



Guest CRM + Upsell Tech



Quick Facts

- An **Upsell automation and E-concierge** technology solution, Providing **modular Guest CRM** software, Helping hospitality assets **earn incremental revenue** while enhancing **customer experience** via cutting-edge guest messaging
- Trusted by **1250+ Clients in 20 countries** and **50+ direct integration Technology Partners** worldwide
- **Headquartered in UK for 11 years**, with branch offices in 7 countries
- Our core products are;
 - a. **Guest CRM + Upsell Tech**
 - b. Loyalty Program + Mobile App
 - c. Booking Engine + Website + Digital Marketing
- **Metrics that matter**
 - a. 11% average growth in guest share of wallet
 - b. 90% of upsell booked pre-arrival on Whatsapp
 - c. 18% increase in google/Tripadvisor reviews
 - d. 93% Whatsapp open rate with automatic language detection
 - e. 55% email open rate
 - f. 3% cancellation reduction

Brands working with us

1250+
Clients



Tech Integrations

100+
Vendors



ORACLE[®]
HOSPITALITY

IDS **NET**
Stay Ahead

 **WINHMS**
Hospitality Management Software

PROLOGIC**FIRST**
Smart Hospitality Solutions

 SiteMinder

STAAH 

eRevMax
The Gold Standard of Connectivity

infor


HOTELOGIX
smart hoteliering


hapi

HyperGuest

TRAVELGATE 
Network. Innovation. Partnership.

Automated Guest Journeys

PRE-ARRIVAL CAMPAIGNS

Planning stage - Upselling



Weather and Travel Info



Personalised Confirmation



Preference Form (Upsell form)



Special Requests



Scheduling Activities and
Events

IN-STAY CAMPAIGNS

Experience stage - Engagement



Welcome Survey



Activity & Events Reminder



Food & Beverage offers



Social Media Interaction,
Merchandising, last
minute deals,
pass upgrades

POST-STAY CAMPAIGNS

Nurture Stage - Re engagement



Need Period Campaigns



Target Driven Analytics



Guest Satisfaction Survey



Anniversary, Birthday, Special events

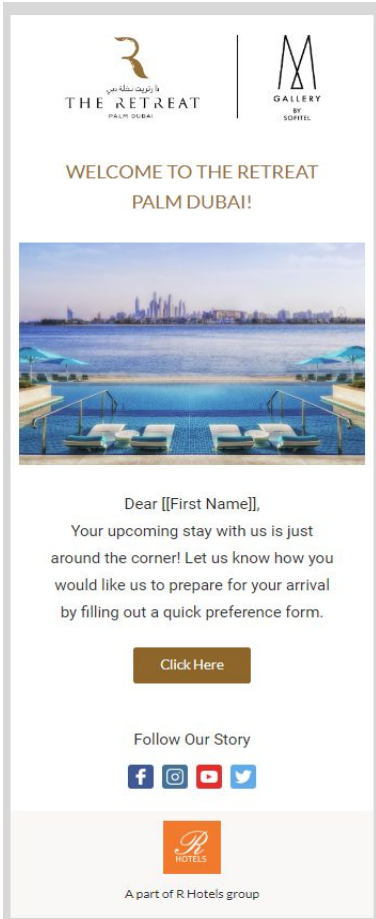


Booking Offer



Loyalty Program Invitation

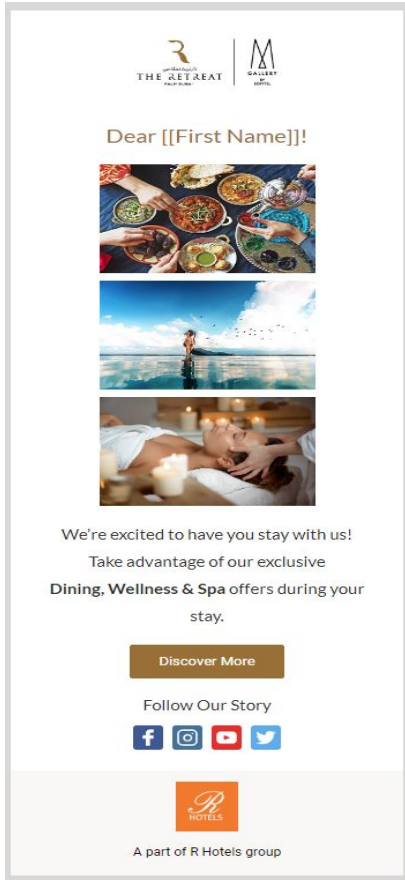
Pre-Stay | Engagement via Email and WhatsApp



