



# Customer Relationship Management

A modern CRM solution



Gold  
Microsoft Partner



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Improve your profitability with UiBScrm cloud-based system. Maximize guest retention, guest loyalty and guest value. With a 360-degree view of your guest and corporate relationships, you will be able to drive incremental bookings and potential guests to your website while improving guest retention and recognition. The Customer Relationship Management solution includes:

## E-Mail Marketing & Campaign Management

Send the right offer to the right guest at the right time. Keep guests engaged, drive repeat business and fill need-periods.

## Triggered E-Communications

Communicate important information, drive additional spend and invite guest feedback.

## Guest Satisfaction Program

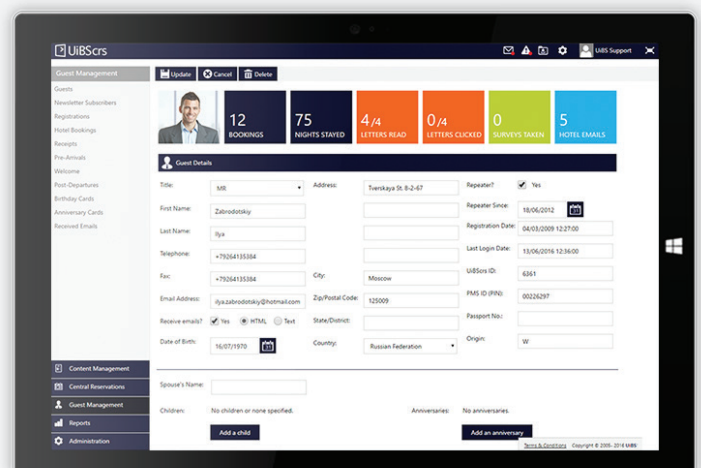
Real-time feedback and metrics to help maintain guest loyalty and retention with an integrated program.

## Guest Recognition

Build loyal relationships by recognizing, preparing for and servicing your guests.

## Improve your Profitability

- > Keep guests engaged from the moment they book with you, and beyond.
- > Automatic confirmation, pre-arrival and post-departure emails.
- > Drive incremental bookings and potential guests to your website while improving guest retention and recognition
- > Enhance their experience. Send a welcome message before arrival, recommending tips for the local tourist attractions and drop them a personalised message after their stay thanking them for their stay by integrating with UiBSsurvey.

The guest profile page provides a detailed view of a specific guest's information and booking history. Key features include:

- Guest Details:** Personal information such as name, address, phone number, and email.
- Booking History:** A list of all bookings made by the guest, including dates, room types, and statuses.
- Marketing Engagement:** Metrics for email opens, clicks, and conversions.
- Guest Management:** A sidebar menu for managing guest profiles, bookings, and communications.