

## The "CUTTING EDGE" technology

## MESSAGING FOR HOSPITALITY SECTOR

### Hospitality Sector –Thriving in competition

A decade of consumerism has changed the landscape of hospitality sector; with new hotels popping up every other day.

In recent years, the competition has become intense in the hospitality sector. Hotels need to excel in customer services not only to retain existing customers, but also to attract new customers.

To thrive in the ever increasing competition, today hospitality sector needs to aim for process excellence. Mobile messaging solutions can help the hotel industry by establishing a 'connect' with their customers and automating lot of manual processes.

### Scenario: Mini-bar inventory status over SMS



### ValueFirst's Killer Application

- o **Bluetooth service** – a unique Bluetooth-driven service to provide promotional material on customer mobiles.
- o **Loyalty Program on Mobile** – Run a loyalty program on mobile phones without any plastic card.

### Bouquet of mobile messaging services

#### Customer Relationship Management

- Send a welcome message to customer on hotel booking/ check-in.
- Send birthday wishes to people who have been hotel's customer in past.
- 'We remember you' message send to repeat customers.
- Send loyalty points to customers over sms.

#### Operations

- Room-service boy sends SMS to CRM/ERP on the inventory status in mini-bar in the room.
- Customers being send bills over SMS.
- Customers being reminded about check-in /check-out date.
- Customers can be sent cab details for pick-up/drop.

#### Customer Acquisition

- Customers can enquire about the hotel availability over sms.
- Customers can be send information on upcoming discounts/offers.
- Provides SMS-based comparison tool to customers so that they compare the prices with other hotels.

#### Management control

- Management can receive periodic MIS on hotel occupancy.
- Management can query region-wise performance of the hotels.

### How ValueFirst clients have m-powered themselves?

#### Park

- Send (PUSH) customers about the latest relevant offers.
- Send cab details related to pick-up/drop.

#### Olive

- Send promotional/discount offers to the customers.
- Send birthday wishes to customers.

### ValueFirst's USP

24 \* 7 support  
 Least time to market – deployment typically is done in one day  
 The most scalable solution in the industry in terms of architecture  
 Highly configurable products - processes can be configured on-the-fly  
 Redundancy of servers with load balancing, failover mechanism and least cost routing  
 Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown  
 Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators international

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