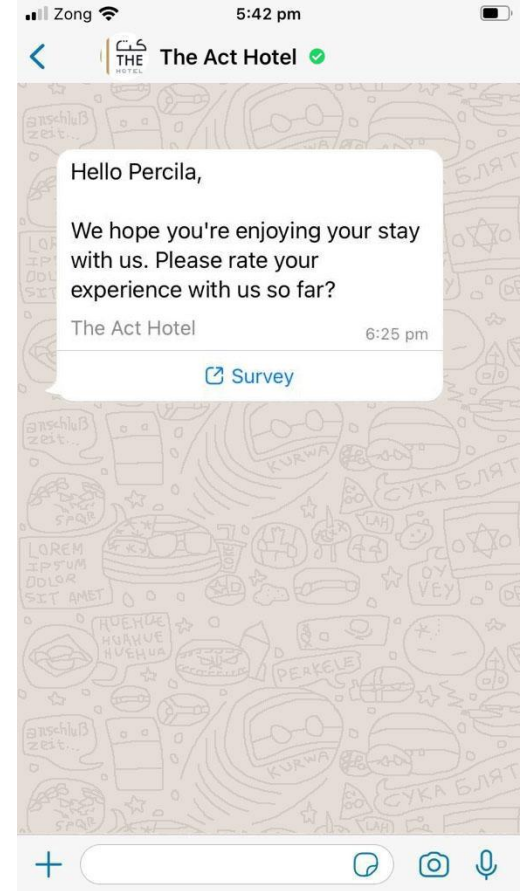
- Objectives:**
- Rich reservation confirmation
 - Incremental upsell revenue
 - Cross sell opportunity
 - Room upgrades
 - Preferences
 - Email recovery
 - Social media engagement
 - Digital check in



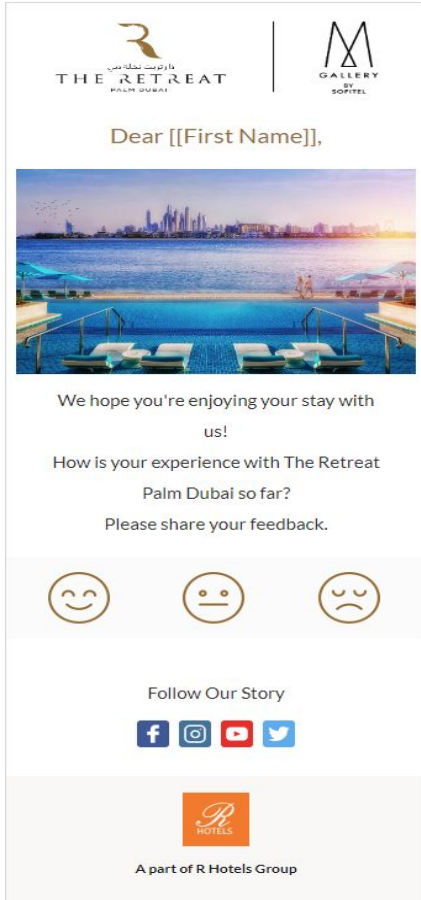
In-Stay | Engagement via Email and WhatsApp



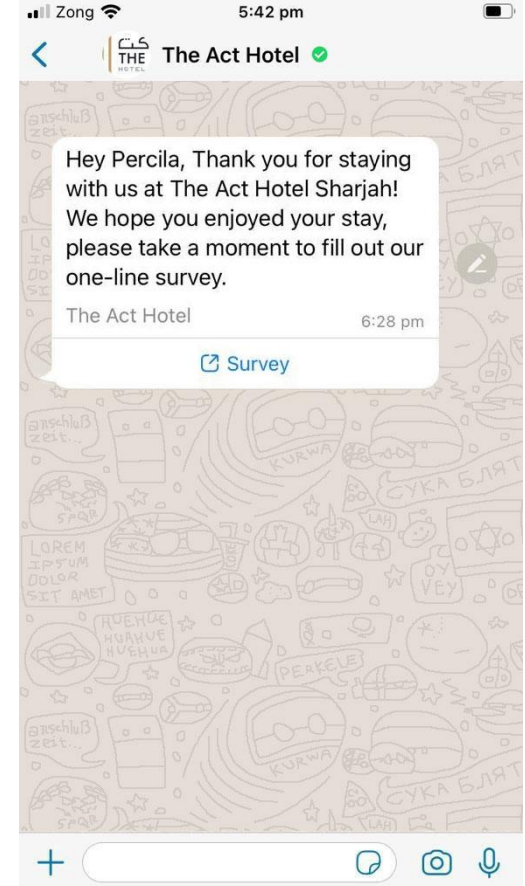
Objectives:
Check-in quality survey
E concierge
F&B / In room dining offers
Spa offers
Events calendar
Extra amenities offer
Laundry offer
Loyalty sign up



