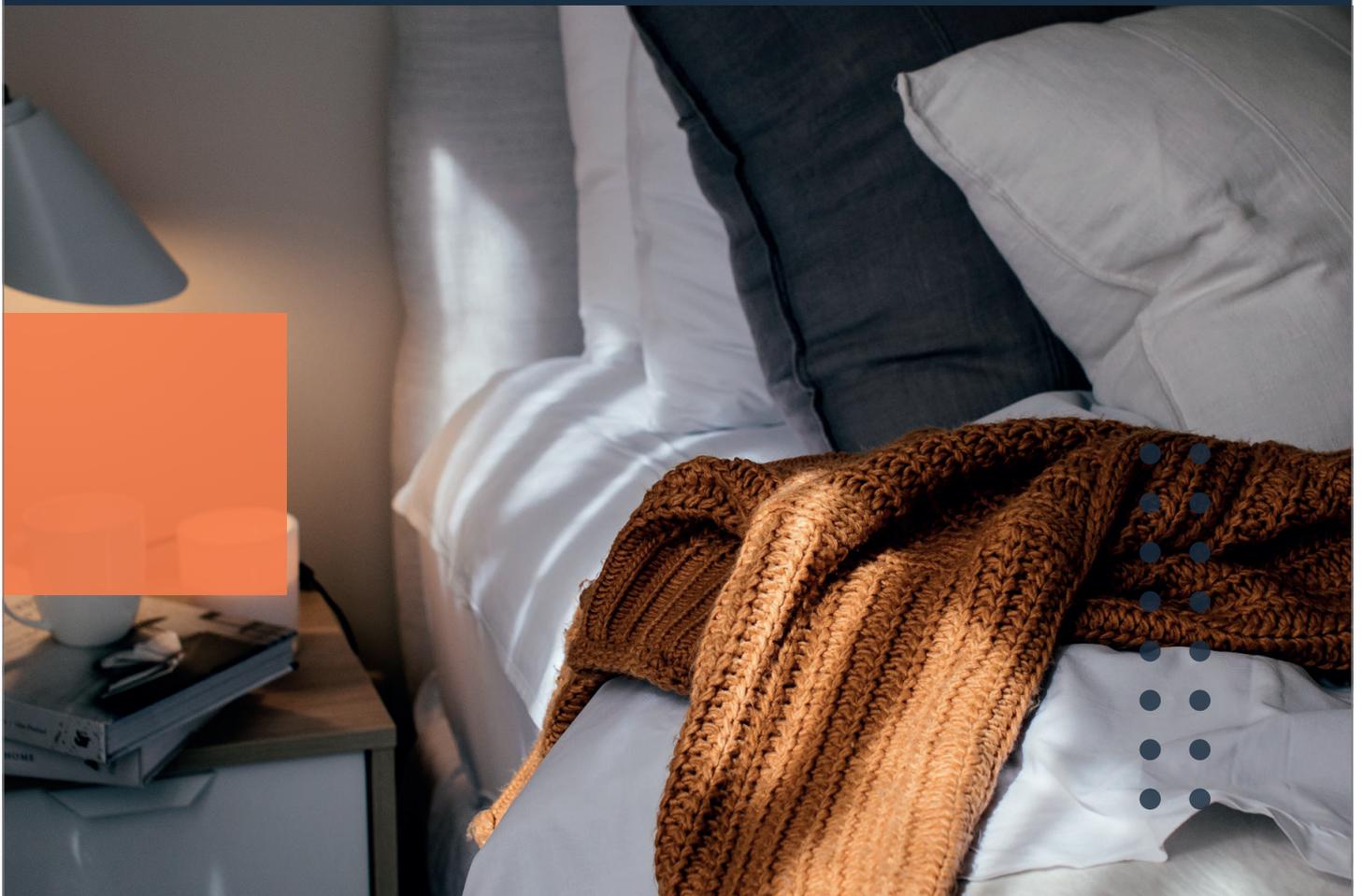# MASCH
SOFTWARE SOLUTIONS

CM STUDIO V.I.G.-CLOUD

MORE GUEST LOYALTY THROUGH DIGITAL SERVICES

Improve your success through improved guest loyalty and an individual bonus program. Turn one-time guests into returning friends of your business.

