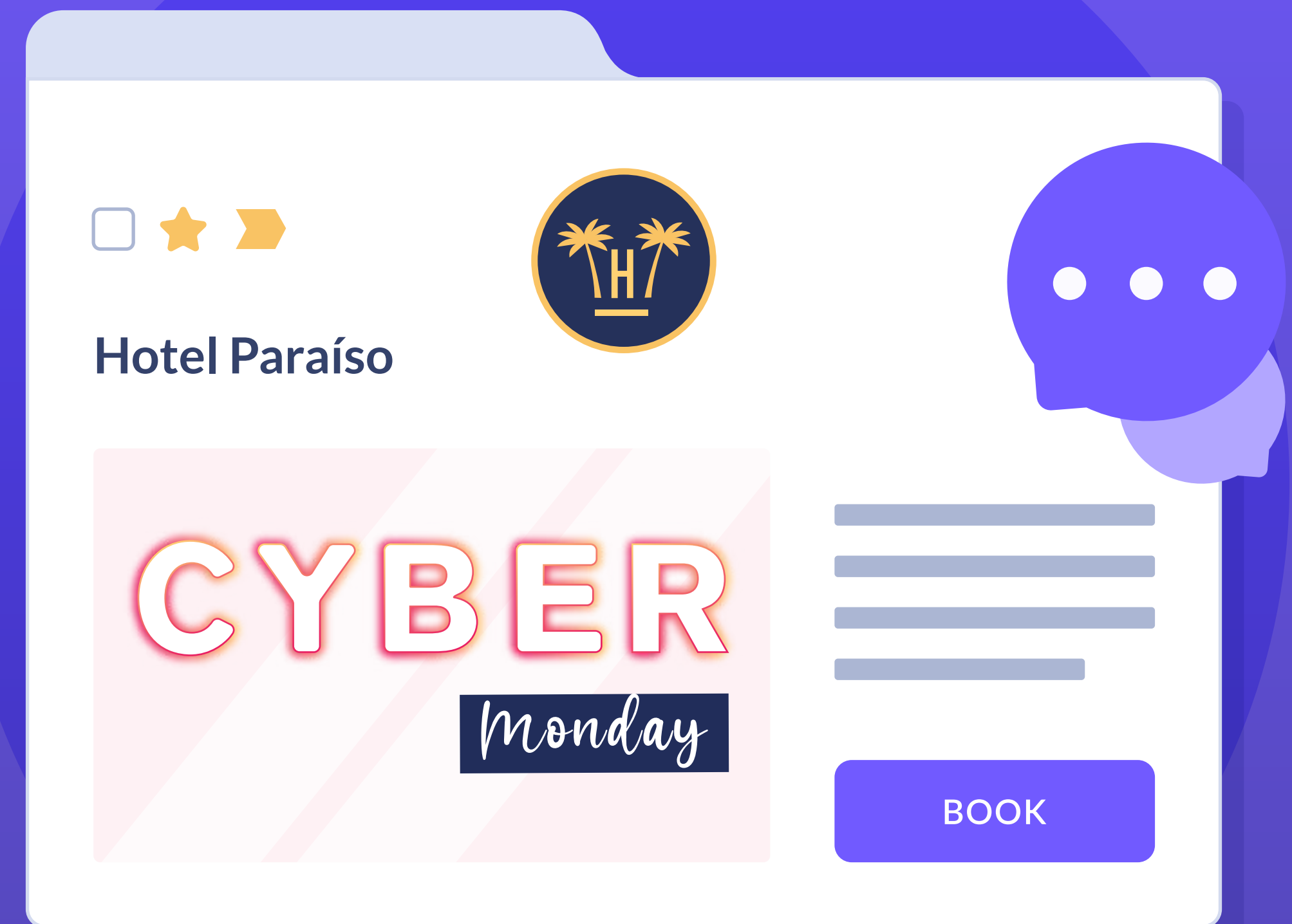


Hotel CRM

Marketing Automation B2C

hotelinking

Powered by  CENDYN®



Index

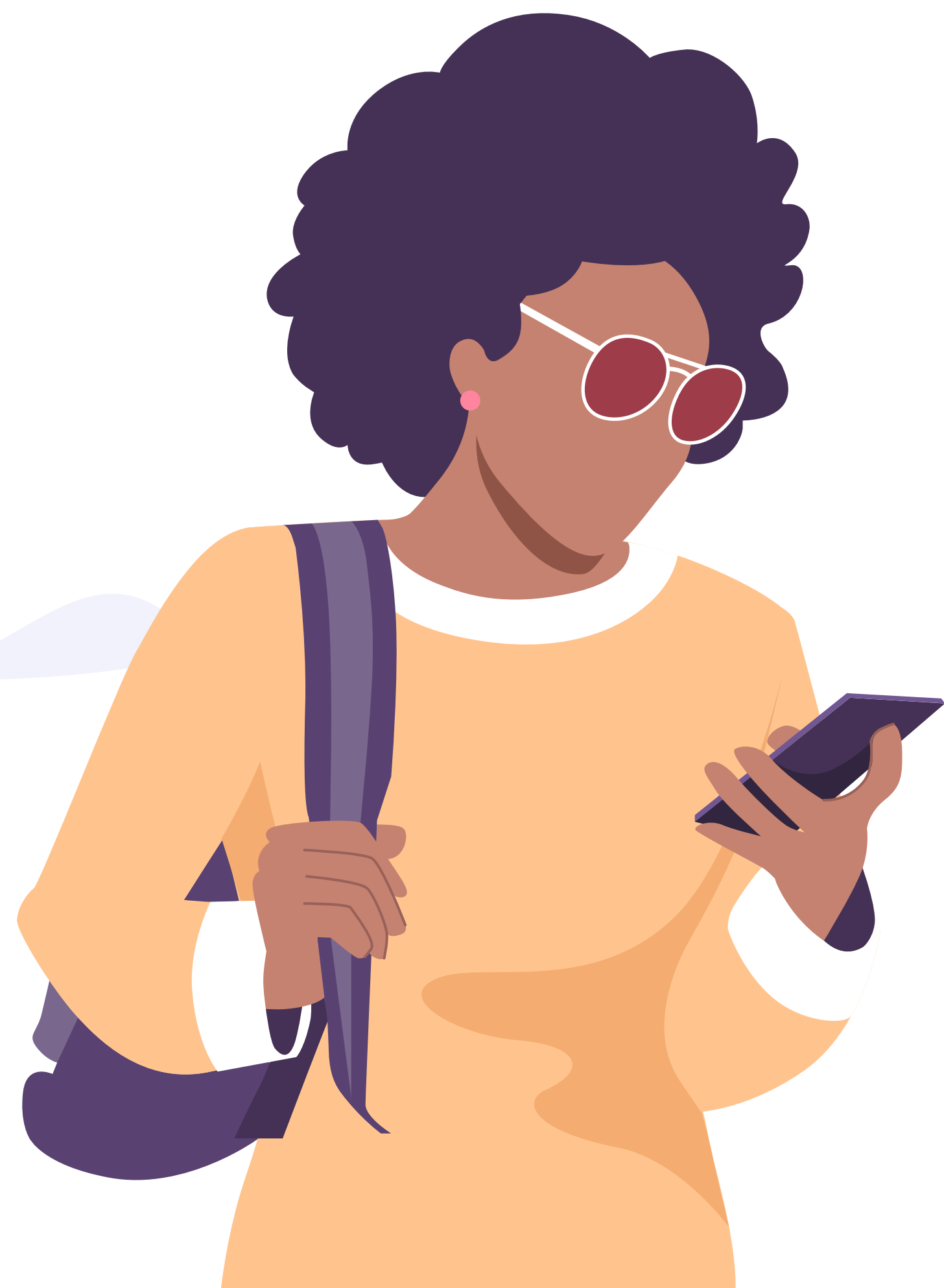
Features	3
Benefits	4
Data Ecosystem Workflow for New Customers	5
Example of automated workflow for a segmented campaign that includes a special offer	6

Integrations	7
Functionalities	8
Services and clients	16
Related content	22



Features

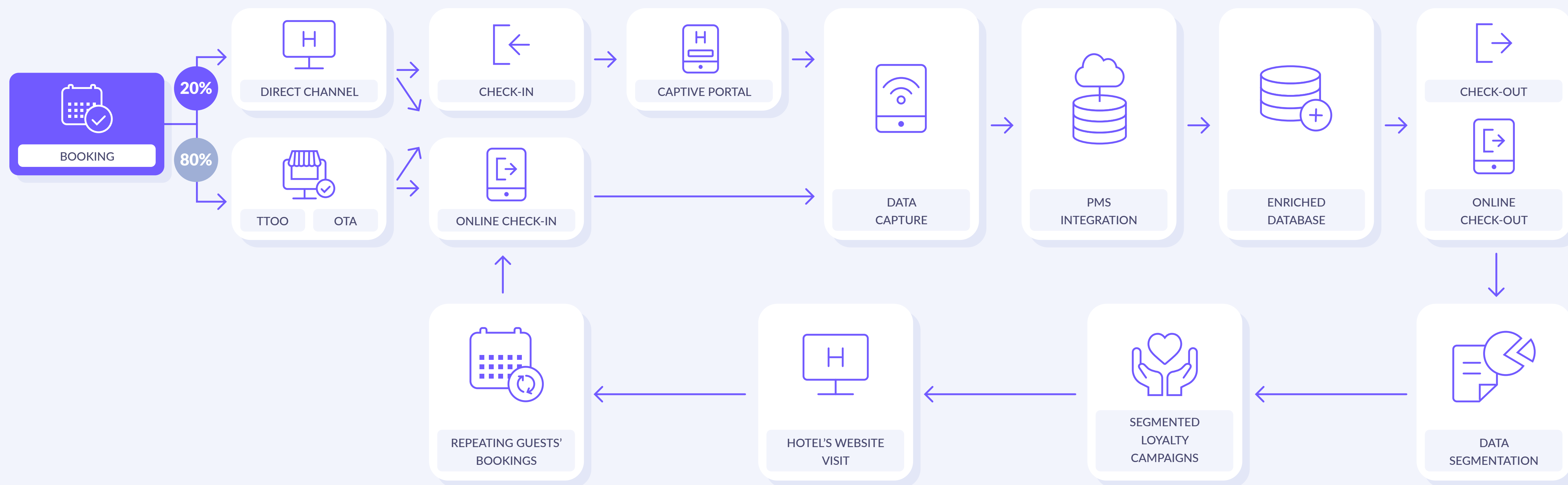
- Designed to be incorporated into the technological ecosystem of hotels.
- Advanced and specialised segmentations for hotel casuistry.
- Integrated in real time with the data collected from our Captive WiFi Portal.
- Automated PMS data enrichment and consolidation.
- Automatic detection of duplicate users.
- Allows sales tracking by user thanks to the integration of our script into the booking engine.
- It is possible to analyse the savings in commissions by obtaining reports from returning guests' bookings.
- Avoid sending duplicated messages to users who have recently booked.



