



ORACLE

Oracle Hospitality Nor1 eStandby Upgrade

Oracle Hospitality Nor1 eStandby Upgrade is a cloud-based application that helps hotels better engage their guests, increase efficiency, drive revenue and improve guest satisfaction by offering relevant, appealing upsell opportunities directly on the booking engine or guest emails. Based on applied artificial intelligence, eStandby Upgrade presents personalized upsell offers to guests to make their stays unforgettable.

IMPROVE OPERATIONS

Automation drives efficiency and improves overall hotel operations. Using machine learning, optimization and business rules, Oracle Hospitality Nor1 eStandby Upgrade automates upsell offer pricing, selection and presentation to your guests, eliminating

**GENERATE INCREMENTAL REVENUE
AND BOOST GUEST SATISFACTION**

KEY FEATURES

- No-cost integration to all booking engines and email providers
- No-cost integration to OPERA PMS
- Works seamlessly with eXpress Upgrade and CheckIn Merchandising
- Easy-to-use administrative portal

manual processes and freeing up staff and management to focus on delivering a more engaging customer experience.

A no-cost integration with Oracle Hospitality's OPERA Property Management System means that your available premium room inventory will always be current. Robust business rules enable automated confirmation of guest offer requests based on available inventory, and flexible configuration means you can manually award limited or non-inventory items.

DRIVE NEW REVENUE OPPORTUNITIES

Applying artificial intelligence to upsell offers means each offer is priced based on highest probability of conversion – that's more revenue for your hotel. The intelligence also helps identify opportunities for incremental revenue that would not be available otherwise. With this data, you are able to capture demand for your premium inventory, products, and services.

And the no-cost integrations to Oracle Hospitality's OPERA Property Management System, as well as your booking engine and email provider saves you additional costs.

ENHANCE GUEST ENGAGEMENT

The ability to automatically present guests with relevant and personalized offers gives you a real advantage – it helps create relationships. It says to a guest, this hotel knows what I like.

Presenting the right offer to the right guest – at the right time is another advantage of Oracle Hospitality Nor1 eStandby Upgrade. By presenting offers on the booking engine and on emails during pre-arrival, guests can immediately and proactively create the hotel experience they desire.

Exceeding guest expectations and creating unforgettable experiences will not only generate guest satisfaction, but also establish loyalty that will keep your guests coming back.



KEY BENEFITS

- Monetizes premium rooms, attributes, and non-room products and services
- Boosts guest satisfaction and loyalty

CONNECT WITH US

For more information about Oracle Hospitality Nor1 eStandby Upgrade and its related products, visit oracle.com/hospitality or call +1.800.ORACLE1 to speak to an Oracle representative.

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