

## Overview



GuestWare Enterprise is a customizable CRM software application designed specifically for the hospitality industry. Hotel management companies can choose to implement some or all of GuestWare's CRM components, allowing flexibility and alignment with one's strategic planning and CRM initiatives.

*“The software can be implemented as a subscription service or a traditional license and support model in either a centralized or decentralized computing environment.”*

## Enterprise Customer Data Warehouse

The GuestWare Enterprise data warehouse is the first step and the foundation for implementing many CRM initiatives. GuestWare Enterprise uses architecture similar to that used by most major hotel chains to maintain your most valuable asset—your customers.

Extract and blast marketing approaches can provide short term ROI, but without the architecture GuestWare Enterprise provides, your guest database and your relationships with your guests can deteriorate along with their loyalty.

From targeted relationship marketing, to transparent guest recognition and full blown loyalty programs, GuestWare Enterprise provides the required closed loop architecture needed to succeed in the long term.

### Benefit Highlights

- Single enterprise view of the customer
- User-friendly access to profiles and reports
- Guest contact & correspondence management
- Data cleansing & address correction
- Streamlined exception management
- Automated and manual guest classification
- PMS independence with 16 PMS interfaces
- Interfaces with CRS, external e-mail marketing & survey tools

## Enterprise Guest Recognition

GuestWare's Enterprise Guest Recognition allows hotels across the portfolio to recognize repeat guests and efficiently deliver upon personal preferences at every location. GuestWare supports both behind the scenes customer “transparent” recognition and “visible” internet profile signup and editing on the company website.

### Benefit Highlights

- Customer Web profile signup
- Guest preference management
- User-friendly access to profile and preferences
- Automated property arrivals matching
- Recognition accountability tracking

With or without a formal loyalty program, Enterprise Guest Recognition creates a consistent process regardless of PMS, with the most robust preference management and service delivery tool in the industry. GuestWare created the first system to track “Global” and “Local” guest preferences and continues to lead the industry with innovative guest recognition tools.

Preference	Property ID
Email Permission: Yes	0
Bed Type: King	0
Required Room Equip: High Speed Internet	0
Room Location: High Floor	0
Room Location: Away from Elevator	0
Allergies: Peanuts	0
Smoking Room: No	0
Pillow Type: Foam	0
Turn Down Service: No	0
Music: Punk Rock	0
Newspaper: Barons	0
Purpose of Visit: Business	0

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Our smart design provides segmentation or “tiered” global preference tracking to support companywide standards while providing each property with local flexibility and ease of use. Marketing and operations management can efficiently pull data for analysis and reporting.

## Enterprise Loyalty Program Management

GuestWare Enterprise provides small to mid-size brands or management companies with a cost-effective, integrated tool to implement and manage a formal guest loyalty program. Without a fully integrated system such as GuestWare, the commitment to maintain a loyalty program can be daunting and risky in terms of delivering on the expectation.

### Benefit Highlights

- Website signup and editing
- Points, nights or revenue based rewards
- Customer viewable visit and reward status
- Reward fulfillment automation

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*“GuestWare helps us provide over-the-top personalized experiences and meet our guests’ preferences, we are able to create very loyal Kimpton customers.”*

*Renée Will George, director of customer relationship management and strategic marketing  
Kimpton Hotel & Restaurant Group*

With GuestWare, hotel companies can implement a program to reward guests who stay frequently without having to be burdened by the complexity and risks associated with custom software development projects. GuestWare Enterprise integrates directly with the company website, hotel PMS and CRS to ensure that the guest is credited with eligible visits. Automated guest classifications can be set up to establish different levels and a streamlined reward redemption process to make administration easy.

## Enterprise Quality Management

GuestWare Enterprise quality management tools provide corporate and regional managers with access to reports and graphs to summarize incidents (staff- or guest-reported complaints, problems, requests) and maintenance data (PMs and work orders) logged across the portfolio. With a dashboard and point-and-click drill downs, computer novices can easily slice and dice data by brand, region, ownership and property type to help implement and monitor companywide process improvement initiatives.

### Benefit Highlights

- Enterprise incident tracking
- Enterprise incident reporting
- Executive quality dashboard
- Multi-property drill down
- Corporate guest relations

Valuable data generated by hotels that use GuestWare—to improve daily workflow—can be summarized for corporate-wide quality analysis. The data is used for defect analysis, capital expenditures, asset management, vendor performance analysis, productivity and staffing, product and service quality while providing the foundation for process improvement.

In addition to high level quality reporting, guest relations personnel can use GuestWare Enterprise to view and enter all guest complaints or incidents. All incidents logged by either property or corporate guest relations are linked to the guest profile. Incidents reported from all properties and guest correspondence is easily viewable with each guest profile.

**GuestWare®**

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To learn more about GuestWare, call for a free demonstration or go to [www.guestware.com](http://www.guestware.com).