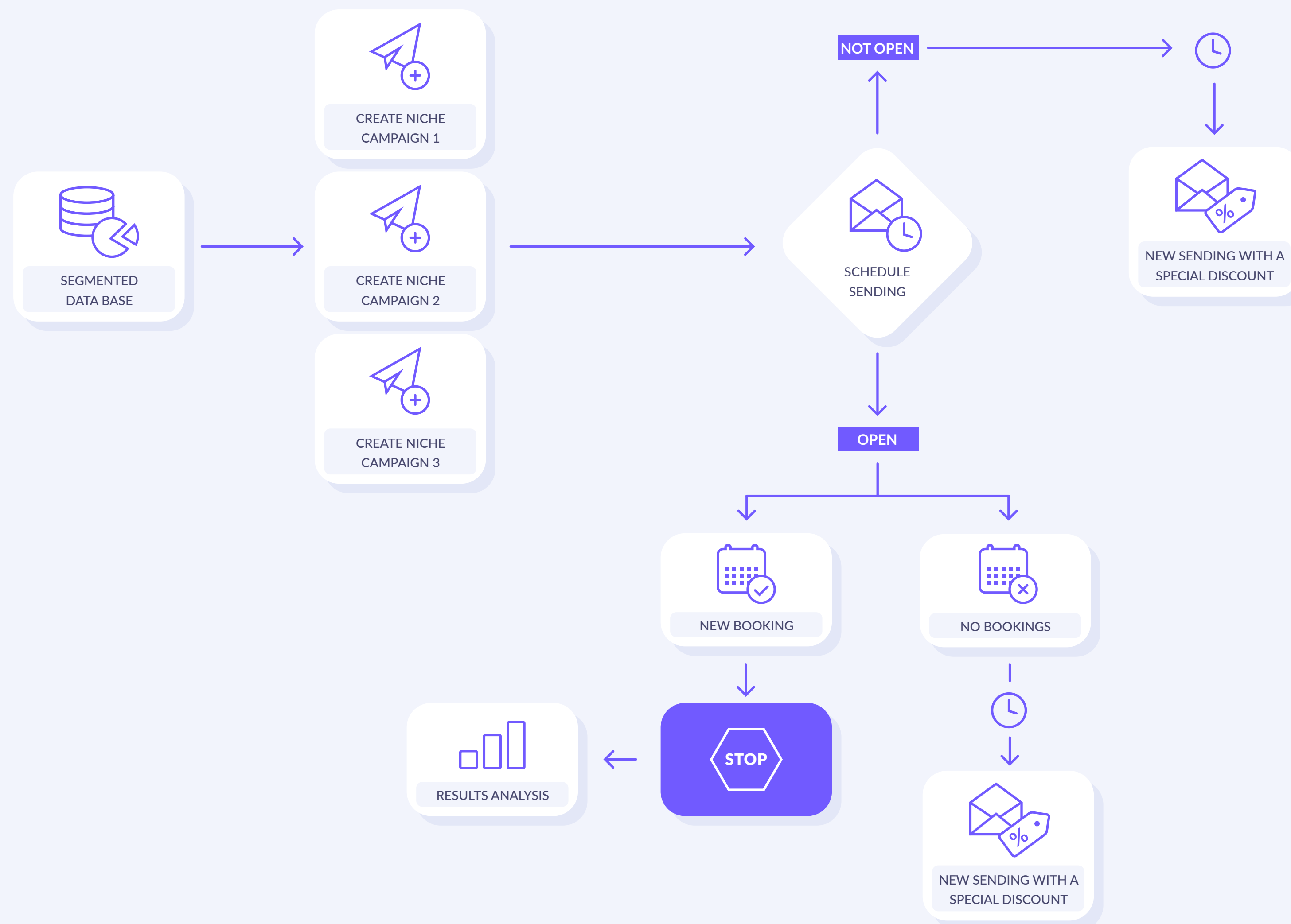
Benefits

- It diverts bookings from OTAs to the direct channel.
- Analyse the savings in commissions.
- Boost direct sales.
- Increased profitability. Measurable ROI.
- Learn more about your guests.
- Multiple possibilities to segment our marketing campaigns.

