

protel PMS, CRM solutions for hotel management



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Protel PMS, leader in customer satisfaction in Europe

- ❖ *protel* is German software solution for hotel management (PMS) with more than 11.000 hotels in 80+ countries
- ❖ Adopted for local markets in CE & Balcan countries
- ❖ Integrated with other IT systems : worldwide & local solutions such as ipTV, F&B, PBX, BMS, ERP, booking channels
- ❖ Independent market research of German market:
protel = No.1 software for hotel management in category:
 - ✓ Customer satisfaction
97% hotels, using protel, are (very) satisfied with it
 - ✓ *protel* has the highest score in functionality



Why is protel a reliable partner for you?



- ❖ international team with 25+ years of experience in IT support for hospitality
- ❖ Extensive knowledge in hotel management
- ❖ supporting future IT trends in hospitality
- ❖ Local support and localisation

✓ Our primary goal is **satisfied customer** !



&



Reference customers: protel PMS worldwide



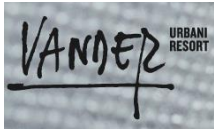
Protel references in Slovenia, Croatia, Serbia, ...

**AUSTRIA
TREND**

10 hotels



tourist GREEN resort
Garden Village
BLD - SLOVENIA



ANTIQ PALACE
★★★★
SERVICED APARTMENTS & RESIDENCES



AQUARIUS
DUBROVNIK



The Pucić
Palace



51 hotels

MÖVENPICK
Hotels & Resorts



23 hotels

ROBINSON



Mobile
CRM tools



Online
Bookings
CRS



Front
Office



SQL Server



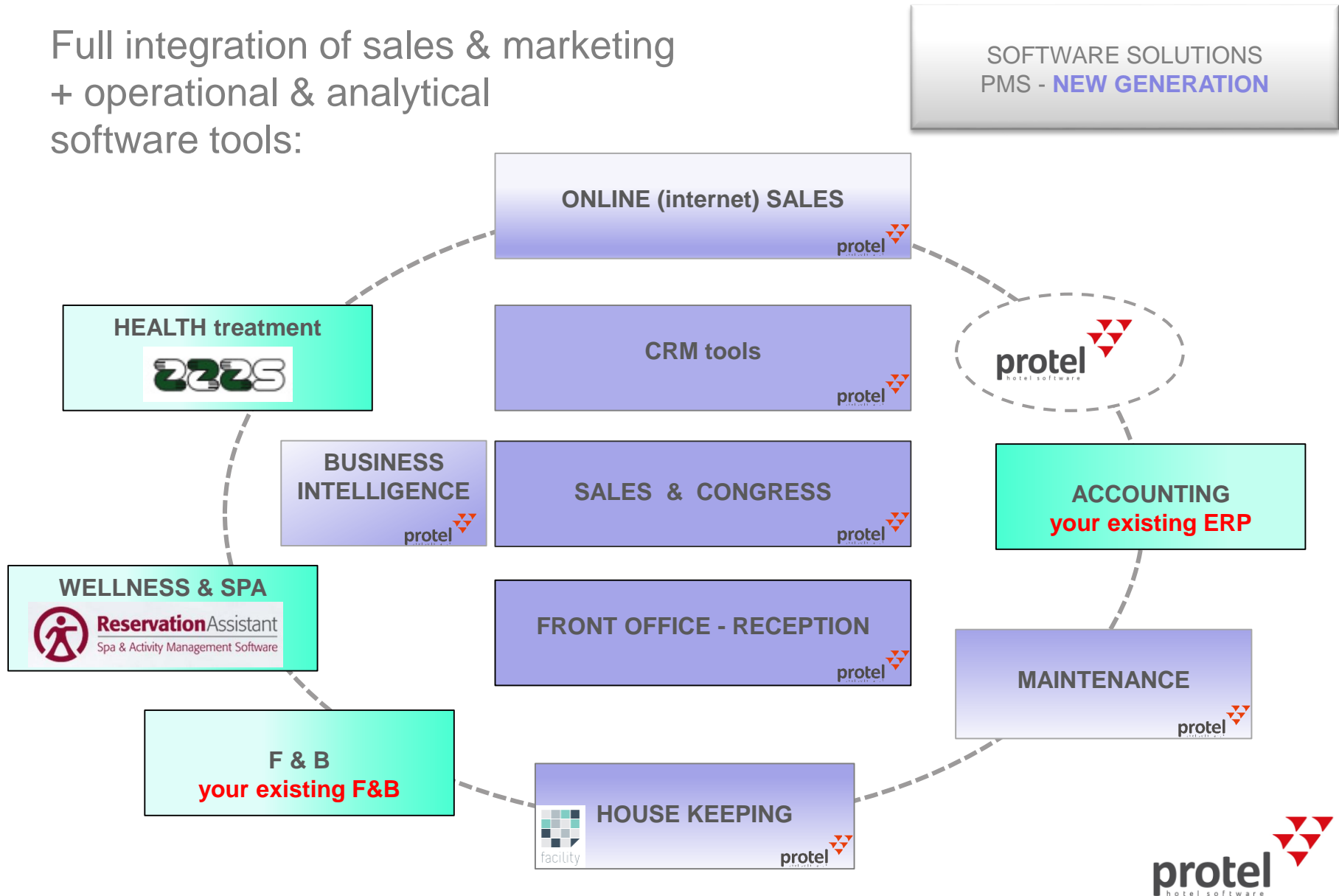
Conference
&
Banqueting



Sales &
Marketing

PMS solutions of NEW Generation

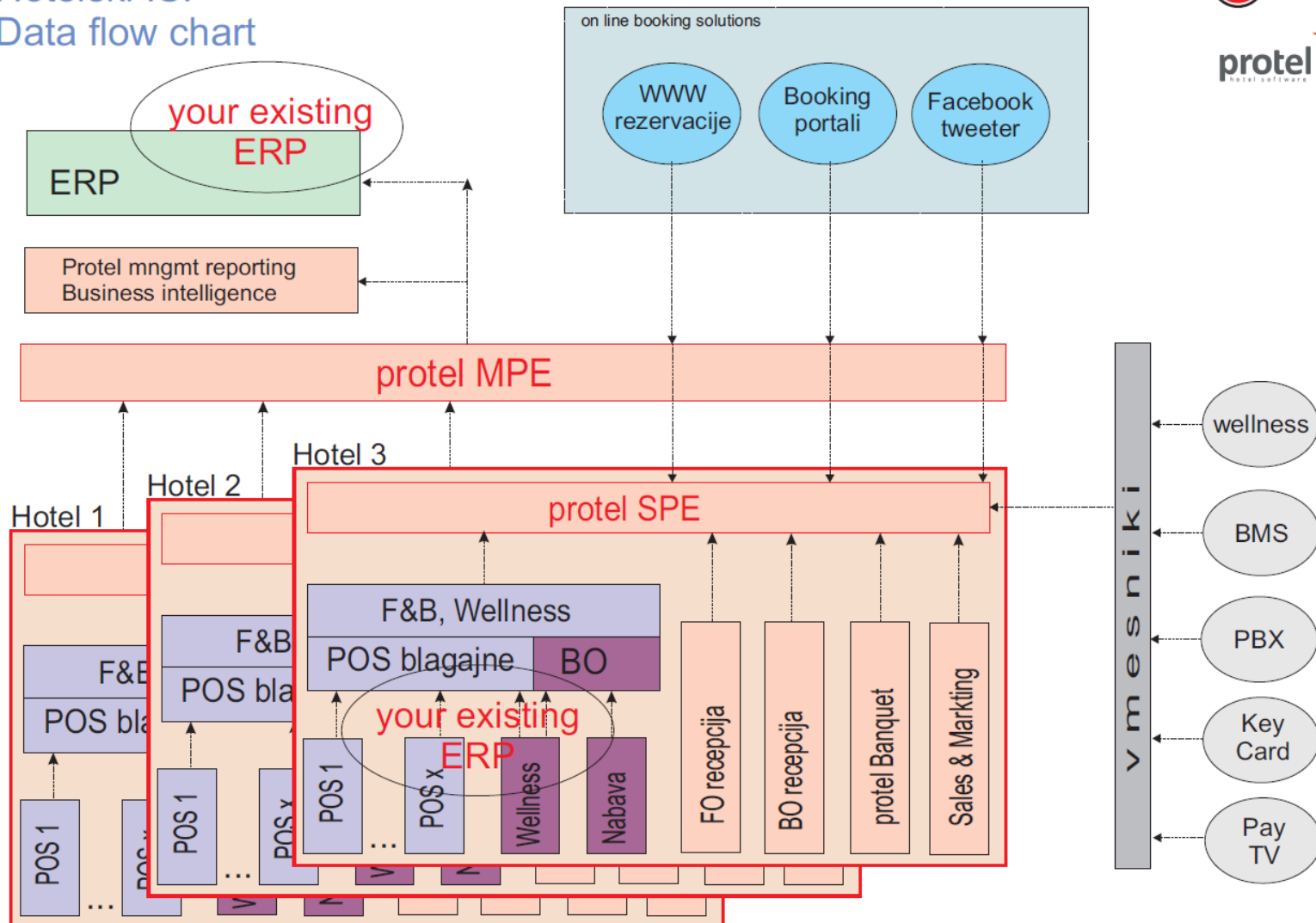
Full integration of sales & marketing
+ operational & analytical
software tools:



