

# Customer Messaging Suite

Optimize your Digital  
Guest Stay



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Customer Messaging Suite (CMS) is a global solution to communicate with your customer, from his booking, at check-in, during his stay and after departure. Automatic or one-time exchanges are carried out through customized E-mail, SMS, WhatsApp, Messenger.

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## Why is communication so important and what is the best way to do it?

Today, customers want to communicate with the hotel throughout their stay and therefore the dialog must be constant. This is a very good approach, as it improves your clients' experience before they leave and avoids negative post-stay reviews.

Communication yes, but how? Simply by using the most familiar ways of communication for your customers: via WhatsApp®, Messenger®, SMS or Email,....

WhatsApp® is one of the most popular applications in the world with more than 1.3 billion users. Offering an open and easy communication, CMS makes your hotel more accessible and gives a more personal customer experience. Since only the phone number is required, you no longer have to deal with spam problems. Guests prefer to give their phone number rather than their email address.

In addition, WhatsApp® allows you to create a profile of your organization, for a simple and effective presentation of your hotel, as you can do it with Facebook® or Google®.

# CMS contains 5 modules

## 1 Message Management

You can create unlimited number of fully customizable email templates in a simple and efficient way, by inserting photos, links and data from Infor HMS (e.g. name, first name, dates of stay, room type, value of stay, etc...)

These automatic mailings can be triggered for:

**Individual** reservation confirmations/modifications/cancellations, advanced deposit requests, no-shows, birthday, online check-ins, ...

You can also send booking confirmations for

**Groups** and **Events**.

Attachments created via CMS can be integrated into emails (proforma, voucher, debit authorization, etc.)

## 2 Online Pre-Check-in and Online Check-in

- **Online Pre-Check-in :**

Save time for your next check-ins. You can request customized information (opt-in/out, arrival time, GDPR, guest preferences, allergies,...).

All responses are automatically saved Infor HMS guest stay., tab Messages / Notes / Guest Profile.

- **Online Check-in :**

In this new context of limited exchanges, the customer will be able to check in from his mobile.

They will receive an email with a form to fill in (the current equivalent of registration card).

The information requested can also be personalised (postal address, GDPR acceptance, etc.).

## 3 Payment Gateway

CMS can be integrated with online payment gateway, if this one supports Api.

In this case, link can be automatically inserted in an email for advance deposit payment (**before arrival**) or for guest extra **payment** (before departure).

Amount paid via a platform gateway is automatically recorded in HMS.

# CMS contains 5 modules

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## Instant Messaging

Hotel needs to communicate with his guests and his internal teams.

Others solutions, provided today on the market, are not integrated with PMS.

With CMS, all customer or internal messages are automatically registered within the "Message" tab in Infor HMS guest stay.

Hotel will automatically get an 'Open Ticket' list for all guest request not completed.

Communication can be done at 3 levels:

- Automatic message:
  - Guest message: Welcome cocktail, room ready for pre-registered guest...
  - Internal alert: VIP arrival, exceeding credit limit, guest check-in or check-out,...
- One-time message:
  - Guest message (eg : your watch has been found,...)
  - Internal message for a specific department (reception, housekeeping, maintenance, restaurant,...): a complaint or a particular request from a customer (eg: extra towels in the room).
- Hotel Desk:
  - In-House guest may send request to hotel via a specific WhatsApp's assistant. Alerts are automatically sent to appropriate department.
  - Guest may also get Hotel informations.

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## Guest Survey

The guest survey is also fully customizable (photos, logo, questions).

You choose when you want to send it (during guest stay and/or after his departure). Answers are automatically stored in the Infor HMS guest profile.

The answers are also stored in an integrated BI tool . Analysis dashboards are available with 20 selection criteria (e.g. customer segment, room type, source, nationality, etc.).

Under certain conditions, responses can also be communicated to social media applications (e.g. Tripadvisor).

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# Booking Confirmation



## YOUR BOOKING CONFIRMATION

Dear Mister Cole Mike,  
We thank you for your reservation. You can find below the details of your booking and in attached file your proforma.

Booking reference : 27882235-1

Arrival date : 29-06-2021

Departure date : 04-07-2021

Lenght of stay : 5

Number of guests : 2

Room Type : Standard Double

## HOTEL SERVICES

### RESTAURANT & BAR

Restaurant La Palmeraie, a friendly  
bistronic cuisine.  
Open every day from 12pm to 2pm  
and from 7pm to 11pm.

