

Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service



STREAMLINE OPERATIONS TO MAXIMIZE REVENUE

KEY FEATURES

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

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

Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service 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 Customer Loyalty Tracking Cloud Service, you can also create flexible loyalty programs that maximize repeat business by offering rewards to your most valued guests.

Grow Your 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.

Personalize the Guest Experience

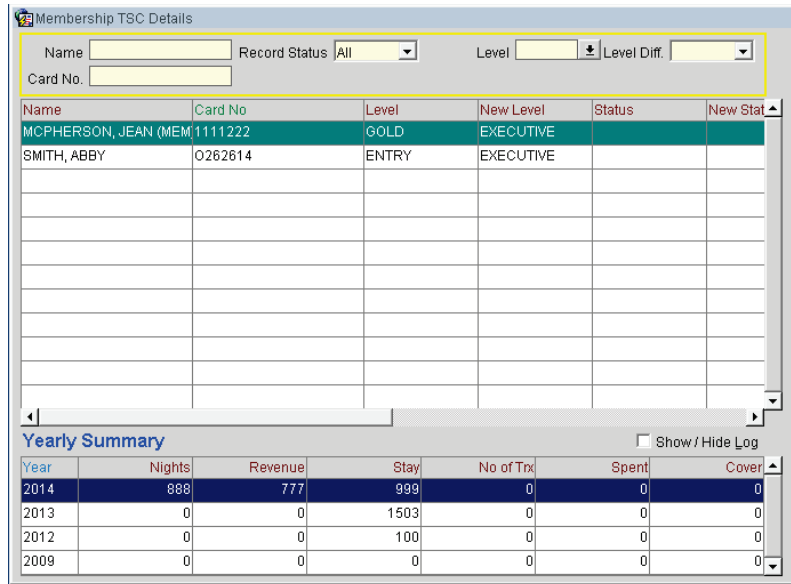
Hotels with properties in different countries can ensure a customer is addressed according to local conventions, without requiring multiple customer profiles to be created. One single customer record can be transliterated into multiple languages, allowing the use of accents or umlauts to ensure that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

Measure Corporate Customer and Travel Agent Activity

Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service 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.

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 Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service 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.



The screenshot displays the 'Membership TSC Details' window. At the top, there are search filters for Name, Record Status (set to 'All'), Level, and Level Diff. Below the filters is a table with columns: Name, Card No, Level, New Level, Status, and New Stat. Two rows are visible: 'MCPHERSON, JEAN (MEM)' with Card No 1111222 and Level GOLD, and 'SMITH, ABBY' with Card No 0262614 and Level ENTRY. Below this table is a 'Yearly Summary' section with a 'Show / Hide Log' checkbox. The summary table has columns: Year, Nights, Revenue, Stay, No of Trx, Spent, and Cover. The data for the years 2014, 2013, 2012, and 2009 is as follows:

Year	Nights	Revenue	Stay	No of Trx	Spent	Cover
2014	888	777	999	0	0	0
2013	0	0	1503	0	0	0
2012	0	0	100	0	0	0
2009	0	0	0	0	0	0

The data-rich Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service elevates the common profile to strategic information.

Build a Foundation for Marketing

The information that you hold in your central guest database provides a highly valuable foundation for your marketing activity. Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service enables you to create lists of customers who have spent more than US\$100 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.

RELATED PRODUCTS

The Oracle Hospitality OPERA suite includes

- Oracle Hospitality OPERA Property Cloud Service
- Oracle Hospitality OPERA Mobile Cloud Service
- Oracle Hospitality OPERA Room Reservation System
- Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service
- Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service
- Oracle Hospitality OPERA Sales and Catering Cloud Service
- Oracle Hospitality Web Proposal Cloud Service
- Oracle Hospitality OPERA Web Self-Service Cloud Service
- Oracle Hospitality Web Booking Engine Cloud Service
- Oracle Hospitality OPERA Gaming Cloud Service
- Oracle Hospitality OPERA Vacation Ownership System Cloud Service

Create Loyalty Programs That Work for Your Guests





Creating a successful loyalty program in the hospitality industry requires specialized expertise, and Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service 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 multitiered program offering guaranteed availability or a complimentary hot air balloon ride, Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service lets you develop the loyalty program that works for your business.



CONTACT US

For more information about Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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Hardware and Software, Engineered to Work Together

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