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

FOR MORE INFORMATION

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iTools: Essential Ingredients to Build and Track your Business.