

## GroupView Loyalty and CRM

Loyalty software with CRM  
functionality for hotels, lodges  
and resorts



*Developed by*





Frequent guest software with guest stay history and complete database management capability for the hospitality industry

## GroupView Client Data Warehouse – The hospitality data warehouse

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### Keeping your finger on the pulse of the Group...

Only GroupView gives management all the information about group activity to enhance decision making. This information is applicable as well to individual properties.

### The open system...

GroupView interfaces seamlessly with all leading property management systems (PMS's), including Opera PMS, Fidelio, Jade, CLS and others. The product is locally developed by eRes Development Corporation and is marketed as part of Hospitality Technology International (Pty) Ltd's suite of world-class hospitality products.

HTI is the largest developer of hospitality software in Africa. The company and its founders have more than 30 years experience in the industry and understand the dynamic nature of your business. They also realise the need to reward loyal patrons and to manage contacts and marketing campaigns within the group.

### GroupView facilities

GroupView consists of 5 main components

- **Group Flash Statistics** of occupancy, revenue (ARR and REVPAR) by property, brand, group and geographic area
- **Customer Relationship Management (CRM)** tracks individual stay history, preferences, use of services, interests, birth date and experiences for marketing purposes
- **Loyalty and Awards** manages and tracks incentives. Awards can be earned for restaurant or shopping as well. The system is completely flexible with points, awards and redemptions
- **Key Account Management** facilities allow the group to track agent and corporate performance
- **Group Information Systems** manage and report on forecasting and revenue analysis for each property and service provider in the group. Analyse top performers by nationality, markets, agents and corporates

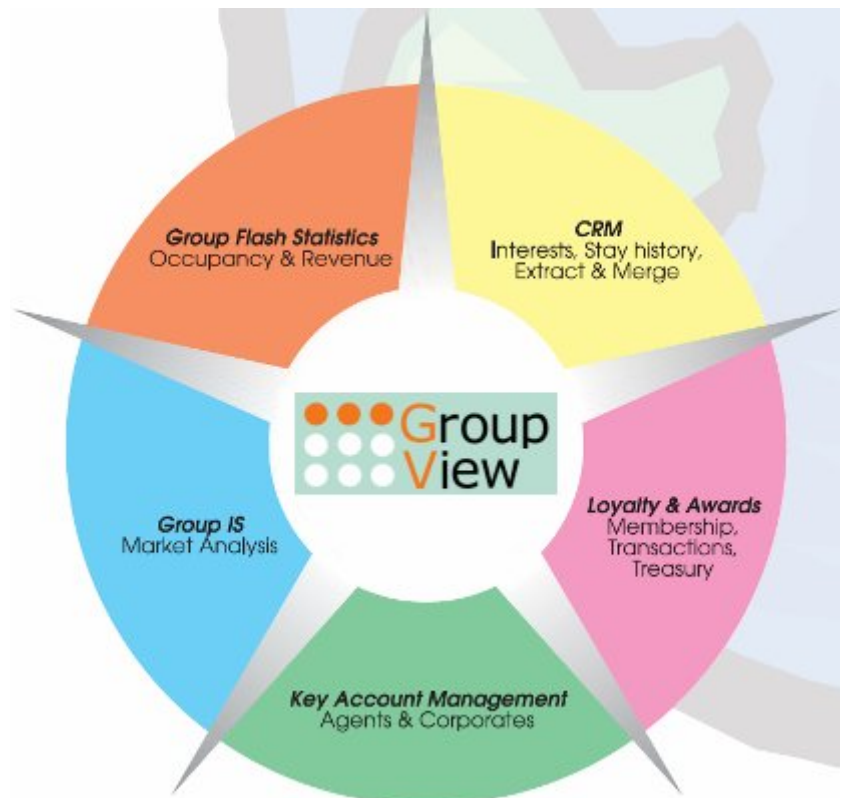


Customer relationship management (CRM) tools for individual hotels, lodges, resorts or hotel groups

## GroupView CRM and Marketing – Features

### GroupView Facilities - continued

- Because GroupView has all relevant data stored, it can present management with everything from flash statistics of occupancy and revenue by group, brand and property, to the stay history and preferences of an individual guest
- For many years commercial businesses have found that data warehouse applications provide them with indispensable information about their affairs.
- Now the hospitality industry can derive the same benefit with GroupView – a system every group should use.



### Administration

The most critical aspect of data warehousing is the maintenance of common standards amongst many outlets and users. The result is a 'clean' database giving information of meaningful value.

GroupView employs the latest in SQL matching and merging techniques to simplify this task. As each batch is received from each property the key fields (Agent, Corporate, Market (or categories), Source of business, Origin, Nationality and Country codes, are vetted to match against existing records. If any of the selected fields do not match, the operator can initiate an automatic process of creation and matching for all future updates.

This process becomes a diminishing activity, after the first weeks of operation, as all the exceptions are stored in matching conversion tables.

**GroupView** provides the *perfect link* between the various services, destinations and activities within the group and the guest, providing a platform for improved service, improved relationships and thus increased turnover for the enterprise.



Your customer relationship management (CRM) tool for individual hotels, lodges, resorts or hotel groups

## GroupView CRM and Marketing – Features

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GroupView is a management tool for the hospitality industry. It is designed to provide management and staff with useful and accurate statistical information drawn from the actual transactions processed at the property level.

This data is sent back to GroupView, giving the appropriate personnel a breakdown of all activities and revenue generating products at each property. The information is used to optimise the sale of popular products and services, and to keep the purchase details of all guests on record. The transaction history and interests of guests are also stored and can be used to aim meaningful marketing campaigns at market segments.

Frequent guest numbers are also issued if the group wishes to make use of a loyalty programme, managing awards and redemptions in one source database. The frequent guest as well as agents, with access, can redeem points and/or monetary discounts for future stays via the web. This is made possible with a simple login page accessible by the public.

GroupView presents selected views of the data components or summaries to assist management to improve performance of the group as a whole.

*Our products are distributed by HTI (Pty) Ltd, and can be contacted using these details:  
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We would be happy to present the product to you. We have branches in Cape Town, Port Elizabeth, Durban and Nairobi, Kenya so please arrange for your nearest branch to visit Your Head Office or Property and demonstrate the Complete Loyalty and CRM application.

For more information, please contact eRes® Development Corporation or visit our website [www.eres-dev.com](http://www.eres-dev.com) to enquire about any of our products.

*Please have a look at our entire product suite that we supply to the Hospitality Industry for your complete Hospitality Solution!*

Including our CRS and Distribution Hub



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