PMS solutions of NEW Generation



Hotelski IS: Data flow chart



Protel Front Office – best operational tools for sales

- ❖ **Rate code** management
 - ❖ Per room category
 - ❖ Per season, weekend
 - ❖ Per company, TA, special guest
- ❖ **Rate availability**
 - ❖ Length of stay / min.stay
 - ❖ Occupancy levels
 - ❖ Early / Late booking
 - ❖ Cancellation codes and conditions
- ❖ Working with **individual** reservations
- ❖ Working with **group** reservations, group master accounts
- ❖ Use of market/source/come/hear codes for marketing analysis



Why is protel a “must-have” sales & marketing tool ?

❖ Internet reservations

- ❖ BWI interface to BW CRS
- ❖ Web booking Engine
- ❖ 2way Link to IDS's



❖ Guest correspondence via email, SMS, mobile dev.

- ❖ Protel Messenger / automated email/SMS sending
- ❖ Protel Survey / internet survey tool
- ❖ Protel Voyager / mobile web portal for hotel guests
- ❖ Protel Maling Expert / marketing tool

❖ Excellent sales support & CRM tool

- ❖ Protel Sales & Marketing

On-line internet reservation systems are reality

❖ protel **WBE**

- ✓ Internet reservations on hotel own web site
- ✓ Best functionality, perfect integration with protel PMS



❖ **IDS** interface

- ✓ 2way communication
 - room availability, pricing
 - ← Guest reservation, guest data
- ✓ Connected directly to more than 100 OTA systems



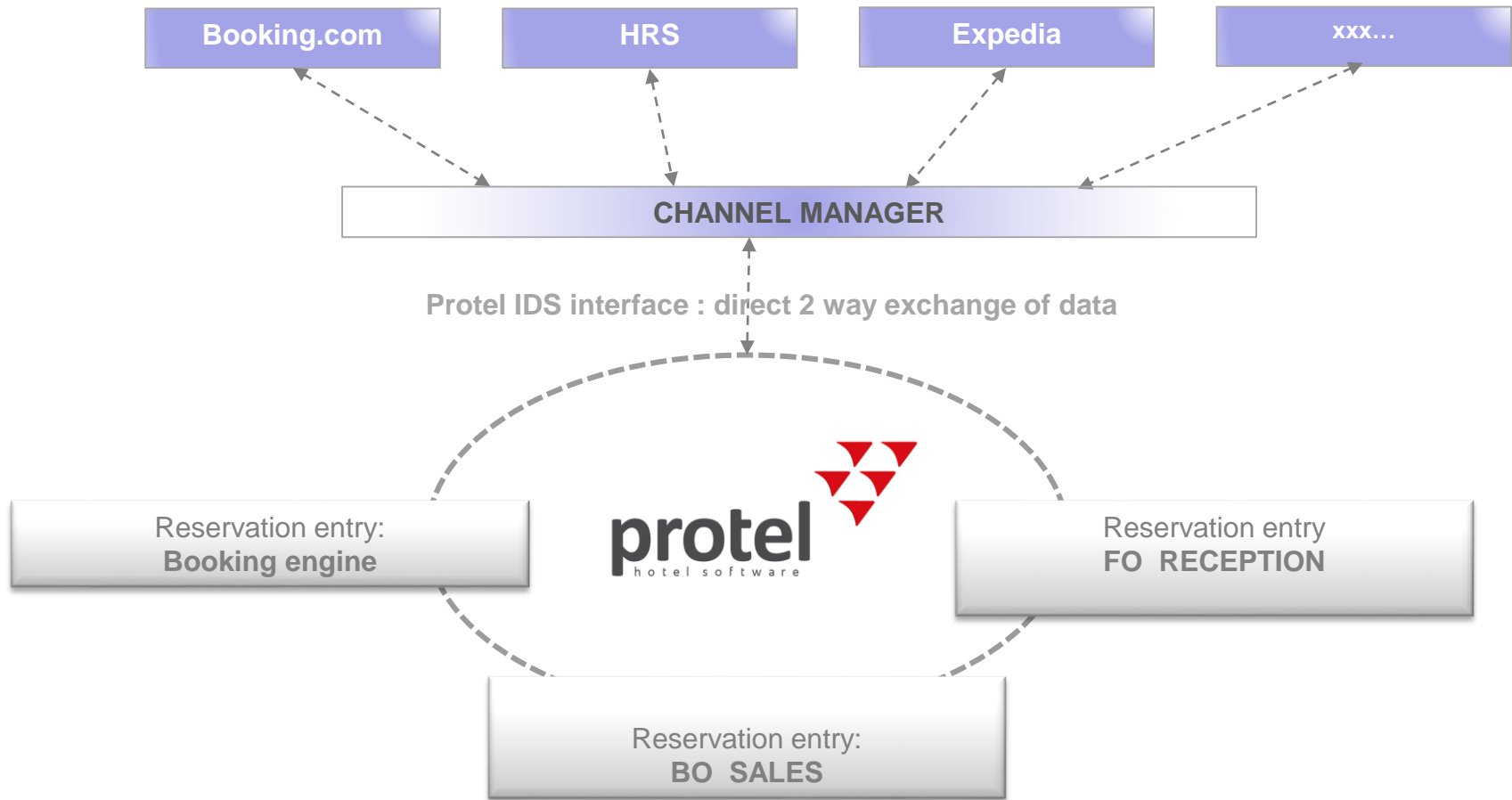
❖ Interface to **CRS** systems (BW CRS Interface)