Data Ecosystem Workflow for New Customers



Example of automated workflow for a segmented campaign that includes a special offer



Integrations

- Our CRM makes it easy to integrate with other management systems. Unifying your data sources will improve the relationship with your guests and help you manage them better.
- We have numerous integrations with PMS, Booking Engines, online reputation platforms, loyalty programmes, Wi-Fi portals, pre-check-in system, digital check-in, mobile applications and other tools belonging to the hotel technological ecosystem.

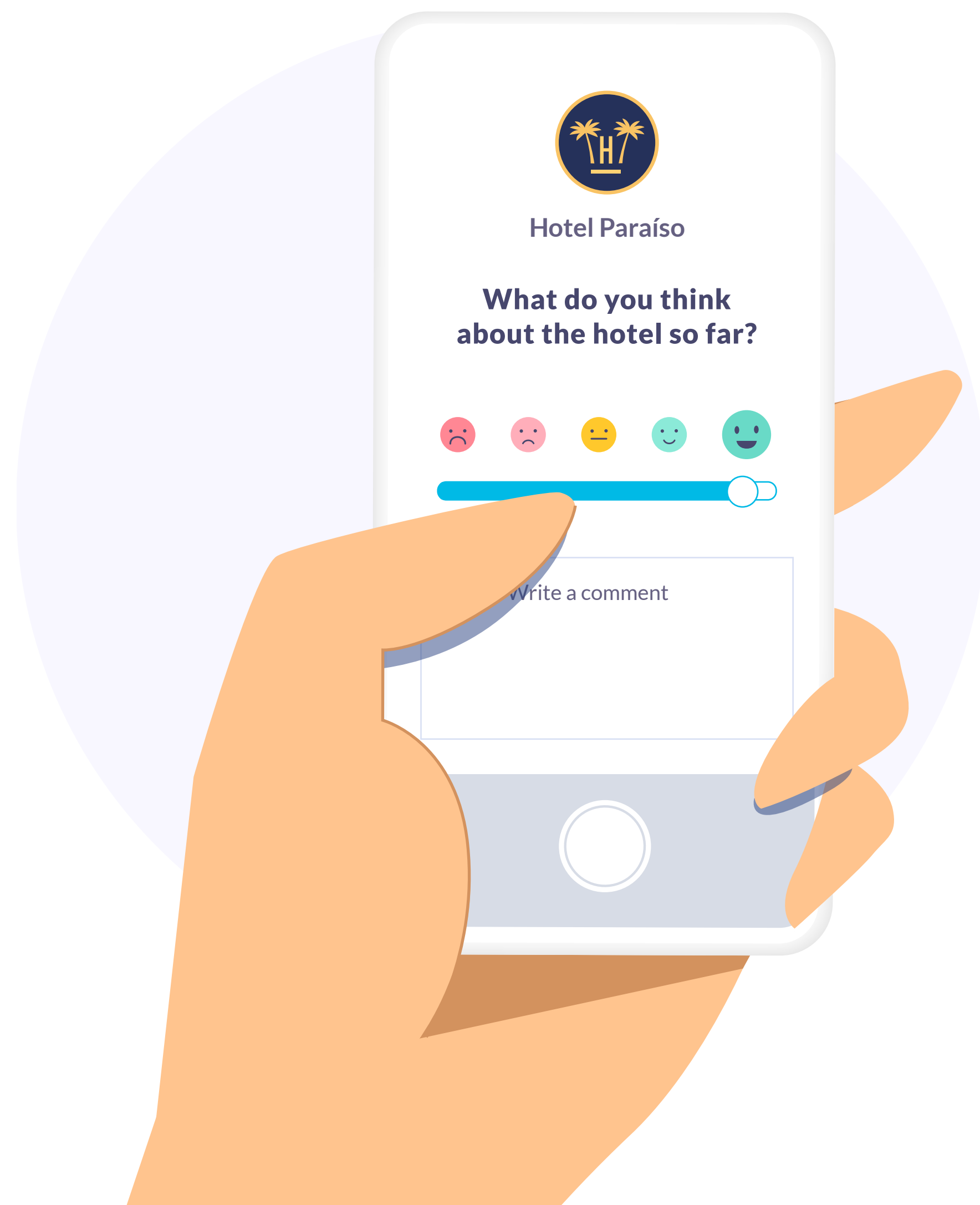
200 + integrations available.

The image illustrates the integration between a mobile app and a PMS dashboard. On the left, a mobile app interface shows a welcome message: "Welcome back to the Hotel Paraíso, Diana" and "You can now start browsing" with a "WiFi now" button. On the right, the PMS dashboard displays "OCCUPATION" data with a line chart, a table of guest information, and "CMO Organizer" metrics including Revenue (€416.500 Total) and Campaigns (59 Campaigns, -3% since the last 12 months).

