

Hotel-to-Guest CRM Solution

i Connect is a Customer Relationship Management (CRM) system for hotels to directly communicate with guests throughout the customer lifecycle. This service is provided through Historic Hotels of America Alliance Partner Digital Alchemy.

i Connect Features

All guest information entered into the hotel Property Management System is accessible, and custom emails can be sent based on hotel-directed parameters. Standard package includes:

- Reservation confirmation
- Pre-stay email to confirm arrival details, promote restaurant specials, spa offers, area entertainment, and more
- Post-stay thank-you email, including optional link to an online comment card
- Customized templates designed for the hotel
- Additional services
- Online comment card providing instant feedback to the hotel and monthly reporting
- Promotional campaigns based on past stay history

i Connect Advantages

- Turnkey solution for hotel to begin CRM
- Multiple points of contact with guest to build ongoing relationships
- Fully customizable templates



i Connect Costs

Services: As low as US\$2.00 per room per month (minimum US\$300.00 per month)

plus implementation fees discounted up to 40% off retail

For More Information

Contact your Historic Hotels of America Regional Director or Revenue Account Manager