

# Maestro eCRM

As hoteliers, knowing the breadth of available ways to optimize return guest attraction and capture more on property revenue is essential to success. By building a robust eCRM strategy, Hotels, Resorts and Enterprise Operations can push forward to achieve these aggressive goals. To endeavor upon this strategy, hoteliers need to:

- ⇒ Increase the knowledge they have about their guests;
- ⇒ Improve customer service at the online research, planning and booking phase;
- ⇒ Personalize the marketing and service delivery;
- ⇒ Develop new and more efficient customer needs-based marketing and;
- ⇒ Build customer loyalty

## Introducing Maestro's eCRM

Knowing the customer, sending personalized messages, being there at every touch-point involving planning, purchasing, service consumption and post-stay, and providing a unique value proposition leads to increased customer loyalty.

## How Does Maestro Assist You In Doing This?

- ⇒ Maestro maintains a detailed history of all client interactions from any point of contact, i.e. front desk, reservations, housekeeping, over the internet and through the GDS;
- ⇒ This detail includes past stay as well as behavioral detail – booking methodology, services rendered, membership associations and groups;
- ⇒ Maestro has the capability to deliver loyalty and rewards programs online and recognize loyal guests;
- ⇒ Maestro features multiple confirmations for up sell and rapport building opportunities;
- ⇒ Maestro's web booking engine, ResEze, allows guests to book a complete itinerary online in addition to a room that includes dinner reservations, activities and spa services;
- ⇒ Group rooming lists can be entered online and in real time with Maestro;
- ⇒ Online bookings can be further analyzed through Maestro Analytics;
- ⇒ Maestro Analytics provides detailed pace reporting on both Group and Transient Business for revenue management and analysis;
- ⇒ Maestro Analytics provides for detail guest analysis at a very granular level;
- ⇒ Yield Rates are centrally managed and automatically affect online bookings as well as more traditional methods;
- ⇒ Maestro offers "Best Available Rate" guarantees;
- ⇒ Maestro is fully integrated (two way) with both SynXis and ihotelier;
- ⇒ Maestro's online booking engine can be fully integrated with the same look and feel as the hotel's own web site;
- ⇒ Maestro Analytics is fully integrated to outlook for ongoing email marketing.

## 20+INTEGRATED MODULES ON A SINGLE DATABASE

- ◆ Front Office (PMS)
- ◆ Sales & Catering
- ◆ Yield Management
- ◆ 2-Way GDS Integration
- ◆ Real-Time Web Booking Engine
- ◆ Multi-Property Management
- ◆ Condo & Timeshare
- ◆ Retail & Fine Dining POS
- ◆ Table Reservation
- ◆ Analytics & BI
- ◆ Spa & Activities
- ◆ Central Reservations
- ◆ Work Order
- ◆ CRM
- ◆ Gift Card & Loyalty
- ◆ Membership
- ◆ Concierge
- ◆ Housekeeping
- ◆ Golf Management
- ◆ Guest Experience Measurement
- ◆ eMarketing

Visit our website for a full list of modules and more information

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