

Drive Revenue, Engage Guests, Improve Operations

with Nor1 Hotel Upsell Solutions

Today's hospitality environment is filled with opportunity for hoteliers but also with numerous challenges, from changing guest expectations to staffing difficulties. To be successful, hotels need to focus on running operations efficiently and maximizing revenue, all the while keeping the guest experience at the forefront. How can hotels generate incremental revenue without adding staff and make sure they don't leave inventory undersold or unused all while increasing guest satisfaction? By effectively offering thoughtful, tailored opportunities for guests to customize their hotel experience.

Oracle Hospitality Nor1 hotel upsell solutions let hoteliers do exactly this by fully automating demand generation, demand capture, and demand fulfillment, giving your hotel the opportunity to maximize guest revenue by offering relevant and appealing upsell opportunities throughout the guest journey. From booking to check-in, from room upgrades to food and beverage add-ons to spa services, engaging with guests and providing customized offers lets your hotel provide the perfect guest stay, and one that is highly profitable for you.

The Nor1 suite of solutions – including eStandby Upgrade, eXpress Upgrade, and CheckIn Merchandising – are cloud-based applications that leverage machine learning, enabling hoteliers to generate highly personalized offers with the greatest odds of acceptance, present them at multiple points in the guest engagement cycle, and empower front-desk staff to confidently recommend relevant options at check-in.

Booking and Pre-arrival: Nor1 eStandby Upgrade

Use eStandby to engage with guests at the time of booking on any digital marketing channel to present confirmed or unconfirmed upsell offers.

Integrating seamlessly with brand and off-the-shelf booking engines and email providers using a free and open API, eStandby allows you to incorporate its dynamic call-to-action into your existing design scheme for consistent digital look and feel. Presenting offers to guests on the booking engine, via email, on apps or mobile web lets them make upgrade decisions whenever is most convenient for them. For hotels, eStandby includes the flexibility to respond to guest requests via the Nor1 portal, or to completely automate the process with no-cost integration to Oracle Hospitality OPERA Property Management.



"Nor1's use of artificial intelligence in revenue strategy creates more, not fewer, opportunities to engage guests in a meaningful way. Hotel staff are freed from mundane tasks so they have more time to focus on the guest, and management have more time to focus on revenue."

Jason Bryant

Vice President, Nor1 Go-to-Market, Oracle Hospitality

In addition to brand confirmation and pre-stay emails, hotels can opt to send a dedicated offer email to customers in the days prior to arrival, capitalizing on guests' focus on their upcoming travel. Using Nor1's expertly crafted, customizable, and easy to use templates, these emails have excellent open and click-through rates.

Close to Arrival: Nor1 eXpress Upgrade

eXpress enables hotels to present confirmed upsell offers to guests via email just before arrival, allowing hotels to monetize remaining premium inventory, preventing oversold base room types and subsequent free upgrades.

A highly relevant prearrival communication, eXpress generates higher than average email open and click through rates, and more than 50% of guests commit to upgrades. Because eXpress is integrated with OPERA PMS, offers presented to the guest are based on real-time room availability, and when the guest accepts the offer, OPERA PMS will be automatically updated with no interaction by hotel staff.

Front desk: Nor1 CheckIn Merchandising

At check-in, CheckIn Merchandising inspires front-desk agents to elevate the guest experience, creating compelling upsell offers, based on real-time availability, for room and non-room inventory for every hotel guest, regardless of booking channel or availability of contact data. Agents can view dynamically priced offers in real-time, with concise descriptions of room attributes, products, or services – including pricing – with just one click.

Staff are able to indicate guest acceptance with just one more click, eliminating paper lists and spreadsheets, looking up availability, or seeking management approval. Now your staff have the tools they need to create a meaningful guest experience at the front desk while maximizing revenue and delighting guests without adding time to the check-in process.

Powered by Artificial Intelligence

The fundamental needs for any hotel are to generate revenue and ensure guests enjoy an exceptional stay. That requires a reservation process which is swift yet comprehensive. Users are provided with a simple-to-follow booking flow, providing rate and inventory details, with flexible options to allow customers to shop for the best rate and price. Information is clearly displayed, showing policies, rate, and room type information – and flexibility is provided to offer multi-rate and multi-room type bookings. Guest details can be recorded in as much detail as required by the property through a customizable workflow. Requests, payments, and statistical tracking also can be added.

Nor1 Upsell Solutions:

- eStandby Upgrade
- eXpress Upgrade
- CheckIn Merchandising

The Nor1 portal

More than just a dashboard, the Nor1 Portal is the heart of a hotel's guest engagement strategy. Manage offer content, business rules and pricing, view all confirmed upgrades, and action any pending requests all in one intuitive user experience. All Nor1 products are available in the portal with a single sign-on, streamlining operations, and providing visibility to data and trends.

Get Set for Success

Because all Nor1 solutions offer performance-based pricing, Nor1 is a partner in the hotel's success. When you're successful, we're successful. Dedicated and experienced staff provide revenue management strategy support to monetize not only room upgrades but also room attributes like high floors or views, early check-in and late checkout, and non-room inventory like food and beverage, spa, or parking.

Training lies at the core of the offering, and all support is included, no matter the size of the hotel or brand. Access to free and online training means new staff can be trained and generating revenue in one shift, and refresher videos are always available.

On-line visibility into performance data, including revenue, offer performance, and agent performance are available on-demand. Hotel leadership can view results of revenue strategy, and make changes based on seasonality, staffing levels, and gaps in hotel knowledge. No more waiting for monthly reports or QBR sessions.

Robust integration to booking engines, email providers, and OPERA PMS fully automates demand generation, demand capture, and demand fulfilment, freeing up staff to focus on the guest, not the systems. And all integrations are provided at no cost to the hotel or the provider.

The combination of full automation, powerful artificial intelligence, robust support, and no-cost integration results in a guest engagement solution that will drive revenue and streamline operations with a positive impact on guest satisfaction as well as your hotel's bottom line.


For more information about how Nor1 can help you, please contact us at oraclehosp_ww@oracle.com.

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Oracle Hospitality brings more than 40 years of experience in providing technology solutions to independent hoteliers, global and regional chains, gaming, and cruise lines. Our hardware, software, and services enable customers to act on rich data insights that deliver personalized guest experiences, maximize profitability, and encourage loyalty.