

GUEST RELATIONSHIP MANAGEMENT

Built to Last Forever

At TAC we know the customer must always be the focus. With this in mind our Guest Relationship Management (GRM) module has been developed to allow you to adapt and cater to the individual customer's wants and needs.

All of your guest's preferences and habits are at hand allowing you to respond quickly and easily to their requirements, ensuring they are always comfortable and cared for. In this way you make your guests feel right at home. This attention to detail makes a noticeable difference.

With our GRM module you know how often a guest has visited you, how much revenue they have created, which products they bought and which packages they booked. This knowledge can further be used for strategic marketing activities. For example Reservation Assistant selects all customers that have booked certain packages. You write a form letter, which is automatically sent to all selected customers by Reservation Assistant and is then saved together with all other information about a certain guest in the guest history. The system tracks your marketing campaigns and tells you if they were successful.

The Guest Relationship Management module offers various report options. Find out who your guests are, which therapist is booked most frequently and which treatments are the most popular ones.

Or you use GRM to remind your guests of appointments and events. Once activated, your guest receives a personal reminder for spa treatments via SMS or E-Mail automatically. In this way you do not only come into contact with your guests, but also avoid no-shows.

As said before: It's always the attention to detail that makes the difference. Make the most of this opportunity that Reservation Assistant offers you and delight your guests!

Your Benefits

- ✓ Links to guest profiles and correspondence
- ✓ Evaluation from the resort to individual services
- ✓ Automatic reminder via SMS or E-Mail to avoid no-shows
- ✓ Form mails or SMS to different customer bases
- ✓ Evaluations of products, reservations, trade goods, packages, sales figures or membership types
- ✓ Consideration of a guest's native language
- ✓ Separate guests according to age, gender, origin, guest type or preferences
- ✓ Evaluation of recruiting members
- ✓ Evaluation of resources
- ✓ Tracking of marketing campaigns

