frequency and Monetary), preferences and booking/stay history. A/B Testing ability included with purchase of entire Serenata CRM Suite.

**Occupancy Needs Marketing Campaigns** allow you to send highly targeted email marketing campaigns to fill last minute occupancy needs, tackle group cancellations, etc. at a moment’s notice.

These **one-to-one personalized email messages** create a better user experience, drive higher conversions and encourage more frequent stays – all while building a meaningful relationship.



## CONTINUE THE CONVERSATION WITH THE CUSTOMER

### Know your best guests

Email targeting options include guest scores, RFM/lifetime value, past booking behavior/stay history, spending patterns, reward/loyalty program affiliation, preferences, geo-targeting, customer segmentation, and more.

### Reporting

Hoteliers can access in-depth reports to truly gain an understanding of their most valued guests, and use this knowledge to build brand loyalty.

# DECISION MAKER

## HOW IT WORKS

Serenata CRM's 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 your guests like never before, to maximize marketing results, and to drive revenue.

### Turn your data into revenue

Run much more efficient personalized marketing campaigns with superior target segmentation. This tool reduces the complexity for the users by providing customizable analytics paths to understand trends and their root causes.



## REAL-TIME INTENT TRIGGERED PERSONALIZATION

Next generation fully-integrated guest engagement, acquisition, and marketing platform, which delivers a closed loop on the travel journey by combining both **historical guest data** and **real-time intent data** for the best guest experience.

**Track and score** website visitors' interest from your own website and provide a personalized and tailored experience based on what they currently are most interested in. Use the scoring information to promote newsletter subscriptions at the right time with the right message to increase the number of profiles available for marketing and drive tailored marketing and messaging throughout the whole guest journey to ensure guest satisfaction and increase revenue.



# GUEST RECOGNITION MANAGER

## HOW IT WORKS

Designed to assist hotels in recognizing and rewarding their guests for continuing to book, the Guest Recognition Manager allows guests to sign-up and easily maintain their membership via a personalized Guest Member Portal.

This Member program **recognizes your property's best guests** (repeat and frequent guests, guests with high RFM value, guests with long stays, etc.) both on property and on your website and via marketing automation. Engage, retain and convert your members with ongoing recognition and loyalty marketing campaigns. Program can be based on perks, upgrades or rewards (ex. Get a free room night with 10 room nights stayed).

The screenshot shows a mobile application interface for Warwick Hotels & Resorts. At the top, there's a navigation bar with the Warwick logo and links like "Home & Exclusive Offers", "My Stays", "Update My Profile", "Change Password", "Member Benefits", "Partnerships", "Sign Out", and "Enrolled". Below this is a main section titled "DATE MY PROFILE" with tabs for "Personal & Contact Info" and "Interests". The "Personal & Contact Info" tab is active, showing fields for "Language" (set to English), "Salutation" (Mr.), "First Name" (Dieter), "Last Name" (Dirnberger), and "Email Address" (dieter.dirnberger@serenata.com). There's also a "Sign In" button at the bottom of the profile card.

The screenshot shows a mobile application interface for Lindner Hotels & Resorts. At the top, it says "LINDNER HOTELS & RESORTS Nights...". Below that is a green header with "Lindner.de", "Login", "Register", and "Language" dropdown. The main content area is titled "Personal Information" and contains a form with fields for "Language" (English), "Salutation" (Please select), "Title" (empty), "Last name" (Dirnberger), "First name" (Dieter), "Company" (empty), "Position" (empty), "Birthday" (2/10/1968), "E-Mail" (dieter.dirnberger@serenata.com), "Phone" (+49899290030), "Phone (Mobile)" (empty), and "Phone (Business)" (empty). There are also "Next" and "Back" navigation buttons at the bottom.

## EXTEND THE GUEST EXPERIENCE FROM ON-PROPERTY TO THE HOTEL WEBSITE

The Guest Recognition Manager allows hoteliers to extend to their “best” guests **above-and-beyond service. Recognition and perks transfer from the physical world to the online world** – i.e. to the property website and ongoing marketing communications.

The **Smart Personalization Engine** engages members with one-to-one marketing, and rewards them with **personalized perks & upgrades**.

