

# GUEST MARKETING SOLUTIONS

— BY RMS THE HOSPITALITY CLOUD



## Enhance Guest Engagement

All guests are unique and in order to succeed in the increasingly customer-centric world, property owners need to customise guest experiences to meet a variety of needs and desires.

Increased guest interaction can yield real and material benefits through an improved customer experience and ongoing loyalty to your brand!



## TARGETED COMMUNICATION

Creating an enhanced guest experience involves taking a more personal approach. RMS' Guest Marketing functionality provides the tools to communicate directly one-on-one with guests in a meaningful and powerful manner.

## TRIGGERED CORRESPONDENCE

The personal way to keep in touch with your guests with very little effort  
You set the rules  
Appropriate for individuals, select groups or all your guests.

## ELECTRONIC MAIL

Design targeted and engaging email correspondence  
Make a lasting impression  
Preformatted templates available to add a professional touch

## SMS MESSAGING

Timely, targeted and a terrific way of engaging your guests  
Effective manner of communication  
Quick, inexpensive and with more certainty the message is read