

# Guest Loyalty Management System

High performance loyalty system with a CRM application Fidelity Guest Loyalty enables you to enhance your property's revenue and performing customer relationship management (CRM) strategies.

## Key advantages of our Loyalty solution:

- strategies for points-based & guest recognition-based programs
- high level of integration and rich interaction of loyalty program database from the PMS
- issuing of personalized loyalty cards
- loyalty system open to connect with other partner programmes, outside the company, enabling interbranch connections, for example managing loyalty cards on a destination basis
- one loyalty card replaces a larger number of cards for different points and loyalty programs
- multi-property loyalty system



Fidelity Guest Loyalty Management System with multi-functional smart cards offers a perfect solution to promote and maintain your customer loyalty. Fidelity's integrated technology enables compatibility with your CRM data along with relevant services that benefit customers and ultimately increase customer retention and conversion rates.

From fully integrated points-based loyalty programs to real-time loyalty and promotion at the point of sale Fidelity Guest Loyalty enables you to create a loyalty program that is as distinctive as your property and designed to appeal specifically to your guest demographic.

## Key features:

- real time member account and account balance info
- easy online enrollment and online guest account (via live web service interfaces) - Fidelity's Guest Loyalty enables guests to enroll online and manage their accounts online, to view past and future reservations and customize their communication preferences, such as email or SMS text
- detailed information capture
- communications and alerts (informing clients on their earned rewards and benefits or card expiry date, etc.)
- variety of maintenance and update options for transactional update needs
- rules-based engine enables flexible points management which allows you to expire and/or reinstate based on program terms or customer service reason
- rules-based engine enables to market different loyalty programs and point calculations such as bonus, double points, origin/destination based, and other partner programs
- usage of different types of cards for adding value to guests at all levels of the program
- managing of club cards, loyalty cards, private label credit cards, destination credit cards
- reports and statistics
- integration and data interfaces
- data mining
- sophisticated database tools to match up guest reservations with the existing profiles

**For more information please feel free to contact us:**

Fidelity Hospitality Solutions from MAiS Inc.

[www.fidelity-mais.com](http://www.fidelity-mais.com) E-mail: [fidelity@mais.si](mailto:fidelity@mais.si) T: +38615002100