

Glowing

Customer Engagement Cloud Integration with Oracle Hospitality OPERA 5.6

Glowing specializes in AI-enhanced, omnichannel guest messaging solutions. It provides some of the world's leading hospitality brands with an intelligent, unified platform to overcome the complexity of in-the-moment messaging and enhance guest experience—helping them win guest satisfaction and loyalty. Glowing enables hotels to leverage technology, data, bidirectional language translations, two-way messaging, and broadcast capabilities to create meaningful guest experiences.

COMPANY OVERVIEW

Founded in 2016, Glowing's mission is to create meaningful relationships and experiences. Its suite of enterprise-class, omnichannel messaging solutions—Glowing Customer Engagement Cloud—empowers brands to communicate, interact, and develop enriching and meaningful connections. Its unique integration capabilities, automation suite, and smart routing bridge enable hotels to extend personalized, digital experiences to their guests while limiting exposure to shared physical assets such as phones and menus.

A multicultural team of technology, data, engagement, and communication experts, Glowing employees are committed to making powerful engagement easy so you can optimize team productivity, increase operational efficiencies, and provide great customer experiences everywhere and every time.

INTEGRATION OVERVIEW

The integration between Glowing and Oracle Hospitality OPERA property management system (PMS) enables clients to automatically leverage Glowing's messaging capabilities along with the contextual guest information from the PMS. This enables hotels to automatically identify a guest with the first message, send targeted omnichannel broadcast messages, and automatically trigger messages throughout the guest journey from before check-in to after checkout.

INTEGRATION DETAILS

The integration between Glowing and Oracle Hospitality OPERA PMS allows Glowing's messaging engine to retrieve contextual information about guests, creating new communication opportunities and operational efficiencies. Key capabilities of the integration include

- Sync guest profile from Oracle Hospitality OPERA to Glowing.io dashboard; when a new guest texts the property, Glowing.io shows the updated guest information.



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ORACLE Validated Integration Oracle Hospitality

Oracle Validated Integration provides customers with confidence that a partner's integration with an on-premise Oracle application is functionally sound and performs as designed. This can help customers reduce deployment risk, lower total cost of ownership, and improve the user experience related to the partner's integrated offering.

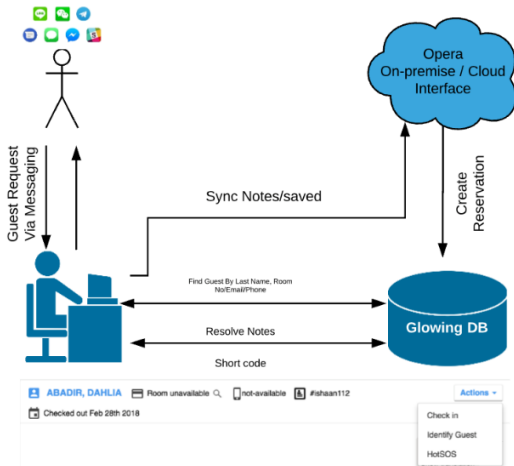
- Map Oracle Hospitality OPERA reservation with Glowing’s guest profile using a combination of last name and either email, phone, or room number.
- Oracle Hospitality OPERA updates Glowing.io platform with check-in status and at guest checkout.
- Oracle Hospitality OPERA updates Glowing.io whenever a reservation is created or updated.
- Glowing.io broadcasts messages via WhatsApp or SMS to all checked-in guests.
- Glowing.io broadcasts messages to all guests with a shared check-in or checkout date, in-house status, or guest group.
- Hotel staff searches for a guest based on the check-in date, checkout date, or room number.
- Glowing.io sends automated messages—such as automatic suite-ready notifications or post checkout guest satisfaction survey—based on business rules.
- Glowing.io accesses guests’ consent-related information from Oracle Hospitality OPERA for GDPR consent, for example.

AVAILABILITY

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SUPPORT

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High-level integration architecture

TECHNICAL DETAILS	
Partner Environment	Oracle Environment
<ul style="list-style-type: none"> • Glowing Customer Engagement Cloud 	<ul style="list-style-type: none"> • Oracle Hospitality OPERA 5.6 • Oracle OPERA Xchange Interface
Product ID (FKT)	Description and Name
<ul style="list-style-type: none"> • OPX_GLOWING 	<ul style="list-style-type: none"> • Oracle OPERA Xchange 2-way for Glowing
Supported Protocols	
<ul style="list-style-type: none"> • HTTPS protocol 	

ORACLE

Validated Integration

Oracle Applications

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