HOSPITALITY
WITH
A SYSTEM

protel
hotelsoftware ®

Optional Expansion module
For targeted sales and marketing activities

PROTEL SALES & MARKETING

Product information

PROTEL SALES & MARKETING:
CUSTOMER RELATIONSHIP MANAGEMENT

The secret to success: Customer relationships

You can't market to your customers if you don't know them well. That's why your success depends on targeted sales and marketing activities and comprehensive customer relationship management. protel Sales & Marketing gives you total visibility into what your guests need and want. Improve your bottom line with focused campaign management and attractive customer loyalty programs!

As optional expansion module for the protel Front Office software, protel Sales & Marketing integrates seamlessly with the protel product suite. It doesn't matter whether you use protel SPE, our solution for large individual hotels, or manage hotel chains and groups with protel MPE or protel HQ – protel Sales & Marketing interacts flawlessly with all Front Office features.

You and your employees will have direct access to the information stored in the central database from anywhere in the system, translating into more efficient planning and management of sales and marketing activities. Thanks to automatic analyses, customer groups can be quickly matched with special offer mailings or invitations. This is a perfect way to stay in close touch with your customers!

Do you want to learn about some of the main features and functionalities of protel Sales & Marketing.

OUR PRODUCT HIGHLIGHTS

- ➡ Activity Manager
- ➡ Sales Navigator
- ➡ Mailing Wizard and Mailing Expert
- ➡ Other features

Activity Manager

When it comes to managing appointments, activities and contacts, Activity Manager can remember all the key information so your sales activities will be efficient and effective. It's the daily companion for all your sales staff and is intuitively designed so no detail will ever be overlooked.

The Activity Manager can remember all the key information

PROTEL SALES & MARKETING

FURTHER MAIN FEATURES:

Sales Production

Mailing wizard

User defined fields

Direct access to your favourites such as contacts or reports

OPTIONAL ADD-ONS:

Visiting card scanner

Interface for Microsoft Outlook

Mailing Expert

Sales Navigator

Sales Navigator lists all the actual or projected revenues for your accounts in detail for each period, notifies you of customer contacts and their outcomes, and thus helps your sales staff prepare for the next sales meeting. With its support, you can find and capitalize on new marketing opportunities.

The Sales Navigator lists all the actual or projected revenues for your accounts

Mailing Wizard

The Mailing Wizard, a vital feature of protel Front Office, features additional marketing selection criteria. It guides you through the entire mailing campaign: from selecting a target group to evaluating the results.

Mailing Expert

For even more support and convenience, turn to protel Mailing Expert, an optional module that integrates seamlessly with your Front Office and Sales systems. Mailing Expert is a process-based tool that guides you through the entire mailing campaign: from selecting a target group to evaluating the results. Direct mailing has never been this simple!

With Mailing Expert, you can carry out your mailings right in protel Front Office. Step by step, the software will walk you through the entire process, from selecting your target group to sending off the finished product. Pick your preferred options from a simple, convenient list with ready-to-use building blocks. In only a few clicks, you can adapt it precisely to your planned marketing campaign. Once the mailings have been sent, you can automatically place an entry in the guest profile text histories of all the contacted guests.

Other features

➡ Use extensive codes and detailed marketing information to classify your guests more precisely and carefully define the target group for a campaign

➡ Assign customers to specific sales representatives, who are then responsible for all activities and revenue targets

➡ Start detailed analyses of your customers' revenues and your sales representatives' activities with a click of your mouse – an ideal tool for controlling sales promotions

➡ Easily exchange contact data and appointments with Microsoft Outlook over an integrated interface, and transfer e-mails from Outlook to the guest profile text history

FURTHER EXPANSION MODULES:

protel banquet

protel Banquet helps you perfectly plan and host receptions, banquets and events of all kinds and sizes. With protel Banquet, you can keep track of your long-term occupancy levels and generate schedules and room plans quickly and effortlessly. And this also applies to the whole hotel chain.

protel WBE 3.0

With the protel Web Booking Engine (WBE), protel's online reservation system, you can put the power and convenience of online booking at your guests' fingertips. The Web Booking Engine retrieves pricing and availability information directly from the live protel system installed at your hotel (SPE, HQ or MPE). From no-obligation inquiries to firm reservations, your guests will always see the latest information.

PROTEL PRODUCT LINES:

protel SPE (Single Property Edition)

The protel Single Property Edition is our exclusive hotel management software for mid-market operators and large individual hotels. Check in, serve and check out your guests with the greatest of ease: protel SPE provides effortless processes and fast, reliable access to all crucial information.

protel MPE (Multi Property Edition)
protel HQ (Headquarter)

Both software products optimize the managing of information for hotel chains and hotel groups. It's an economically convincing and proven package solution for managing multiple hotels from a central database.

protel smart

For the reservation software protel smart we've tailored our internationally proven premium software solution to the needs of small and mid-market hospitality providers. It's an attractive package with great pricing, ease of use and functionality. It enables you to benefit from many proven features of protel SPE.

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