

# ResRequest Module Customer Management



Communication with your customers is critical to the success of your business. With ResRequest you can setup and report on your customer histories, profiles and events.

# How ResRequest fits into your customer management strategy

To communicate effectively with your customers, it is important to understand their preferences, and your history together. This requires recording and tracking information before, during and after the sales cycle.

By centralising customer data, tracking and managing customer relationships is simple and effective.

As your central reservation and property management solution, ResRequest forms a key part of the sales and service cycle and offers a number of contact features that can be incorporated in your customer relationship strategy.

When your customer books and travels with you, a reservation is created in ResRequest, this links the

customer to the booking and a transaction history is established.

Over time, detailed contact information can be recorded in ResRequest, and sales, marketing and operations teams can incorporate this information into their customer strategy to effectively reach and engage customers.

## ResRequest contact components

ResRequest's contact module is comprised of contact components. Some components provide traditional CRM functionality, such as recording profile information and events, while other components provide supplementary CRM information, such as a contact's home address and travel history. Information can be recorded and tracked for each component, adding value to your customer relationship management strategy.

## Contact components

### Organisation & individual

Contacts can be defined as individuals, with a first and last name, or companies, with a tax number and website.



### Relationships

Track relationships between individuals and companies, for example: an agent representing a travel company, or a staff member representing one of your hotels.



### Sales profile

Customise your sales profiles to filter contacts based on their business demographics.



### CRM events

Record and track details of interactions with your customers.



### Contact details

Store details such as telephone numbers, email, postal and physical addresses. Use these details to prepare mailing lists for mail campaigns.

### Contact roles

Record and report on information relevant to the relationship with your customer, for example: record payment plans, commissions and preferred rates for **agents** or store profile, personal preferences, travel history and feedback for your **guests**.

### Customer survey

Track customer satisfaction using an independent, seamlessly integrated, guest survey application.

### Analyse

Use ResRequest reports to track and analyse contact data and sales trends. Data can be exported for easy manipulation.

# Customer Relationship Management in ResRequest

Customer Relationship Management (CRM) is a model for managing your interactions with current and future customers. A CRM system records and tracks business relationship information to successfully orchestrate your sales strategy.

ResRequest offers Lite CRM functionality to record and track guest and agent interactions and profiles. ResRequest's ability to store this data in the cloud, means that this information is available in realtime to support a global CRM strategy.

## Types of CRM

For an effective CRM strategy, sales teams need to analyse, record and track relevant customer information throughout the transaction cycle.

Knowing your customer's specialities, their preferences and their history will help you maintain a good relationship through the sales, service and support stages. Managing your customer closely through each of these stages can help to: target your campaign, increasing sales; deliver the customer's expected service, improving customer satisfaction; and analyse results, increasing repeat business.

ResRequest provides CRM features to cater for all of these stages and, because of the dynamic nature of the contact's relationship with your business, there are two types of CRM: agent CRM and guest CRM.

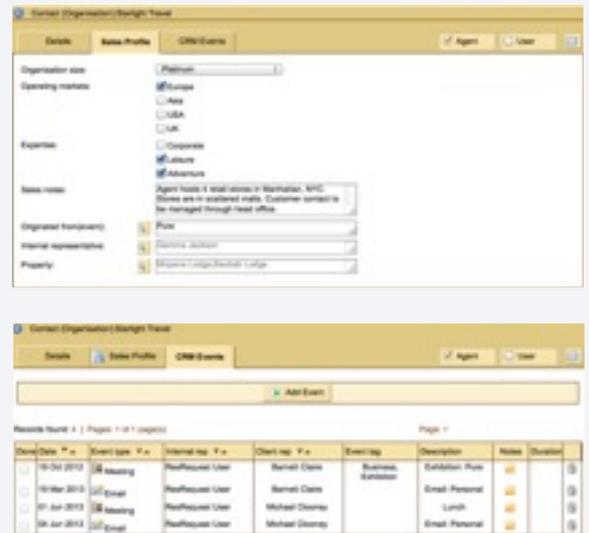


- Create sales profiles
- Track interactions
- Create ToDos

ResRequest's **Agent** CRM helps to manage the relationship between you, the seller, and the sales agent. CRM features record and track contact particulars, sales profiles and events.

[Right-Top] *Sales Profile*: Knowing your customer, can make it easier to target and generate sales. ResRequest's customisable profiling helps you store and report on information relevant to your business.

[Right-Bottom] *CRM Events*: Regular interaction with customers increases loyalty, leading to frequent sales. Events keeps track of interactions with agents and can be tagged with actions, descriptions and notes.



- Build guest profiles
- Store guest preferences
- Track trip histories

ResRequest's **Guest** CRM can be used to help you understand your guest preferences by reviewing their profile and travel history.

[Right-Top] *Guest Profile*: Understanding your guest can help you engage with them to encourage repeat business. Guest profiling can help to target mail campaigns by filtering information based on customisable data, such as special events or hobbies.

[Right-Bottom] Reviewing your guest's *Trip History* can help in the sales cycle by personalising sales communication and encouraging add on sales. Guest histories also help you to personalise the service delivery, increasing customer satisfaction and leading to repeat or new business.