Post-Stay Guest Journey via Email and WhatsApp



Objectives:
Post Check-out Survey
Increase direct repeat bookings
Post check-out offers
Anniversaries / birthdays/ occasions



Email Vs WhatsApp Case Study

(100 bedroom, 5 star asset, Q4 2022)

Emails

Pre-Arrival

Sent	Open Rate	Click Rate
12216	50%	85%

In-Stay

Sent	Open Rate	Click Rate
12817	62%	84%

Post-stay

Sent	Open Rate	Click Rate
12843	61%	70%

WhatsApp

Pre-Arrival

Sent	Open Rate	Click Rate
21116	95%	72%

In-Stay

Sent	Open Rate	Click Rate
23215	96%	78%

Post-stay

Sent	Open Rate	Click Rate
23916	90%	75%

Upsell Case Study

(200 bedroom, 4 star asset, excl. room Upgrades)

Pre-Stay

In-Stay

In-Stay-Service

Post-Stay

01 Sep 2021 - 30 Sep 2022

Submit

Email Stats

Date range from 01 Sep 2021 - 30 Sep 2022



UPSELL REVENUE
AED 31765.00

SENT
40,197

OPENED
37.98%
15,267 opened

DELIVERED RATE
72.08%
38,311 delivered

HARD BOUNCE RATE
27.92%
11,223 bounce rate

WhatsApp Stats

Date range from 01 Sep 2021 - 30 Sep 2022



UPSELL REVENUE
AED 274860.00

SENT
19,507

OPENED
84.65%
16,512 opened

DELIVERED RATE
100.00%
19,507 delivered

HARD BOUNCE RATE
0.00%
0 bounce rate

BACKUP SLIDES

List of Features

- ❖ Digital Check-in
- ❖ Confirmation Email
- ❖ Pre Arrival Email
- ❖ Preference Collection
- ❖ OCR and Document Scan
- ❖ E-Signature
- ❖ Digital Payments
- ❖ Health Declaration
- ❖ Room Selection
- ❖ Check-in with QR Code
- ❖ Room change request
- ❖ Guest Web App
- ❖ Guest Request Management
- ❖ Ticketing and Collaboration
- ❖ Upsell and Cross-Sell
- ❖ Personalized offers
- ❖ Revenue Reporting
- ❖ SMS, WhatsApp, Email Communication.
- ❖ PMS Integration
- ❖ Unlimited User Access
- ❖ Self Check-out
- ❖ Express Checkout with CC on File
- ❖ Full Suite Guest CRM
- ❖ Guest Profile
- ❖ Email & SMS Marketing
- ❖ WhatsApp Business Integration
- ❖ Feedback Collection
- ❖ TripAdvisor/Google Review collection
- ❖ Email Template Builder

7X ROI Versus Email



WhatsApp

68% of WhatsApp users think it is the easiest way to connect to businesses.

Say more with less

Enrich communication with images, videos, files, location sharing, contacts, web links, audio files and buttons to keep customers engaged.