GUEST	CONF#	ROOM	STATUS
Diana López	1245888475	007	Confirmed

Functionalities



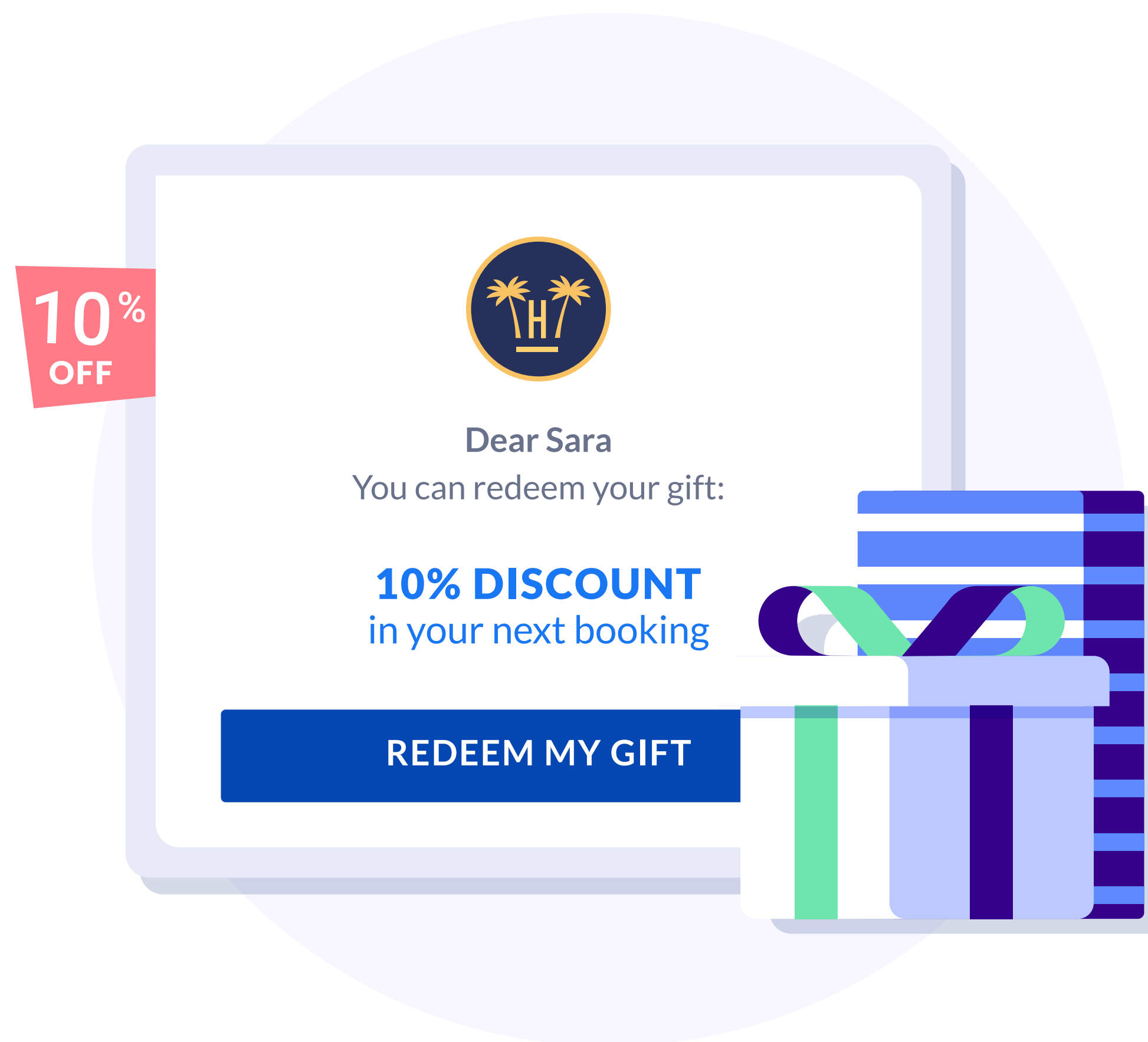


Guest journey automation

Automate communications prior to, during, and after the guest's stay.

Create a better communication experience with your guests, reduce manual tasks, boost direct sales and optimise Customer Relationship Management.

Send emails, SMS, and push notifications for each step of the customer's process. Segmented by booking data and the customer behaviour.

