

Build Guest Loyalty



With the ever-increasing costs of attracting new customers, GuestWare's Guest Recognition system will help you retain your most valued guests. From frequent business travel to weekend getaways and vacations, GuestWare helps you build a process to manage customer relationships. Whether you are independent or part of a large hotel chain, GuestWare will help keep your customers coming back year after year.

Streamline the Recognition Process

GuestWare provides the streamlined recognition process you need to consistently provide service beyond expectations. GuestWare automatically builds

More than 15 PMS interfaces are available.

and maintains a database of repeat guests using data from PMS. GuestWare's unique matching

process compares expected arrivals with past customers to identify each repeat guest—and it detects duplicates and questionable matches to make sure all your repeat guests get the special attention they deserve. With or without a loyalty program, GuestWare makes it easy to implement a guest recognition process for your property.

Reservation Information	Guest Profile	Service Delivery	Ready Status
2201 Bernstein, Dave APHA 6/5/2006 - 6/7/2006 More...	Repeat Guest Bernstein, David ABC Software 6/5/2001 More... 310064951	Room Location is City View Newspaper is Wall Street Journal Health is Good Smoking is Yes N3:D4:E5:	Ready Past Incident!
2204 Krueger, Rich 6/5/2006 - 6/7/2006 More...	VIP Krueger, Richard Boeing 7/19/2000 More... 724258330	Diet is Low Carb! Smoking is No Special Amenity is Diet Pepsi Room Location is High Floor N8:E5:	In Progress
2205 Clarke, Eli 6/5/2006 - 6/7/2006 More...	Repeat Guest Clarke, Eli Starbucks 7/23/2000 More... 901453233	Room Location is Near Elevator! Special Amenity is Bottled Water! Bed Type is Queen Room Type is Single Bed E5:K1:A5:	New

GuestWare flags past guests that reported a problem and displays the details on the arrival report

GuestWare matches expected arrivals with past guests and tells you how the match was found.

Get to Know Your Repeat Guests

GuestWare consolidates all repeat guest information into

GuestWare is unique in its ability to recognize past issues for repeat guests—before check-in and throughout their stay.

clear, intuitive screens that make it easy to find the information you need when you need it. From any GuestWare screen, you are only one click away from a guest's profile containing detailed demographics, preferences, and a history of visits, past problems and requests.

Guest ID: 310064951 Guest Type: Repeat Guest
 Full Name: Mr. David A. Bernstein Title: V.P. of Sales Nick Name: Dave
 Home Address: 26996 Mission Street City/State/Zip: Los Altos CA 94022-4310 USA
 Email: DBernstein@hotmail.com Phone: 6507232186 Fax: Birth Date: 3/9/1958 Passport #: Spouse: Jenny Spouse Birth Date: Children: None Anniversary: Firm Name: ABC Software Firm ID: 14 Mailing Address: Home Firm Email
 Firm Address: 1043 Marginal Way City/State/Zip: Palo Alto CA 94017 USA Phone: 6507772323 Fax: Contact: Group ID: Guest IDs Credit Cards Notes Print Profile

Attaching photos makes it easy for anyone to remember a guest.

You're always just one click away from knowing more about your best customer.

GuestWare's extensive service tracking information combined with preference and visit history will give you the information to WOW your customers. The detailed history will help you surprise guests upon arrival and increase satisfaction when resolving difficult situations.

Guest Recognition

Strengthen Your Relationships with Your Guests

GuestWare not only lets you get to know the guests that are most important to you, it lets you know what's important to them. You can easily access a history of any guest to get information about their preferences, past incidents and comments—then drill down to the level of detail you need. GuestWare lets you enter an unlimited number of preferences for each guest so over time, their profile becomes more complete. GuestWare even tells you which guests are taking advantage of your service guarantees. By accessing previous correspondence and guest compensation, GuestWare will give you a better idea of how to respond to and build stronger relationships with your most valuable guests.

Customize and create unlimited global (enterprise) or local preferences.

Double-click any incident or comment card entry for more detailed information.

View a history of past visits, a summary of total nights stayed and revenue by category.

Manage Information About Your Guests

*.....
"The Arrival Report not only informs us of the day's repeat guests and VIP's—it summarizes their preferences, past problems and visit history."*

Arrival Detail Report	Detailed profile of all expected arrivals.
Arrival List	Summary list with visit history for all expected arrivals.
Guest Incident History	Generate list of past incidents grouped by guest.
Guest List	Print lists by number of nights, visits, revenue, city and more.
Guest Maintenance	Flexible archiving and purging to clean out guests that don't return.
Guest Visit History by Co.	Build history of guests by company to increase sales.
Mail Merge	Create mailings with filters by city, visit history and preferences.

Repeat Guest Arrivals

Reservation Name: Goldberg, Stewart Match Type: Guest ID Ready:

Repeat Guest: Goldberg, Stewart Guest Type:

Firm Name: 2160 6TH AVE SAN DIEGO, CA 92101-2105 Spouse:

Guest ID: 363019050 Home Phone: 6192330820

Check-In: 3/8/99 Check-Out: 3/10/99

Room Assigned: 01506 Preferred:

Number of Nights: 3

PMS Account #: 03137

Special Requests: M1:N3: : : :

Market Code: 10REGB

Newspaper: Wall Street Journal

Room Location: High Floor

VIP Level: Gold

Request: Feather Pillow

Visit Summary:

Visits	Nights	Room	Revenue	F&B Revenue	Misc. Revenue
YTD: 1	1		\$259.00	\$35.09	\$12.39
Total: 3	4		\$1,310.59	\$131.08	\$26.21

Last Visit: Arrived 7/21/98 for 1 nights in room 1408

Code	Description	Source	Room	Incident Date	Incident Notes
EG2-ST	Stopped-up toilet	RAPID RESPON	715	7/1/98	
HK4-PF	Pillow-feather	RAPID RESPON	548	7/13/98	
FD2-NB	No minibar key	RAPID RESPON	1408	7/21/98	
HK4-PF	Pillow-feather	RAPID RESPON	1408	7/21/98	2nd time guest requested feather pillow—adding as regular preference

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To learn more about GuestWare, call for a free demonstration or go to www.guestware.com.