- ✓ 2way connection
- ✓ Available for protel SPE & protel AIR - cloud system (2015)



Integration of online sales & protel FO

Data flow of new reservations – coming into the PMS system; 2way management

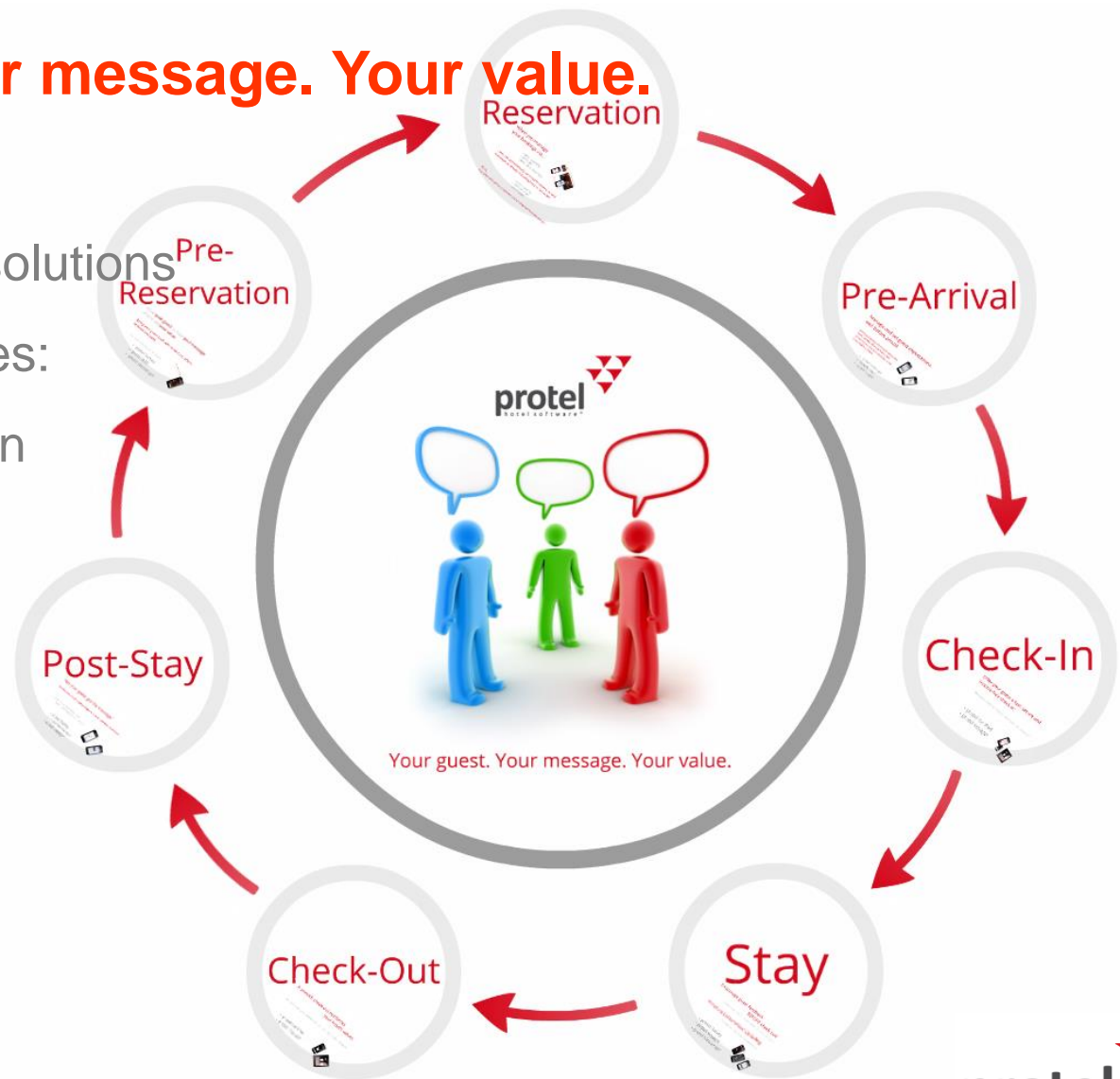


„protel guest journey“ – overview of protel CRM tools

Your guest. Your message. Your value.

Incorporate mobile solutions
for guest in all phases:

- ✓ Before reservation
- ✓ Before check-in
- ✓ In hotel
- ✓ After check-out
- ✓ After reservation



protel voyager – solution for special guests

- ❖ web service connected to your protel SPE/MPE
- ❖ Suitable for all mobile devices / any resolution
- ❖ The good for hotel:
 - ✓ Offer to guest more than expected
 - ✓ Information about hotel news , offers
 - ✓ Increase sales possibility
- ❖ The good for guest:
 - ✓ Good impression about hotel
 - ✓ Information at fingertips
 - ✓ Update guest data himself
 - ✓ View special offers
 - ✓ Self check-in, out



protel Survey – electronic survey integrated in PMS

- ❖ Easy to set-up, professional look for guests
- ❖ Inform guest about survey with link in automated email/sms messages
- ❖ All survey results are available directly in protel per each guest or statistic for all guest's answers



protel solution for CRM – protel Messenger

protel Messenger – automated email/SMS sending
to guests or employees

- ❖ Send the right message to the right guest at the right time
- ❖ Use **email** or **SMS**
- ❖ Set „triggers“ for messages, such as:
 - ❖ 2 days after departure / “thank you note”
 - ❖ 1 dan before arrival / “wellcome message”
 - ❖ Bithday message
- ❖ Set up the system directly from protel with no mistakes



protel mailing expert

direct marketing activities from PMS

- ❖ integrated mailing system
- ❖ Selection of target -
guest selection on criteria:
„Select all guests who were our guests in the past 4 years for
NY , spent more than 900€/person, are golf players, from
England or Germany, ...“
- ❖ System is aware of mass mailing limitations and can send
emails with time delays
- ❖ Create marketing campaigns & track activities



Sales & Marketing

software module :