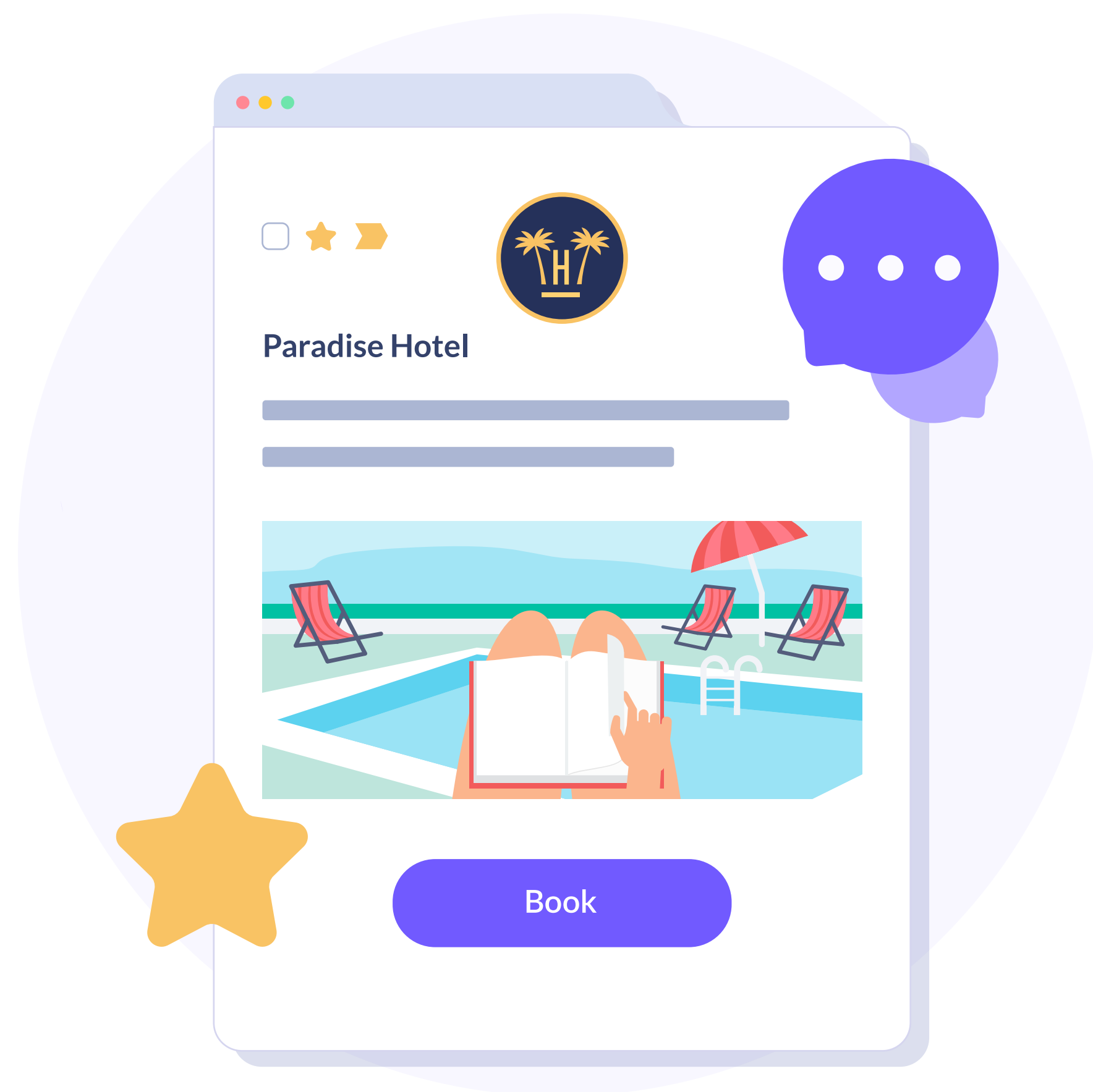


Loyalty programme

Reward your guests for their loyalty.

Our hotel CRM integrates with loyalty programmes allowing hotels to offer benefits, special services and incentives to its registered members.

Allowing segmentation and customisation based on your level of loyalty. Creating a better experience for your guest and boosting direct sales.



Email marketing

Email is the most effective channel for boosting direct sales and gaining loyalty.

Design emails that can be adapted to all screen sizes quickly and easily.

Uses pre-designed templates to significantly increase conversion ratios (openings, clicks) and direct sales.

Reduce the time and cost of sending campaigns to your customers.



