

# 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.



Gold Hosting  
Silver Cloud Productivity  
Silver Cloud Platform  
Silver Hosting



**PRE ONLINE CHECK-IN:** Reduce your guest waiting time when they arrive at the hotel

Time is the most valuable thing a guest can spend. For this reason, UiBScrm offers Pre-online CheckIn with one aim in mind; to save time for those who deserve it. After your guest fills the online form the only action to take upon arrival at your property will be simply to provide a personal ID and a Credit Card, and collect the keys to begin enjoying their stay as all their details are already entered on your PMS system. UiBScrm offers a faster and more comfortable guest experience days prior to their arrival.

**Enhanced Member Options:**

**Reservations**

- > My Stays
- > My Orders
- > Pre Online Check-in
- > Book A Room
- > Book A Table
- > Book A Spa
- > Book A Taxi

**Manage Account**

- > Account Overview
- > My Profile
- > My Password
- > My Benefits
- > Contact Concierge