10x Reach, Avoid Spam, bypass OTA email encryption

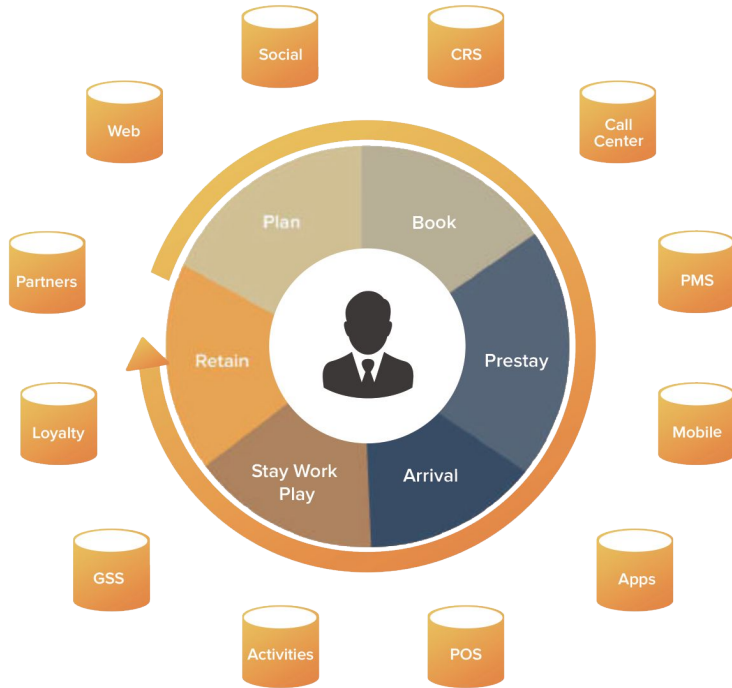
OTA's encrypts the email address making it difficult to send your message to the guest. Reach 10x more compared to traditional emails only marketing.

Right Language, Everytime.

Avoid guess work when sending messages to your guests. WhatsApp detects the language of the phone installation and sends the message in the right language.

over 2.2 billion users worldwide.

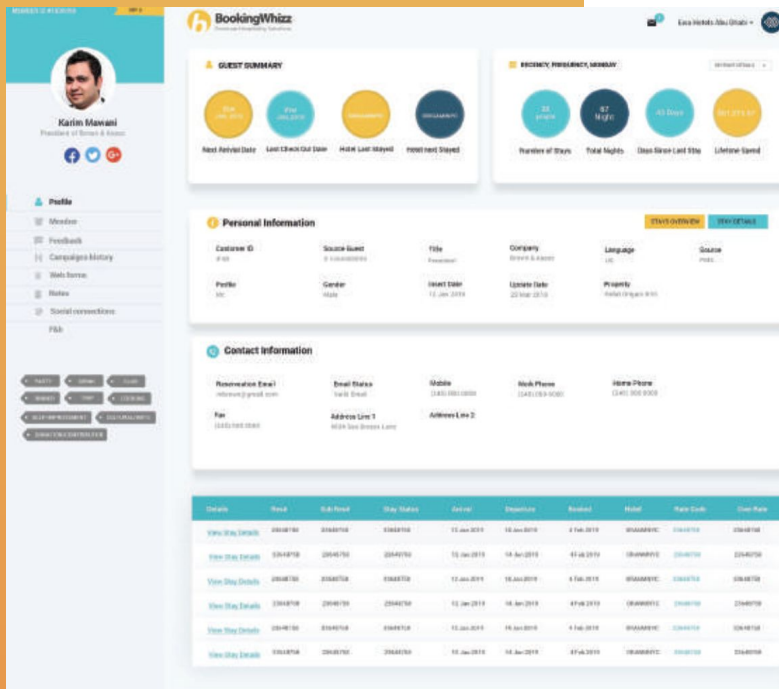
CRM - Data Dump



Guest Life Cycle

Get Clients Retention as you never experienced before,
By harnessing the data collected from all guest touch
points through our profile Management!

Unique profile



Enhanced Guest Profiles

- ❖ Business intelligence that matters
- ❖ All the key metrics at one place
- ❖ Aggregate guest value
- ❖ Centralised streamlined guest marketing & comms
- ❖ Enhance guest experience by understanding their preferences and personalisation of their stay
- ❖ Targeted data for campaigns

Cross Sell EXPERIENCES not just rooms!

Connect your CRM to Viator and Pull all the nearby attractions to upsell to clients and increase revenue.



Harry Potter Tour of Warner Bros. Studio with Transport from London

★★★★☆ 1486

Immerse yourself in the spellbinding world of Harry Potter™ on this trip to the Warner Bros. Studio Tour London. Travel to the fabled Harry Potter studios by air-conditioned coach from central LC...[More](#)

- 🕒 7 hours
- 🗨️ English
- ✓ Free Cancellation

from
£89.00



The London Dinner Cruise on the Thames River

★★★★☆ 459

Enjoy a memorable evening of food, wine, and entertainment on this showboat dinner cruise on the Thames River in London. Feast on a 4-course dinner aboard your sightseeing boat as you sc...[More](#)

🕒 3 hours

from
£74.00

LOYALTY PROGRAM



Create your own Loyalty System

Points

Create earn and Burn Rules.