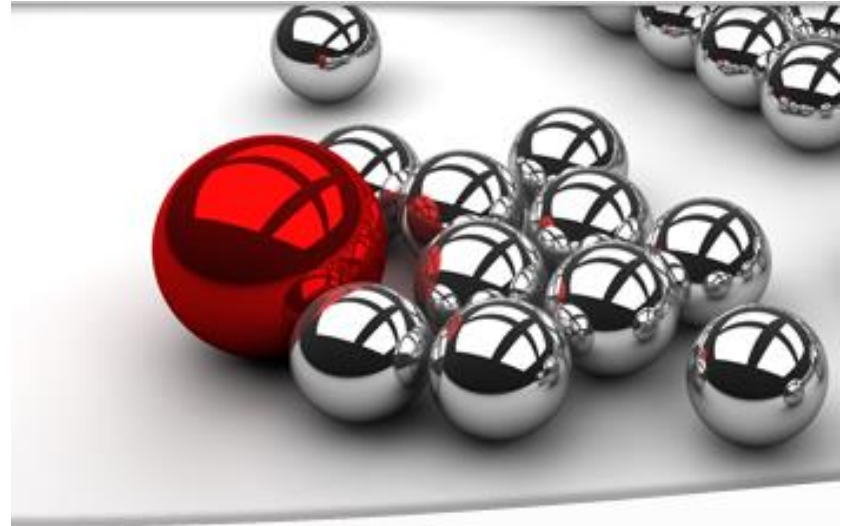
plan

track

follow-up

analyse sales activities

- ✓ per guest
- ✓ per sales employees



FO solution for bigger conference hotels protel Conference & Banquet

Conference & Banqueting

software module :

plan

track

follow

charge

analyse

conference and banquet activities

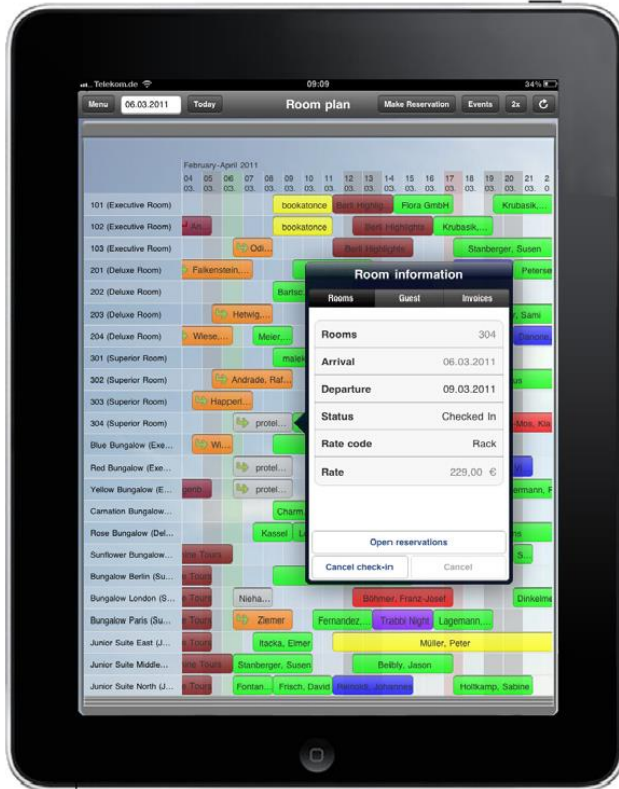
as integral part of your PMS operations



protel for ipad / protel for Android

Works as "native iOS"/ "Android" app,

connected to your protel database ; Works in hotel or on the way !



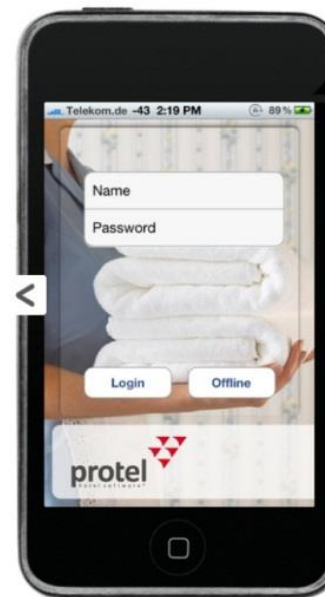
- ❖ reservations, guest correspondence
- ❖ Room plan, room type plan
- ❖ Check availability and pricing
- ❖ View guest data
- ❖ Online reporting on the way
- ❖ Online – guest checkin

protel **Housekeeping**

Works as "native iOS"/ "Android" app, connected to your protel database

Best companion of housekeeping staff

- ❖ Room cleaning plan per employee
- ❖ See all info of a room & guest
- ❖ Change status of room instantly
- ❖ Enter maintenance work order
- ❖ Enter lost & found objects
- ❖ Attach photo of room detail



Our Mission: Answer every day to this question



WHAT WE CAN DO FOR YOU,
TOGETHER WITH YOU
TO IMPROVE YOUR OPERATING RESULTS?

Representative & support offices in Croatia, Slovenia, Serbia :

