



Hospitality Sector

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
- Information on trip packages/ discounts.
- Check menu/ day special over shortcode.
- Intimate their members of the club about forthcoming events and celebrations
- Food Tips(regarding healthy food habits)
- Message to highlight all cuisine offered by hotel
- Employees shift timings can be communicated through sms
- Messages to staff regarding updates in Hotel industry
- SMS to promote special evening organized by Hotel (Dance party, Ghazal Night etc)
- Instant booking can be done just by sending a sms on over a shortcode

Operations

- Room-service boy sends SMS to CRM/ERP on the inventory status in mini-bar in the room
- Request to service boy for room cleaning
- 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
- A message for confirming online booking
- Management can receive periodic MIS on hotel occupancy.
- Management can query region-wise performance of the hotels.
- Total Sales on daily/weekly/monthly basis can be sent to top management through message

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