Tiers

Create Dynamic Rules.

Rewards

Build the reward Catalogue.

Loyalty CRM

Profile your customers.

Referrals

Acquire new customer faster.

Digital Wallet

Mix payment and Loyalty together.

Coupons

Trigger repeat bookings.



LOYALTY PROGRAM



Business Marketing Strategies

A key benefit from the operation of a loyalty program is realization of increased customer engagement and retention. To maximize this benefit, your marketing strategies should comprise a diverse selection of incentive promotions. BookingWhizz comes complete with a full arsenal of incentive promotions for businesses, waiting and ready to go to work for you. With a library this vast, succeeding at this crucial goal is effortless! Below are just a few of the many promotion strategies at your disposal.

- ◆ WELCOME PROMOTION
- ◆ REWARDS PROGRAM
- ◆ BOUNCEBACK CASH STRATEGY
- ◆ MYSTERY GAMIFICATION
- ◆ BIRTHDAY | ANNIVERSARY PROMOTIONS
- ◆ CUSTOMER APPRECIATION PROMOTION
- ◆ MISS YOU PROMOTION
- ◆ REFERRAL PROMOTION
- ◆ RAFFLE PROMOTION
- ◆ SURVEY PROMOTIONS
- ◆ COUPON PROMOTION
- ◆ FUNDRAISER STRATEGIES
- ◆ CUSTOM MARKETING STRATEGIES
- ◆ GIFT CARD MANAGEMENT
- ◆ PACKAGED SALES
- ◆ SOCIAL MEDIA
- ◆ TEXT-4-POINTS PROMOTION



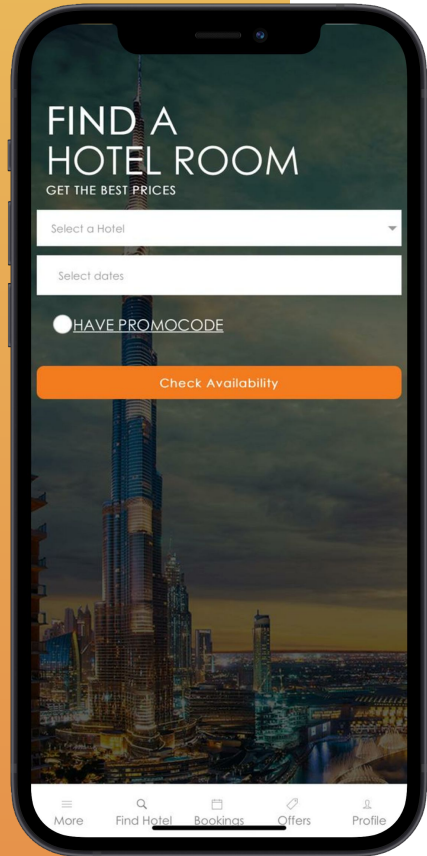
Mobile App



Customised Mobile App

- ❖ In-app booking
- ❖ Hotel Profile and Room Types
- ❖ Room Description & Amenities
- ❖ Loyalty System
- ❖ Loyalty Card
- ❖ Exclusive Discounts & Deals
- ❖ Booking History

In-App Booking



In-App Booking

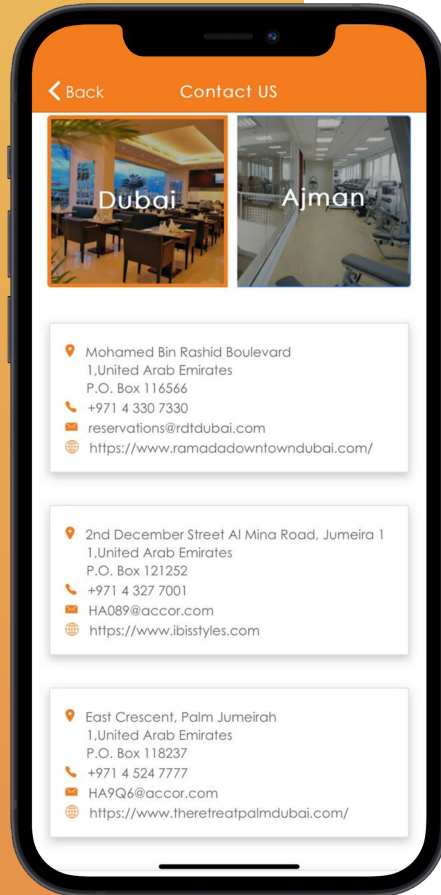
Pick from multiple properties

Enter your desired dates to check availability

Select multiple or a single room and fill out a 2-step form to complete the booking.