YOUR TOOLBOX
FOR MODERN GUEST MANAGEMENT

The experience of the COVID-19 pandemic has shown us all that the steady (and seemingly never-ending) flow of international one-time visitors has been rapidly interrupted over the past 2 years.

Hotel businesses that have also relied on returning and loyal guests in the past have been navigated their business better, especially during the second phase of the pandemic. However, returning guests are also getting older and there is then a rapid shortage of guests from the younger generation.

Attracting new guests was much easier in the past than it is TODAY, but converting guests into regular customers is the high art of guest management and TODAY more than ever an important factor for economic stability.

The logical consequence

A healthy mix in the guest clientele is extremely important and is the focus for many businesses. Mix in the age structure and mix between NEW and RETURNING guests.

Hotel businesses will only be successful if they position themselves accordingly broadly and actively.

BUT

Broad-based marketing is cost-intensive and time-consuming, and it requires expert manpower.

Many businesses, especially small and medium-sized ones, are missing the right tools to meet the challenges of digitization and modern guest marketing.

CM STUDIO V.I.G.-CLOUD

... is a CLOUD solution based on the SAaS principle: **S**oftware **A**nd a **S**ervice.

... offers each individual hotel business a toolbox of tools for their individual customer loyalty program and individual guest marketing

... puts guest loyalty in the center of your guest marketing. The more and more attractive services your hotel can offer to a new as well as to a returning guest, the more likely she or he will book their next vacation in your hotel again.

... relies on the principle of the digital guest-card supplemented by the digital bonus card, because your guests are TODAY already much more digital than most businesses in tourism. Digital services are the front door and the entrance to more effective PRE-SALES and POST-VISIT processes.

MORE THAN A SIMPLE GUEST CARD SOLUTION

CM Studio V.I.G.-CLOUD is based on the PUBLIC-CLOUD domain
www.hotel-points-and-more.com

Each hotel will be integrated into the above CLOUD domain and will be able to develop, operate and most importantly communicate its individual guest program.

However, the domain www.hotel-points-and-more.com does not only offer single solutions, as offered by must software packages for customer and guest loyalty that have been common on the market so far.

Define your own alliances and cooperations with other providers and colleagues via CM Studio V.I.G.-CLOUD.

Increase the added value of your digital guest & preference card.

CM STUDIO V.I.G.-CLOUD

DIGITAL BONUS CARD

WITH OPEN INTERFACES TO THE SUPRAREGIONAL COOPERATION SUCCESS FOR ALL

How does MASCH's digital V.I.G.-CARD differ from guest card solutions commonly available on the market from other vendors?

Each hotelier decides independently which data his guests must provide for the digital guest services. Minimum are name, first name and date of birth to design age-specific offers. Email addresses are a "MUST" to enable automated delivery. In addition, each hotel designs its client setup individually.

Software interfaces for data import and export as well as bonus card validation are available via the so-called MASCH API-SERVER and thus offer development and integration possibilities for any interested third-party vendor.

Each hotel can connect to various cooperations and networks with its own individual bonus card and thus benefit from third-party offers under its BRAND.

CM STUDIO V.I.G.-CLOUD

SUPPORTS COMMUNICATION
AND PRESENTATION OF ALL SERVICES

The CLOUD domain www.hotel-points-and-more.com includes in its external presentation a network overview ...

» with map-oriented representation of CLOUD participants.

» with representation of alliances and cooperations.

» to present the individual bonus card, as well as those of the cooperations optimally.

The new guest can easily recognize the network and filter out the most sustainable offers of the hotel companies.
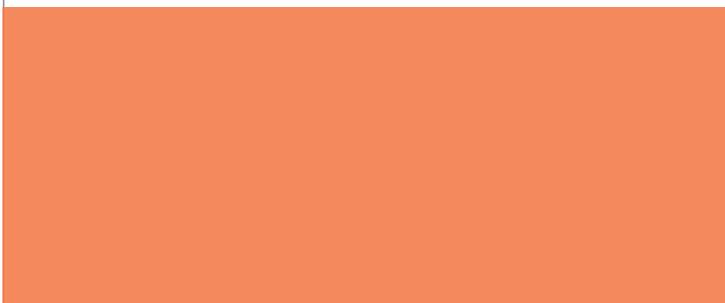
You can find out more from us.

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