



ORACLE

Oracle Hospitality Nor1 eXpress Upgrade

Oracle Hospitality Nor1 eXpress Upgrade is a cloud-based, mobile-enabled application that helps hotels better engage their guests, increase efficiency, drive revenue and improve guest satisfaction by offering relevant, appealing upsell opportunities prior to arrival. Based on applied artificial intelligence, eXpress Upgrade presents personalized upgrade offers to guests to make their stay unforgettable.

IMPROVE OPERATIONS

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

**ENABLES CONFIRMED GUEST ROOM
UPSELLS BASED ON LAST-MINUTE
PREMIUM INVENTORY**

KEY FEATURES

- Supports brand standards and business rules
- Uses AI to drive offer timing, pricing and merchandising
- Offers rooms based on real-time inventory
- Creates targeted offers and pre-defined, scheduled communications
- Integrates with OPERA PMS

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 room inventory will always be current. Having real-time information available to staff at any time empowers them to proactively serve guests more efficiently and also reduces the possibility of friction at the check-in desk when the guest arrives.

DRIVE NEW REVENUE OPPORTUNITIES

Leveraging applied artificial intelligence helps ensure each upgrade offer is priced based on highest probability of conversion – which means more revenue for your business. 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 leading up to guest arrival.

And the no-cost integrations to Oracle Hospitality's OPERA Property Management System 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.

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

- Improves satisfaction with pre-arrival guest communication
- Increases check-in efficiency
- Drives revenue by offering paid upgrades
- Works seamlessly with eStandby Upgrade and CheckIn Merchandising

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

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