Even if new guests use more general services such as Booking to find and book your hotel, loyal guests that know and appreciate your application would rather book directly through it.

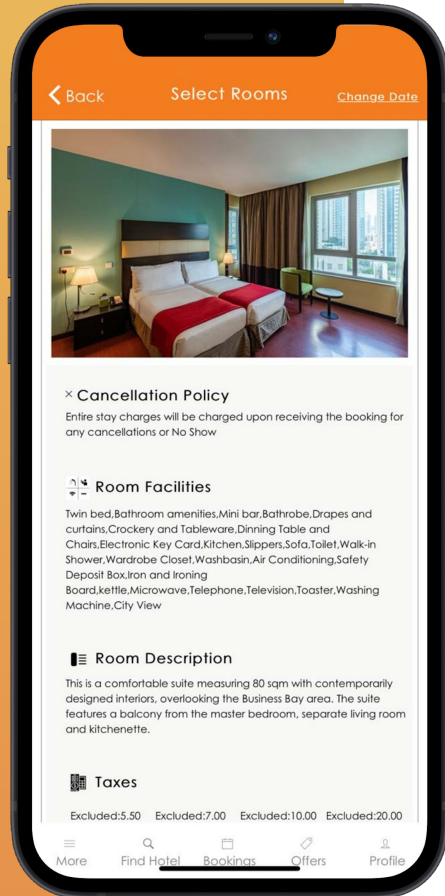
Hotel Contacts



Hotel Contacts

Having your hotel's main contacts – phone numbers, e-mail addresses – readily available in your app is a must, given that this is information your guests need immediate access to. A section dedicated exclusively to directly contacting the hotel's front desk, with no delays or hindrances, to ask questions or request services will make your clients more satisfied and, even more importantly, aware that you are always available for anything they need.

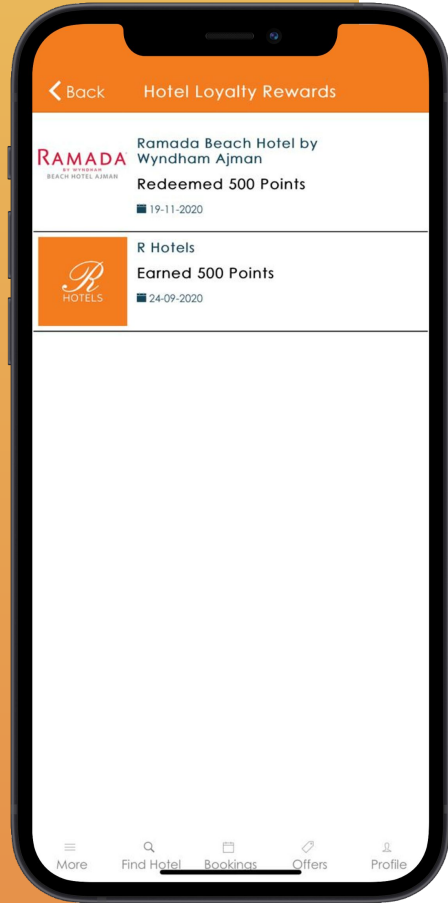
Room Description & Amenities



Room Description & Amenities

*Room information is extremely important for potential guests, which is why your app should present layouts and **high-quality content (photos and copy)** to showcase and highlight your rooms' quality. Only include relevant information so that interested parties can make an informed decision and afterwards be satisfied with the transparency and objectivity of your service.*

