

# Amadeus Hospitality

## Amadeus Hotel Sales & Marketing

Business Management

Hotel staff is the protagonist in performing customer relationship management: because relations to guests can and need to be fostered only by people – not by software.

What Amadeus Hospitality contributes through, is a software tool empowering hotel managers and “hotel marketers“ to run an efficient customer relationship management. **Amadeus Hotel Sales & Marketing (Hogatex)** enables the hotel to actually manage and improve customer relations – with the purpose of increasing occupancy rates and thus revenue of course.



Foto: Amadeus

**ATTRACT  
CUSTOMERS AND  
KEEP THEM COMING  
BACK. DAY AFTER DAY.**



### CRM-related functions at a glance

- > Due to the central database solution, guest file information can be accessed from any other Amadeus Hospitality product suite: Front Office, Sales & Marketing, Conference Management, Finance Management
- > Administration and analysis of guest behaviour (via guest history and via time, create profiles for customers ...)
- > Filigree administration of all contact persons known for each business customer
- > Usage of as many segment codes as wanted (i.e. golf player, leisure traveller etc.) in order to cluster and specify the hotel's various target groups
- > Top-flop-lists: analysis of high potential and low potential customers (evaluation with budget comparison)
- > Easy administration and analysis of sales people's activities (resubmission system: reminder, due date, priorities, completion – via synchronization with Microsoft Outlook®)
- > Analysis of marketing & sales effects: i.e. what kind of package was a top-seller, what package had a poor performance?

- > Administration of give aways
- > Complete Microsoft Office® integration
- > Various mail merge possibilities: mailings and staged mailings with precise target group selection options (mailings are created directly in Microsoft Word® from Amadeus Hotel Sales & Marketing)

### Integration with classical CRM solutions

- > Amadeus Hospitality integrates seamlessly through most modern XML technology with CRM solutions, local or web-based, provided through Amadeus Hospitality partners or customer preferred solutions.