

Resources can be shared to streamline operations and maximize revenues.

What Sets our CRM Apart?

- Collect, cleanse, and store strategic data on profiles
- Gather data from all OPERA applications or 3rd-party systems
- Leverage this wealth of data for loyalty programs and sales & marketing
- Rate distribution and reporting is incorporated

Build a Better Database

- Significantly extend sales and customer relationship with a central profile database
- Elevate the common profile to strategic piece of information
- Profile information collected includes production, guest preferences, and stay patterns
- Prevent profile duplication with “Match & Merge” utilities
- Control profile validation by setting specific criteria

Sales Leads & Bookings

- Evolution of lead from initial generation to booking to materialization
- Track responses from multiple properties and sales levels
- Obtain a moving “chain-wide” picture of any given account for true analysis
- Sales Force Automation support for all properties including OPERA PMS only hotels
- Web-based lead receipt, review, and response functionality

Central Distribution

- Configure hotel rates quickly and distribute easily to some or all hotels
- Contracted rates negotiated by the sales team are automatically distributed
- Sophisticated distribution module to push key accounts and contacts to S&C and PMS
- Profile data is share among all entities within the enterprise
- Profile updates automatically passed to all entities that subscribed
- Target specific recipients for controlled profile distribution

Data Warehouse

- Collect data and access it in the format that you need
- Refined searches, reporting, and queries are available through the internet
- “Ad-hoc query” functions available on users’ desktop
- Query results can be imported into the Microsoft Office suite
- Quick and easy report wizards available for streamlined reporting

Experience Seamless Integration

- Manage multiple membership programs
- Match & merge profiles more efficiently
- Track both leads and bookings
- Manage account and contact information
- Review staff activities “at-a-glance”
- Collect transactional stay information and store in a data warehouse
- Data warehouse for data collection and reporting
- Deployment options for integration or seamless interface with OPERA
- Interface with MICROS-Fidelio product suite and 3rd-party systems

Evolution

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