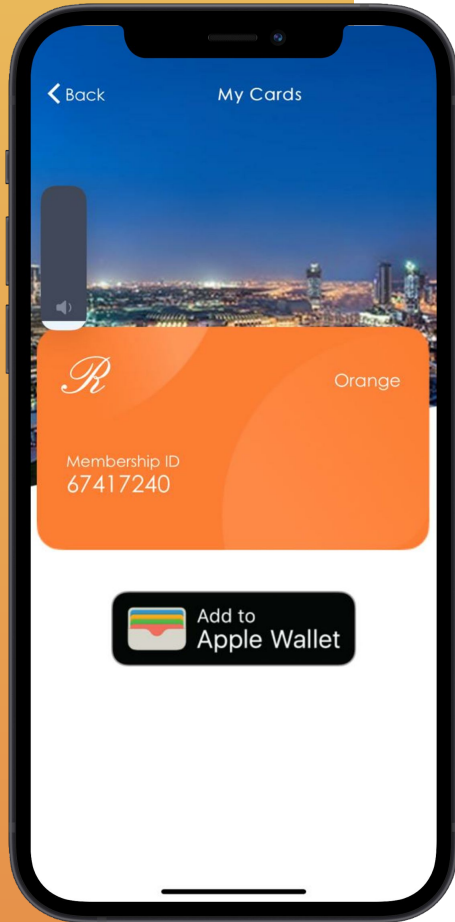
Loyalty System



Loyalty System

If you have a loyalty program in your hotel – and if you don't, we recommend you consider it, as it is an excellent way to keep your guests coming back –, your app should include it, letting users accrue points in a simple way and making the whole process much more intuitive and therefore even more satisfying

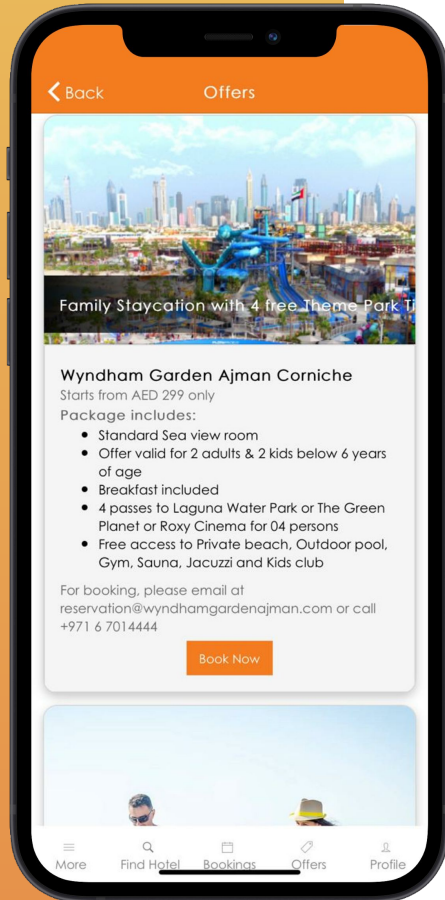
Loyalty Card



Loyalty Card

Introduce a electronic loyalty card for a more personalised experience to the guest, this can be added to their phone wallets and scanned at the POS in order to redeem their loyalty points.

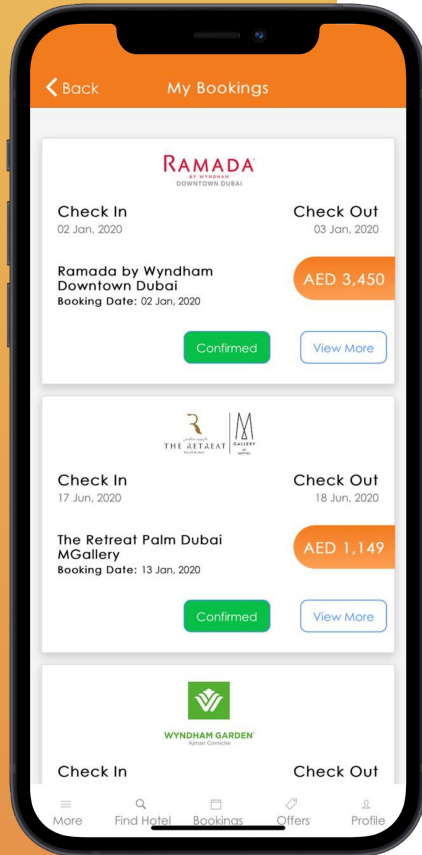
Exclusive Discounts & Offers



Exclusive Discounts & Offers

Present exclusive rates through the app to reward users that choose to use your service. If you have partnerships with restaurants, museums or other tourist attractions, you can also present promotional codes or exclusive discounts for your guests through the application, benefiting both your partner – for whom you attracted new clients – as well as your own guests.