Segmentation and filters

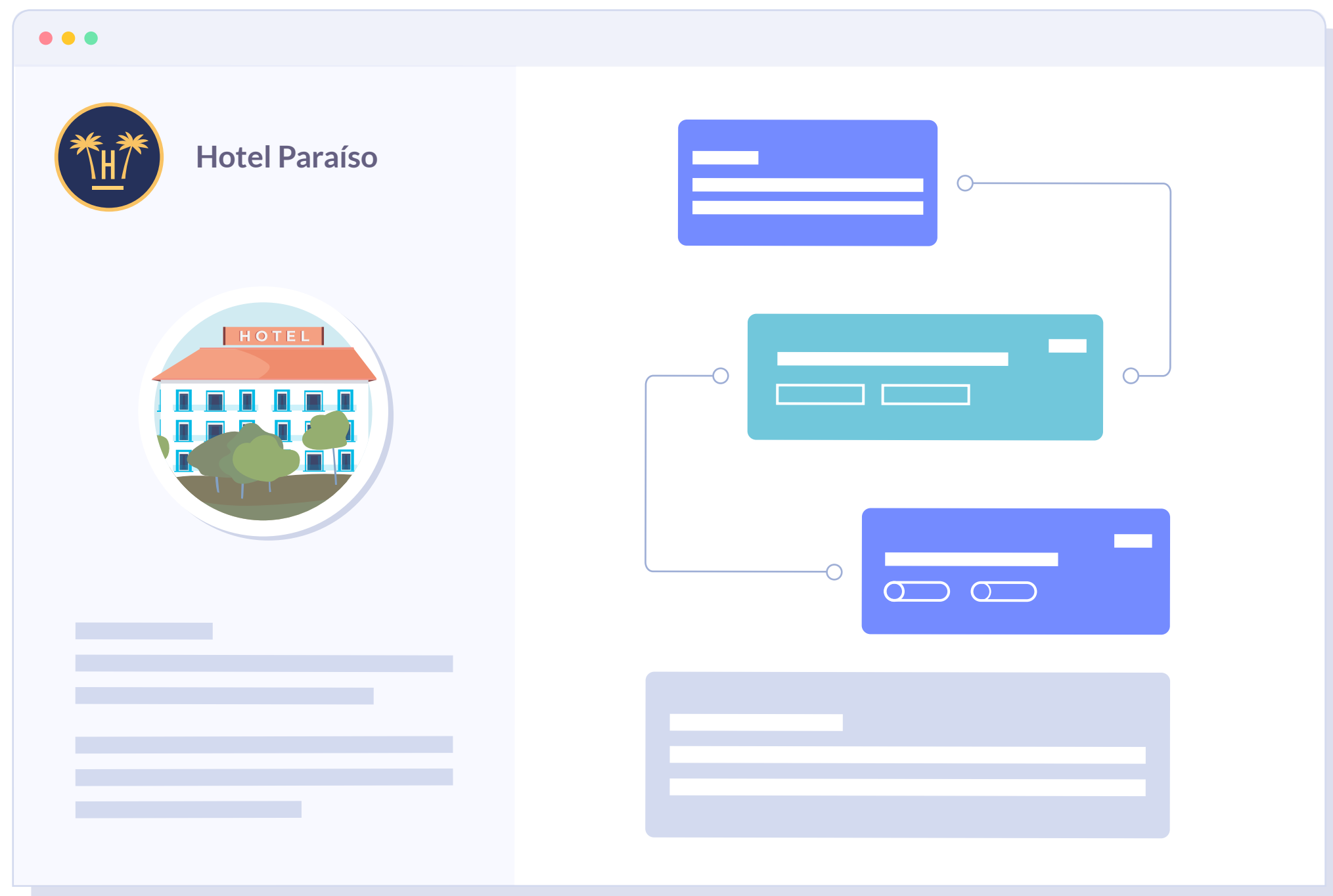
Meet your customers and send the right campaign at the right time.

Segment your guests specifically, using their booking details, their behaviour, your personal data, and many other criteria.

Segment in real time, integrating all your data sources, including your booking engine, your PMS, your website, back office, mobile apps, or any other system.

English men < 40 years old





Extra advanced modules

Intuitive, flexible and complete.

Landing page, forms, CRM B2B, advanced web tracking, tool for sequential scheduling through workflows.

* Additional cost applies. Consult your Customer Success Specialist.



