

TEAMS



TEAMS Marketing

TEAMS Marketing manages personalised automated communication with the guest from Booking and pre-arrival to departure through to guest review and further marketing, all with the aim of increasing your revenue and maximising profits.

Emails and SMS Text Messages:

Pre-stay and post-stay high-quality multi-lingual emails and text messages for OTA and web bookings can be automatically generated. The content can be driven by our events calendar, guest banking scores, guest personal review scores as well as other metrics. The system maintains a full audit of all communication and monitors the delivery of all communication. The system records when emails are read and invalid data is reported daily.

Reputation Management:

TEAMS marketing include email and online reputation management, surveys, review analysis and tools to encourage guests to accept a rule-based review that they can post to Tripadvisor with one-click. TEAMS email reputation includes monitoring worldwide email servers to Intervene when emails are marked as spam. The Online Reputation Management system automatically manages notifications of any reviews, determines whether they are positive or negative, and provides tools to update the relevant sites in response. The system can tailor subsequent email marketing according to whether the guest has placed promoter or detractor reviews. TEAMS provides personalised analysis of each guest on the day of arrival in order to ensure that your reception processes deliver the best possible outcomes.

by AVQuest