

@mail Version 3.51: Hotel and enterprise wide email and fax integration

e-Campaigning | e-Marketing | e-Mail | e-Fax
HTML Email | Fax | PDA integration for hotel, dining and spa systems

Serenata @mail allows front office, sales, marketing & catering offices, spas & fitness centres, food & beverage and central reservations – to send emails & faxes to customers, at lightning speed, while reducing handling and increasing profitability. Enabling dynamic e-campaigns & e-marketing.



Scenario:

Every day hundreds of emails and faxes are manually prepared by most hotel or organizational staff tailored to each recipient. This process is time consuming while also costing in unnecessary fax and postage costs. Conformity to company standards, consistency and style may not be adhered to and differs from each staff member and differs for each recipient.

Solution:

Serenata @mail delivers your organization with the following key benefits:

- Enable easy to use in-house e-campaigning and e-marketing
- Cut departmental costs of postage and faxing dramatically
- Reduce time on communications considerably
- Increase revenues from up selling and on selling
- Deliver consistent communications across all departments
- Same style aesthetics to all recipients tailored accordingly to each
- Consistent delivery of pertinent information to customers from all departments through the customer life cycle
- The right information to the right customer at the right time

Practical uses:

Serenata @mail can send content-rich, professional looking HTML email and fax for:

- **Front Office:** Reservation confirmations, waitlists, cancellations, folios, accounts receivable statements, pre-arrival updates, upgrade offers, campaigns, last-minute deals, vouchers and incentives, welcome back coupons, thank yous, surveys, birthday message, newsletters, what's-on, quick email / fax blasts, and more...
- **Sales & Catering:** Inquiry responses, event orders, thank yous, surveys, contracts, proposals, pre-event updates, deals and offers, newsletters, what's-on, birthday message, quick email / fax blasts, and more...
- **Spa & Sport:** Treatment or package confirmations, last-minute deals, thank yous, surveys, member and general newsletters, new menu and product launch, birthday message, quick email / fax blasts, and more...
- **Dining & F&B:** Table and group booking confirmations and waitlists, menu and other specials, and more...
- **Finance & Procurement:** Purchase orders, account statements, and more...
- **Central Reservations:** Reservation confirmations, waitlists, cancellations, pre-arrival updates, upgrade offers, and more.



- used by major 3, 4 & 5 star hotels and resorts, spas and hotel head – offices
- deployed in over 30 countries
- used by more than 25 major international hotel chains
- supports multiple languages from Chinese to Arabic and all in between

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Benefits:

- ⇒ Track all correspondence sent from hotel applications
- ⇒ Resend, amend or change, monitor delivery failure and bounce back
- ⇒ A User Interface to manage correspondence for each department / user
- ⇒ Place correspondence on hold prior to send for editing and document attachments
- ⇒ Manage email and fax blasts and campaigns from a central user interface
- ⇒ Additional revenue streams from customers through improved hotel awareness
- ⇒ Up-sell hotel services and cross-sell sister properties within a hotel or spa chain

- no additional hardware required
- no separate hotel interfaces to buy
- minimal hardware specification
- no hotel application disruption/downtime
- few days to install, customize and train per department
- compatible with most hotel applications
- accessible from any PC in hotel network
- remotely accessible via Internet
- scalable database according to use (MSDE or MSSQL Express)
- Return on Investment 1 – 2 months
- standard, open, non-proprietary html

Compatibility:

As at June 2009: Hotel and enterprise applications added constantly.

Front Office	Fidelio v6 Fidelio v7 Opera FO Opera HTNG	LanMark PortFOLIO IGS Medallion	Amadeus FO	protel	ePitome	Springer Miller	Brilliant PMS
Sales & Catering	Fidelio v6 Opera S&C	Delphi	Amadeus S&M Amadeus CCM	ESP2000	Daylight	ACT!	Goldmine
Spa / Sport	SpaSoft	Reservation Assistant	RIO	Salon Iris			
Central Reservations	Fidelio CRS	Opera ORS	Trust / Voyager				
Central Systems	Fidelio CIS	Serenata NetHotel					
Microsoft	MS Word	MS Excel	MS Access	MS CRM			
Other	Dining Management (ResPak)		F&B Inventory / Procurement Systems			Finance systems	

Deployment models:

- Local:** Installed at local hotel supporting only that hotel
 Single database supporting one or more hotel applications
- Centralized:** Installed at a hotel or head office supporting numerous hotel sites
 Single or multiple databases scaled according to region, country or brand
- Hosted:** Installed at an external data centre supporting one to numerous hotel sites

Successes:



For more information, visit www.ihost-hospitality.com or contact:
iHost Hospitality Pty Ltd phone. + 61 (3) 9867 5158
PO Box 7604, St Kilda Rd fax. + 61 (3) 9923 6515
Melbourne, VIC Australia 3004 email. info@ihost-hospitality.com