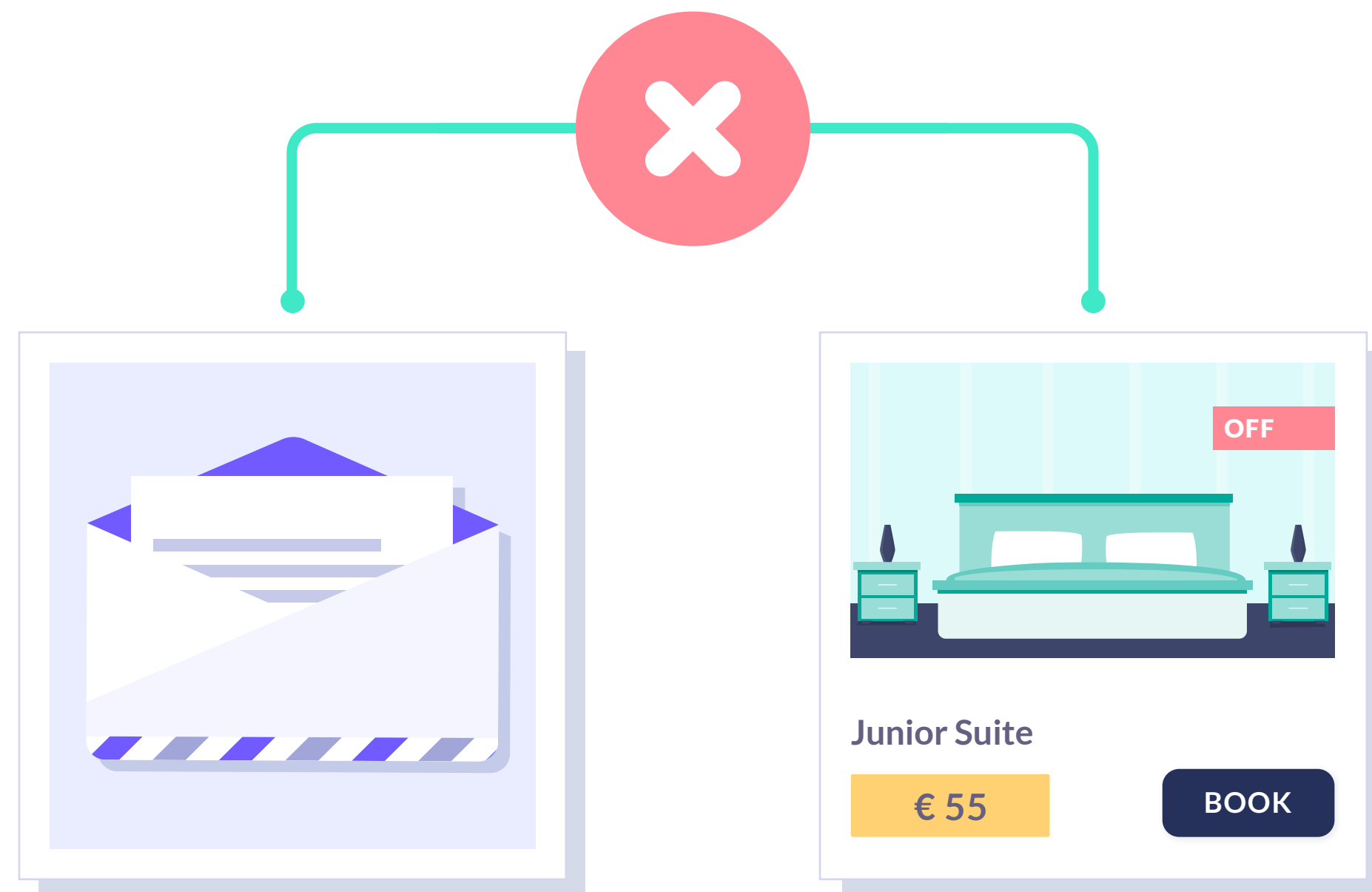
KPIs & ROI Dashboards

Measure and report ROI and KPIs.

Measure the hotel's most relevant KPIs or customise your own reports.

The most used are:

- Number of bookings diverted from OTAs to the direct channel.
- Revenue from new direct bookings.
- Number of direct bookings per campaign.
- Customised KPIs using your guests' data.



Reports and booking reports

Discover each campaign's bookings and ROI.

By integrating with us using your booking engine, we will show you the following with each campaign:

- The number of bookings made per campaign.
- The turnover generated by those bookings.
- The customer and their booking history and visits to your hotel or chain.
- Ability to exclude existing contacts from campaigns

Services and clients



Our services

Loading

We will support you throughout the initial tool training, set up and commissioning phase.

Available services:

- Definition of the roadmap and objectives.
- Analysis and improvement of the quality of your database.
- Tool setup and use tests.
- Campaign monitoring and analysis of results.
- Tips on good practices in sending campaign communications.
- Support for the integration of your existing systems.

Training

Learn with the best experts and professionals.

Available services:

- Training for teams and groups of employees.
- Basic training to use the tool.
- Advanced training to use the specific features.
- How to generate relevant and effective communications.

Technical services

Our technicians are at your disposal to help you with anything you might need.

Available services:

- Systems integration.
- Database wiping.
- Domain reputation monitoring.
- Dedicated IPs.
- 24/7 technical support.

Consultancy services

We will become part of your team to offer you solutions.

Available services:

- Consultancy per project.
- Ongoing consultancy.
- Marketing strategies and Communications design.
- Implementation of support processes and customer services.
- Content design and optimisation.
- Conversion optimisation.

Featured hotel customers using Cendyn



BLUESEA



SATOCAN



BE·LIVE·HOTELS



Very satisfied customers.



**JUAN
LLOP**

Direct Sales Manager

NPS SCORE: 10

'We are very pleased with the change from Hubspot to the Hotelinking hotel CRM. We have improved specific functionalities related to our industry, as well as customer service and price.'



**ANA
GARCÍA**

Marketing Manager

NPS SCORE: 10

'Hotelinking's hotel CRM has become an essential tool for our marketing. The direct sales results were visible and notorious from our first shipment.'



Migration of General CRMs to Hotelinking CRM



MIGRATION FROM HUBSPOT
TO HOTEL CRM



HOTELES CENTER

MIGRATION FROM MAILCHIMP
TO HOTEL CRM

BE · LIVE · HOTELS

MIGRATION FROM ORACLE
TO HOTEL CRM



MIGRATION FROM SALES FORCE
TO HOTEL CRM

Success cases



Results in 16 months:









- **78x ROI** (Return of Investment).
- **€1.7M** Loyalty Bookings.
- **750** News Bookings.
- **€300K** Savings in OTAs Commissions.



Results in 16 months:

- **59x ROI** (Return of Investment).
- **€1.2M** Loyalty Bookings.
- **523** News Bookings.
- **€240K** Savings in OTAs Commissions.

Related content

- Advanced Course in E-mail Marketing  
- Data enrichment with PMS  
- The importance of automating your email marketing campaigns  
- Customer types and trends that affect your guest  

hotelinking

CONTACTLESS TECH TO CONNECT WITH YOUR GUESTS

Carretera de Valldemossa, Km. 7,4 Parc Bit. Edifici Disset 3^a Planta Puerta D7, 07120

www.hotelinking.com | sales@hotelinking.com

