

Is your Guest experience the best it can be?

The Guestware[®] Solution

Many hotels operate using manual processes for service delivery and asset management which leads to inefficiencies and inconsistent service quality. Guestware provides the technology to help hotels work smarter and enhance the guest experience.

Guestware CRM Software is the revolutionary Guest Experience Management (GEM) system that enables hoteliers to efficiently orchestrate guest experiences in a single application. We call this Welcome Intelligence™ service. The Welcome Intelligence advantage allows for better guest engagement by anticipating guest needs and guaranteeing prompt service, and provides the tools to maintain a high quality facility. The result: you have the information it takes to be in tune with your guests' every need. That means happier guests.

Behind the scenes, the Welcome Intelligence service delivers actionable information to the right people by complementing and enhancing existing property management systems, hotel operations, and marketing to help hospitality companies share information and realize departmental collaboration — all with the goal of improving the overall guest experience.

Improve Productivity +
Lower Costs

Increase Guest
Satisfaction + Loyalty

Increase Profitability +
Asset Value

The Guestware® Solution

Guestware began as a CRM and guest experience management software solution developed specifically for the hospitality industry by Diversified Computer Corporation, a privately held company that was founded in 1990. Today, the Seattle-based company is doing business as Guestware with more than 900 hotels worldwide, including large brands and independent hotels in over 75 countries.

Guestware's latest version 4 was released in 2012 and has been implemented in over 600 hotels world-wide. The Guestware unique guest recognition system combines the marketing aspects of CRM with the service delivery aspects of a guest response system to provide an integrated guest experience management system that enables you to consistently exceed guest expectations.

The synergy from leveraging the same database for both marketing and service delivery provides continuity of the guest experience throughout the lifetime of the relationship.

CRM + Loyalty

Personalize and impress every repeat guest

Guest Response

Respond and resolve every guest request and problem


Facilities Maintenance

Maintain a flawless facility



One Centralized
Database





Recognize and exceed expectations

Guestware® Version 4 Features + Functionality

CRM + Loyalty

Guest Recognition

Recognize & WOW all repeat guests by exceeding their expectations

Benefits:

- Recognize repeat guests across enterprise
- Manage local, global, and shared preferences
- Build visit history for lifetime value
- Automate pre-arrival recognition process
- Automated classification and segmentation
- View all past incidents for a guest

Guest Web Portal

Allow guests to manage their own profile and streamline online booking

Benefits:

- Branded to your own website
- Incentivize guests to book on your site
- Collect and stay preferences and marketing interests
- Integrate with PMS and CRS

Loyalty Program Management

Setup and manage points or nights based reward programs

Benefits:

- Automated tracking of rewards
- Configurable rules for earning
- Automated and user definable reward levels
- Streamlined fulfillment and accounting
- Guest portal to display reward status

Email Marketing

Integrated digital messaging

Benefits:

- Full integration with Guestware
- Triggered pre-arrival and post stay
- Promotional and personalized email
- Templates and robust reporting

Guestware® Version 4 Features + Functionality

Guest Response

Rapid Response

Mobilize your work force with this auto-dispatch tool for logging, dispatch, and follow-up on all guest requests

Benefits:

- Faster entry than a manual log-sheet
- Monitor open issues in real-time
- Improved communication for all departments
- Measure and manage response times
- Ensure nothing slips through the cracks
- Collect data for process improvement
- Link all requests to the master guest profile

Housekeeping - Voice IVR

Empower housekeepers to proactively report problems (via telephone) to reduce and quickly fix guest problems

Benefits:

