

PRESS RELEASE

Serenata CRM

Serenata CRM announces partnership with protel

Munich/Germany, April 23rd, 2018 – [Serenata CRM](#), the specialist for customer relationship management (CRM) and E-marketing, and protel hotelsoftware GmbH, which offers cloud-based advanced property management systems (PMS), will be collaborating in future. The technology partnership will make the software components of both companies available to customers as an integrated, standardized solution. It will unlock new opportunities for progress and innovation in the national, international, and global hotel industry market, which is undergoing constant change.

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 guest communication- and CRM solutions for hotels worldwide. By integrating guest data from the property management system (PMS), from central reservation systems (CRS), from websites and other systems, Serenata Smart CRM Suite creates a 360° view of the guest. Before, during and after a stay, Serenata Smart CRM Suite enables hotels to communicate with guests in an exactly tailored, targeted and pertinent way. The goal is to strengthen the ties between guests and their chosen hotels by enhancing customer satisfaction.

Serenata's new 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 individualized 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.

„With protel, we have found a partner who perfectly complements our services. protel has quickly and effectively modified its system to meet the needs of Serenata CRM. The future lies in intelligent systems for our customers. With this collaboration we are helping hoteliers offer every guest individualized customer service according to his or her personal preferences and tastes, thus helping achieve a lasting increase in revenues and customer satisfaction,“ is how Dieter Dirnberger, CEO of Serenata CRM, describes the new collaboration.

„Our new technology partner Serenata CRM shares our vendor-neutral product philosophy. The recent in-depth analyses and tests - a crucial part of the successful certification process - clearly demonstrate that Serenata CRM is amongst the leaders 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,” says Jeremy Armes, Vice President Marketing of 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 many years of experience in the hospitality business and is a subsidiary of NextGuest Technologies, which also includes HeBS Digital as a specialist in digital marketing. Through the cooperation of both companies, Serenata CRM offers comprehensive CRM and E-marketing solutions for the hotel industry. A special focus is placed on attracting new guests by integrating all digital channels. With the integration of guest information from Property Management Systems (PMS), Central reservation Systems (CRS), websites and other systems, Serenata Smart CRM Suite offers a 360° guest profile view. With Serenata Smart CRM Suite, guests are contacted by a targeted, dynamic and relevant communication before, during and after their stay with the aim of long-term guest loyalty.

www.serenata.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

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

Further information

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