[BOOK HERE](#)



### SPA

Come and discover our signature  
massages and treatments!  
Open every day from 10am to  
10pm. On reservation.



[TREATMENTS](#)

We look forward to welcoming you to the INTERFACES HOTEL !

Booking Department  
[marketing@interfaces64.com](mailto:marketing@interfaces64.com)  
Bizkarreneko Bidea - 64210 Bidart - FRANCE

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Proforma in attached file created through CMS



## Proforma - Stay from 29-06-2021 to 04-07-2021

Date : 24-06-2021

Guest's name : Mister Mike Cole      Reference : 27882235-1  
Arrival Date : 29-06-2021      Departure Date : 04-07-2021  
Number of nights : 5      Number of people : 2

From Date	To Date	Description	Night	Rate	Cur.	Subtotal
29-06-2021	04-07-2021	Standard Double	5	3496.00	MUR	17480.00
29-06-2021	30-06-2021	Airport Transfer	1	10000.00	MUR	10000.00
29-06-2021	04-07-2021	Baby Cot	5	750.00	MUR	3750.00
29-06-2021	30-06-2021	Chocolate & Champagne	1	1999.00	MUR	1999.00
Total Net						33229.00

Bank Details : IBAN 123456789-000 MUR - Société Générale

**Hôtel Interfaces 64**  
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## Online Pre Check-in and Online Check-in at Hotel

The guest receives an email connected to a personalized registration online pre check-in. Answers are automatically integrated in 'Message' tab in the Infor HMS guest stay. Depending on your criteria, the answers can go up as "Open tickets". The list of open tickets can be consulted in Infor HMS.


As soon as the message is processed, simply save it in the status 'Completed', then it will no longer appear in the open tickets list.

In this new context of exchange limitations, you can give your customer the possibility to check-in from his mobile phone.

The information already filled in in his reservation (ex: email, mobile, address,...) are automatically integrated into the form. The customer's answers are automatically integrated into the Infor HMS customer file.

With Infor HMS version 3.8.3.1, the answers from the online check-in are also saved in the 'Documents' tab as a PDF registration card.

Page 1 :



YOUR ONLINE CHECK IN - COMPLETE THE INFORMATION

Step 1/2

Your Reservation

Last name

Monsieur Pascal Carle

Date of stay

From 15-05-2024 To 18-05-2024

Room Type

Standard Sea View

Your Information

Address

Address

Postal code

Postal code

Town

City

Country

United Kingdom

Passport N° / ID N°

Passport N° / ID N°

Date of Birth

jj/mm/aaaa

Mobile phone

N° including country code

E-mail

marketing@interfaces64.com

Next



Step 2/2

Your Arrival

Approximately what time do you expect to arrive at the hotel ?

9:00 AM

Other requests

Additional information you wish to share with us

Your allergies

☐ Gluten
 ☐ Peanuts

☐ Seafood
 ☐ Lactose

Other dietary restrictions or allergies

Please specify

A special occasion you wish to celebrate during your stay ?

☐ Birthday
 ☐ Honeymoon

☐ Wedding anniversary
 ☐ Wedding

Your Personal Data

By completing and signing this registration form, you agree that Hotel 64 Hotel & Resort store and use your personal data. You can access your data, rectify it, request its deletion or exercise your right to limit the processing of your data by contacting the hotel directly.

☐ I accept Hotel 64 Hotel & Resort contact me for marketing purposes.
 ☐ I authorize Hotel 64 Hotel & Resort to use my personal data.

Uploads

Choisir un fichier

Aucun fichier choisi

Note: Only .pdf formats allowed to a max size of 5 MB.

Previous

Submit

By clicking on "I authorize the hotel to use my personal data", a field for the electronic signature appears. This signature is also saved in the 'Documents' tab of Infor HMS.

Your Personal Data

By completing and signing this registration form, you agree that Hotel 64 Hotel & Resort store and use your personal data. You can access your data, rectify it, request its deletion or exercise your right to limit the processing of your data by contacting the hotel directly.

☐ I accept Hotel 64 Hotel & Resort contact me for marketing purposes.
 ☒ I authorize Hotel 64 Hotel & Resort to use my personal data.