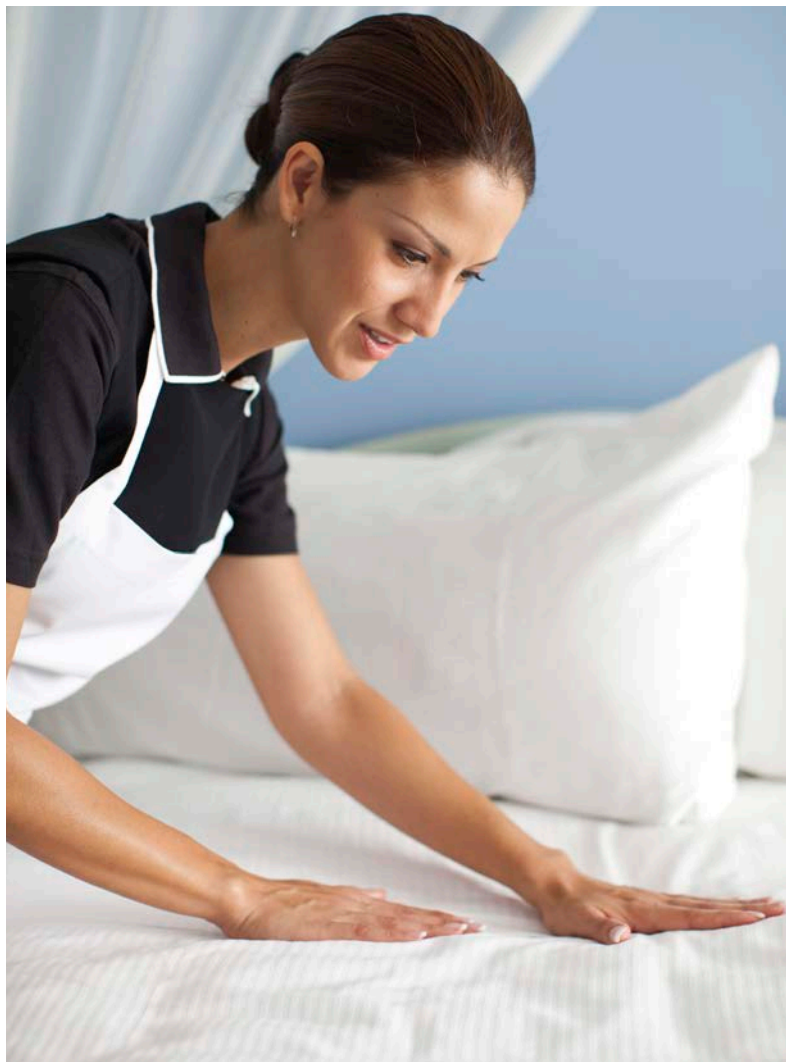
- Report issues before the guest
- Streamline associate reporting
- Reduce miscommunication
- Free up call center associates
- Analyze staff vs guest issues
- Prompts in many languages

Incident Tracking

Track and follow-up on all guest complaints or problems, and be sure every guest is satisfied before they leave

Benefits:

- Track all incidents and resolution
- Track compensation and follow-up
- Replace manual logbooks
- Link all issues to guest profile
- Email reports for daily review



Process Improvement

Report and analyze trends to eliminate recurring issues and work smarter

Benefits:

- Automated scheduled reports via email
- Identify recurring issues by room or type
- Identify areas for capital expenditures
- Identify problems before they make top 10

Guestware® Version 4 Features + Functionality

Facilities Maintenance

Engineering - Preventative Maintenance

Schedule and track hotel's preventative maintenance to protect your owners most important asset – the building

Benefits:

- Improve maintenance for guest satisfaction
- Improve PM Scheduling process
- Includes extensive configurable checklists
- View work order history during PM
- Enterprise reporting to drive process

Work Orders

Automate your manual work order process with a streamlined process to make engineering more efficient and accountable

Benefits:

- Track Work Orders
- Follow-up on all open work orders
- Manage work assignments and productivity
- Report and eliminate recurring problems
- Improve guest satisfaction

Mobile Inspections

Housekeeping and Engineering inspections on a mobile device

Benefits:

- Eliminate paper inspection forms
- Configure unlimited checklists
- Define multiple choice or yes/no tasks
- Automated weighted scoring
- Wireless or cradle sync
- Reports to show performance



Flawless guest rooms
get high marks