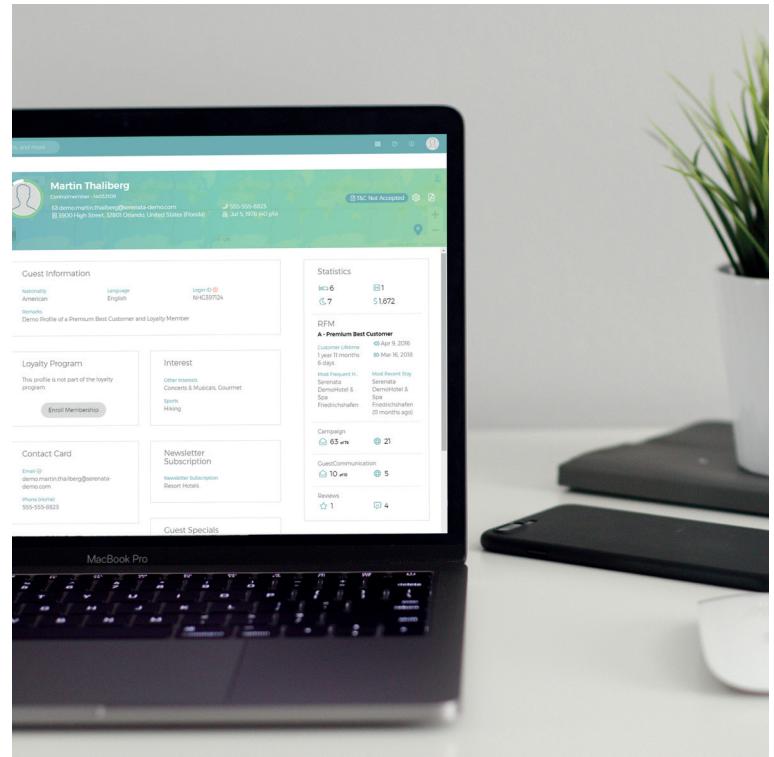
# GUEST DATA MANAGEMENT PLATFORM

## HOW IT WORKS

The Guest Data Management Platform (DMP) provides a **correct and deduped view** of each guest along with a true 360-degree view of the guest profile and relationship – detailed booking/stay history, lifetime value (RFM), preferences and interests, survey and feedback history, marketing campaign history and demographics.

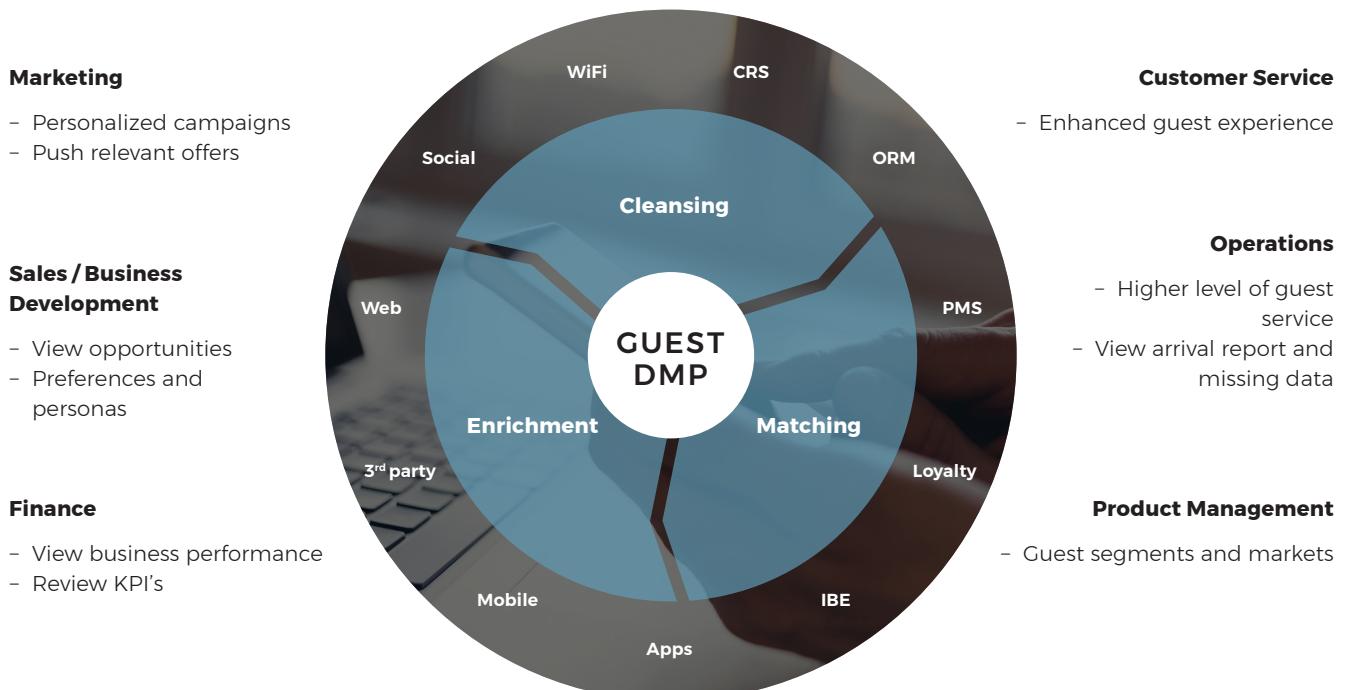
This enables hoteliers to **truly prepare for and prioritize guest arrivals, “surprise and delight”** both first-time and repeat guests and reward guest loyalty.

Data that drive our Guest Recognition Manager are sourced from the PMS, CRS, historical guest surveys, 3rd party sources and self-reported from guest-facing portals and email sign-up/opt-in forms. With our **2-way PMS interfaces**, we can also **send back this critical information to the PMS** for on-property, operational use.



## GET A 360-DEGREE VIEW OF YOUR GUESTS

Gain insight and be able to take action on the customer lifetime journey and improve performance in all of the hotel's operational areas



# PERFORMANCE OPTIMIZATION CONSULTING

**BEST-IN-CLASS CRM  
CONSULTING TO SUPPORT  
YOUR BUSINESS  
PERFORMANCE**

80% of all companies are using only 20% of CRM solution capabilities, due to a lack of resources & experience.

We become your partner to ensure that you are maximizing 100% of the value delivered by your Serenata CRM Suite.



**FOR MORE INFORMATION  
PLEASE CONTACT**

**Serenata IntraWare GmbH**

Neumarkter Str. 18  
81673 Munich  
Germany

info@serenata.com  
+49 89 92 90 03 - 0

serenata.com  
nextguessttech.com