



ORACLE

OPERA Cloud Loyalty

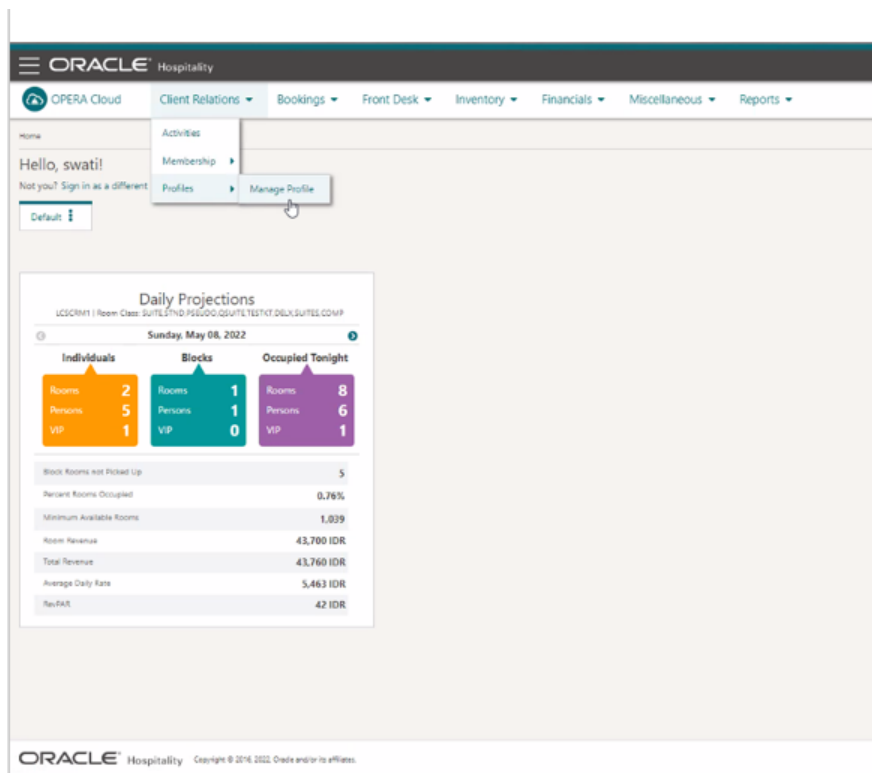
Oracle Hospitality OPERA Cloud Loyalty enables hotels to deliver an exceptional guest experience and maximize customer loyalty by centrally gathering and managing guest data. Profile management capabilities ensure one true source of guest data, minimizing duplicate records and ensuring that guest preferences are recorded and shared across multiple properties. With OPERA Cloud Loyalty, you can also create flexible loyalty programs that maximize repeat business by offering rewards to your most valued guests.

KEY FEATURES

- Centralized guest database shared by multiple properties
- Support for the creation of flexible, tailored programs
- Guest activity data gathered at property is stored centrally
- Corporate and travel agent data management and reporting
- Profile duplication based on thresholds and rating system
- International salutation management for accurate local presentation

Grow business by understanding your customers

A centralized, accurate database of guest information can be a valuable strategic tool to help you develop your business. With a guest database, you can understand customer buying patterns and build profiles to help you define packages and services that appeal to your key audiences. When a guest visits one of your hotels, information about the stay is sent to the central database, including length of stay, expenditure in restaurants and bars, and guest preferences. This can then be used to help deliver a personalized guest experience whenever that customer returns to one of your hotels.



KEY BENEFITS

- Offer a personalized service to guests by sharing preferences across multiple properties
- Increase repeat business with effective loyalty programs
- Manage accurate account and contact information for international customers

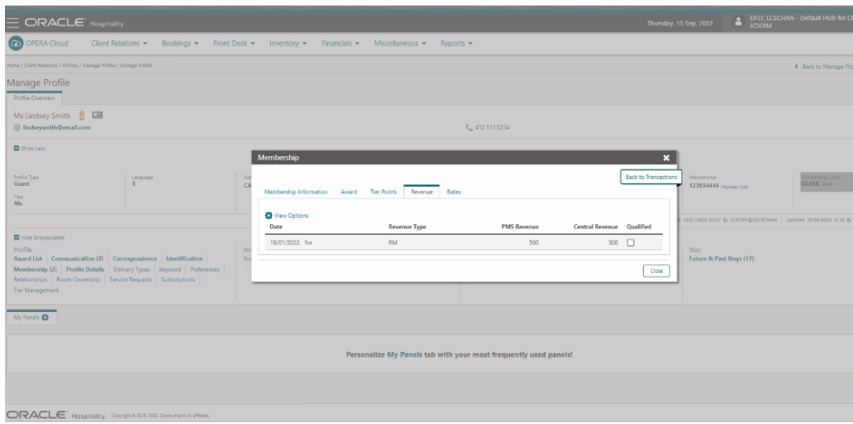
Searching guest profiles

Personalize the guest experience

Hotels with properties in different countries can ensure a customer is addressed according to local conventions, without requiring multiple customer profiles to be created. One single customer record can be translated into multiple languages, allowing the use of accents or umlauts to ensure the guest names are presented correctly. High-value guests can be particularly sensitive to being addressed inaccurately, so it is essential to get it right every time.

Measure corporate customer and travel agent activity

OPERA Cloud Loyalty enables you to track the value of corporate customers and travel agents by giving you accurate reports on guest activity and revenues generated from each company. This allows you to identify your most valuable relationships and negotiate appropriate rates.



A SINGLE, INTEGRATED DATABASE ON NEXT-GENERATION CLOUD

OPERA Cloud Loyalty is part of the OPERA Cloud Platform and is available as an add-on to the OPERA Cloud Foundation subscription, leveraging next-generation cloud features – mobility and an intuitive user interface

See revenue by guest

Maintain accurate guest information

If you want to offer a personalized service to your guests, you have to ensure that the customer information you hold is accurate. The biggest risk to this is duplicate guest records. For example, if Juliet Graham is a regular customer at one of your hotels but her name is recorded as *Juliet Grahame* at another property, none of her preferences can be recognized and her experience may be negatively impacted. Advanced match-and-merge functionality within OPERA Cloud Loyalty helps to prevent this. It gives you the flexibility to set rules that suit your operation. You can choose to manually check every potential duplicate record, or you can decide to automatically merge some records and check others.

Build a foundation for marketing


The information that you hold in your central guest database provides a highly valuable foundation for your marketing activity. OPERA Cloud Loyalty enables you to create lists of customers who have spent more than \$100 US on food while staying at your hotels or who have used the leisure facilities. These highly useful marketing lists can be used to run campaigns to increase future bookings and revenues.

Create loyalty programs that work for your guests

Creating a successful loyalty program in the hospitality industry requires specialized expertise, and OPERA Cloud Loyalty offers the flexibility that you need. Hotels are becoming more imaginative in how they design loyalty programs that work for their target markets. A traditional points-based loyalty scheme might not be effective, because today's hotel guests prefer rewards that offer real, tangible value. From a simple loyalty scheme offering free Wi-Fi to a multi-layered program offering guaranteed availability or a complimentary hot air balloon ride, OPERA Cloud Loyalty lets you develop the loyalty program that works for your business.

Connect with us

For more information about OPERA Cloud Customer Loyalty Tracking and its related products, visit oracle.com/hospitality or call +1.800.ORACLE1 to speak to an Oracle representative.

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