Booking History



Booking History

Enable the guest to view their history of reservations at your hotel or any of the hotel that is part of your group, the guest can also add their booking confirmation to their wallets.

Build the Ultimate Booking Machine

Why not turn “I’m just looking” into “I’ve just booked”?

- ❖ Flexible and easily adaptable Booking Engine
- ❖ Create customized packages, addons and upsells
- ❖ Fully compatible on Desktop, Tablet and Mobile
- ❖ Designed to Convert and Close
- ❖ You control the pricing, inventory, availability, restrictions, all from a single point..



Booking Boosters

Secret Offers

Device-Based Pricing

Location-Based Marketing

Floating Tabs

The screenshot displays the website for The Dragon Hotel, located at 39 The Kingsway, Swansea SA1 5LS, with a phone number of +44 1792 657100 and an email address of enquires@dragon-hotel.co.uk. The navigation menu includes HOME, DINING, HEALTH AND FITNESS, GOLF, WEDDINGS, MEETINGS, EVENTS, PARTNER HOTELS, ACCOMMODATION (Rooms & Amenities), SPECIAL OFFER (Hotels Deals), MEDIA GALLERY (Photos), ACTIVITIES AND ATTRACTIONS (Things To Do in Swansea), and CONTACT US (Stay In Touch). A 'Registered users Only' pop-up is overlaid on the page, featuring a 'SECRET DEALS FOR MEMBER ONLY' banner. It lists three options: 'Bed & Breakfast' (Max Guests: 2, Highlights: Free Cancellation, Price for 1 night: GBP 161.00, SELECT ROOM: 0, Only 4 room(s) left) and 'Standard' (Max Guests: 2, Highlights: Free Cancellation, Price for 1 night: GBP 169.00, SELECT ROOM: 0, Only 4 room(s) left). Below the pop-up, there are icons for 'Access to Healthclub', 'Free Wifi', and 'Free calls/data'. At the bottom of the pop-up, there are buttons for 'WITH US' and 'GUEST REVIEWS'.

Flash Sale Deals

Live Chat Support

Free Gift for Signing Up

Exit Pop-up Message

Google Hotel Ads Service

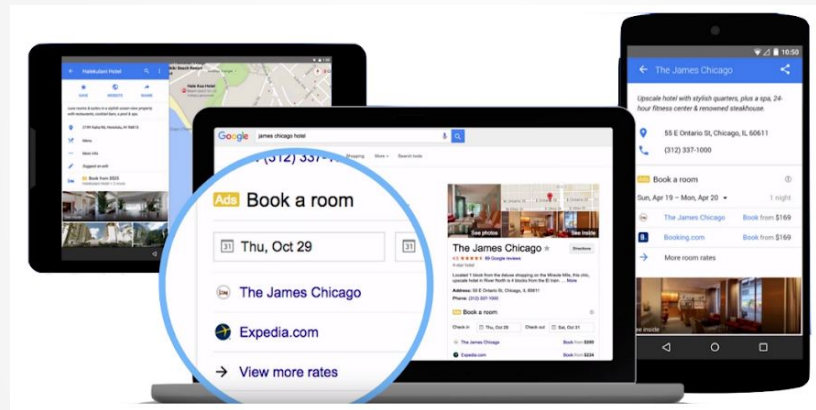
GHA's is a real-time pricing system which shows hotels on Google.com, Google+, Google Maps, across all devices.

With Google Hotel Price Ads (GHPA), you can have your hotel placed in the eyes of the millions of prospective travellers that use Google to make their hotel bookings.

You will display your available rates through our authorized GHA partnership and Google will now be increasing your hotel's bookings directly.

How do Google Hotel Ads work?

- ❖ Commission based module
- ❖ No subscriptions
- ❖ No sign-ups fees
- ❖ No CPC (cost-per-click) charges
- ❖ Integrate Google Hotel Ads and get reservations delivered to you
- ❖ Monthly commission payable to Google
- ❖ Cancelled bookings and no-shows are not billed





GDPR:

Is Bookingwhizz CRM compliant with the General Data Protection Regulation (GDPR)?

Yes, we are. Once you sign up with Bookingwhizz we will send you our GDPR agreement that contains detailed information on which data we use, how we store & protect the data and for what purpose we use the data.

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