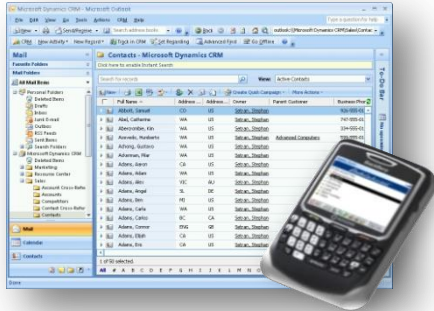


IQubz Hospitality CRM

Built on Microsoft Dynamics CRM platform



Build profitable customer relationships with a complete Hospitality Customer Relationship Management (CRM) solution

IQubz Hospitality CRM provides the tools and capabilities needed to create and easily maintain a clear picture of guests, corporate accounts, and travel agents, from negotiations and reservations through stays and beyond. With integrated modules for central profiles, sales, marketing, and loyalty program, IQubz CRM delivers a fast, flexible, and affordable solution that drives consistent, measurable improvements in every business process, enabling closer relationships with customers and helping to achieve new levels of profitability. Built on **Microsoft Dynamics CRM** platform, IQubz Hospitality CRM is easy to deploy, customize, and use. It is accessible from **Microsoft Outlook** and the Web, integrates with your existing on-property and central systems, and scales as your business grows.

Sales Automation

Monitor demand and business on the books

- Leads and opportunity tracking
- Group sales and pipeline tracking
- Follow-up and escalation ticklers

Marketing Automation

Execute and track your marketing campaigns

- Campaign Management
- Mail-merge with Microsoft Word
- Measurable Campaign ROI
- Courtesy Emails
- Customer Surveys

Workflow Automation

Put your data to work across the entire organization

- Capture and share best practices
- Create and share workflows with peers

Loyalty Program Management

Boost customer loyalty and earn repeat business

- Membership management
- Automated tier upgrades and downgrades
- Rewards and redemptions tracking
- Own and affiliate programs (frequent flyer)
- Activity log and periodic statements

Central Profiles Management

Improve guest recognition and customer service

- Unified views of guests, corporate accounts, and travel agents
- Negotiated Rates, Preferences, Lifestyle
- Stay History and Reservations
- VIP and Loyalty Standing
- Commission Summary
- Guest and A/R Ledger Statistics
- Notes, Tasks, Emails

Reporting & Analysis

Get secure, consistent, accurate reports

- Consolidated reports for marketing, sales and revenue management
- Drillable, interactive, contextual analysis
- Powerful ad-hoc reporting
- Easy export to Microsoft Excel

Hospitality Data Warehouse

Get a consolidated, consistent enterprise view

- Consolidated stays and reservations
- Enterprise groups pipeline
- Budgets, forecasts, competitive benchmarks

IQubz Hospitality CRM

- Designed for hospitality by industry and technology experts
- Integrates with your PMS, POS, CRS, and other hotel systems
- Use directly from **Microsoft Outlook**, a web browser, or a mobile device
- Offline access and enhanced data synchronization
- Seamless interoperability with **Microsoft Word** and **Excel**
- Supports multiple currencies, time zones, and languages
- Superior reporting and analysis
- On-Demand (Software-as-a-Service) or On-Premise deployment
- Scalable as your business grows

IQubz Hospitality CRM

Consolidate. Compete. Win.

WORKS THE WAY YOU DO: Rich CRM capabilities within a native Microsoft Office experience

Use IQubz Hospitality CRM directly within Microsoft Outlook to send and manage email, store business contacts and manage your calendar.

- **Centralize customer information.** Establish a single view of customer relationships across your hotel organization.
- **Schedule appointments and meetings.** Access sales opportunities, campaign offers, and account sales history within each appointment.
- **Unify customer email and responses.** Automatically capture entire discussion threads within your customer history.
- **Configure My Workplace.** Select the workplace profile that delivers instant access to your customer information and activities.
- **Take your customers everywhere.** Get full access to your sales and marketing information on your laptop or mobile device with offline availability and enhanced data synchronization.



WORKS THE WAY YOUR HOTELS DO: Consistent processes with accurate insights

IQubz Hospitality CRM is designed for hotel organizations to meet your unique business needs.

- **Streamline business processes.** Transform repetitive tasks into powerful business workflow.
- **Fuel your sales engine.** Plan, implement and monitor multi-tiered sales and marketing campaigns that generate new sales.
- **Target your marketing efforts.** Use intelligent list and segmentation tools to effectively reach prospective guests, corporate accounts, and travel agents, while reducing ineffective marketing spend.
- **Measure campaign effectiveness and revenue impact.** Know which offers and marketing efforts generate results by tracking response rates, interest levels, and closed business from each campaign.
- **Drive guest loyalty with effective rewards programs.** Streamline loyalty program business processes related to member enrollment, reward management, redemption management, and promotion management.



WORKS THE WAY TECHNOLOGY SHOULD: Fast to deploy, simple to customize, and easy to manage

Spend less time managing infrastructure and more time delivering business value with IQubz Hospitality CRM.

- **Monitor the health of your CRM environment.** Troubleshoot and resolve potential conflicts on your server infrastructure with centralized management and notification tools.
- **Zero footprint and zero-touch clients.** Zero footprint browser client provides a rich CRM experience with full application capabilities.

System Requirements

- Microsoft Windows Server™ 2003 or 2008
- Microsoft SQL Server 2005
- POP3 and SMTP email message routing or Microsoft Exchange Server 2003 or 2007

TO LEARN MORE ABOUT HOW IQUBZ HOSPITALITY CRM CAN HELP YOUR HOTEL OR CHAIN BUILD PROFITABLE RELATIONSHIPS WITH YOUR CUSTOMERS, CALL +1 (949) 861-3330 OR EMAIL INFO@IQUBZ.COM.



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Solutions for hospitality decision makers