Please sign in the allocated area below

Clear

### 3

## Payment Getaway

Online payment can be made when requesting a deposit. In this case, an email is sent to your client at the time of booking with the amount of the deposit to be paid and the deadline for payment. This email contains a link to a secure online payment site (e.g. MIPS). As soon as the customer has paid, the amount of the deposit is registered in the 'Deposit received' field of HMS.

Online payment can also be used to pay the outstanding amount of the invoice before the customer leaves. In this case, an email is sent to your customer the day before or the same day of his departure with a proforma invoice attached and a link to a secure online payment site. As soon as the customer has paid, the amount paid is recorded in the customer's invoice. The final invoice will be sent to him after check-out, by email via HMS.



Dear Mister George Wright (Room No: 29),

We hope you have a pleasant stay in our hotel. We remind you that your room must be vacated tomorrow (24-06-2021) at 11am.

To save time at check-out, Please free to pay your bill online for 22000.00 MUR by clicking below :



Reception Department

Hotel Interfaces 64

Bizkarreneko Bidea 64210 Bidart - France

Tél : +33 (0) 673831857

[marketing@interfaces64.com](mailto:marketing@interfaces64.com)



# 4 Instant Messaging



IMPORTANT: All communications (emails, online check-in, guest survey, one-time messages, customer responses, internal messages, etc.) are automatically stored in the Infor HMS guest stay via [Messages] tab.

You can also obtain a list of messages to be processed by using the notion 'Completed or not' in each message.

The department concerned (Reception, Housekeeping, Management,...) receives an alert (by email, Windows pop-up, SMS or WhatsApp) as soon as a guest sends a message.

Guest Stay 98154756-1 Carle, Mister Pascal 17

Record View \* Guest Details Folio \* Auto Transfer \* Share \* Associated Reservations \* Preferences \* Notes \* Messages \*

All Messages Edit

Urgent	Type	Department	Topic	To	Received Date/Time	Reminder Date/Time
<input type="checkbox"/>	Guest Message		***From Guest		01-10-2018 15:22	01-10-2018 15:22
<input type="checkbox"/>	Internal Action Request	Room	***Internal		01-10-2018 15:22	01-10-2018 15:22
<input type="checkbox"/>	Guest Message		***From Guest		01-10-2018 15:22	01-10-2018 15:22
<input type="checkbox"/>	Internal Action Request	Room	Please add a pillow. Thanks.		01-10-2018 13:54	01-10-2018 13:54
<input type="checkbox"/>	Guest Message		Your room is ready.		01-10-2018 13:39	
<input type="checkbox"/>	Guest Message		Welcome Cocktail		01-10-2018 09:40	01-10-2018 09:40
<input type="checkbox"/>	Internal Action	Room	Alert Check-in		01-10-2018 09:40	01-10-2018 09:40

Records: 8 of 8 123

Actions

Message Details

Type: Guest Message

To: [ ]

From: [ ]

Phone: [ ]

Completed: ☐

Cancelled: ☐

Message

Topic: \*\*\*From Guest

Thank you.

Message: [ ]

Customer's phone



Team member's phone

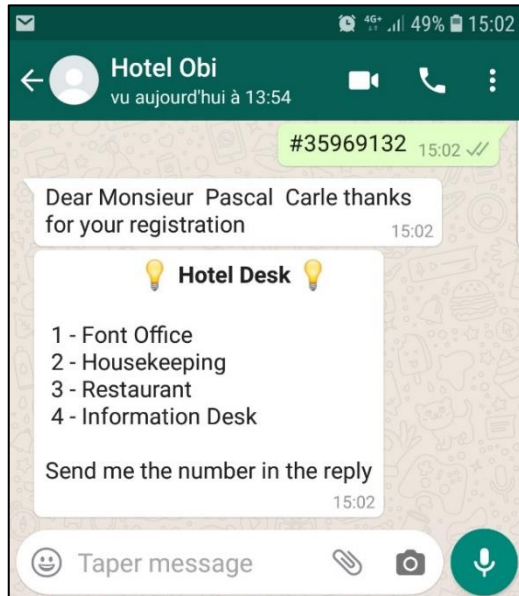


- Automatic message received when room status is 'Clean' →
- Automatic message received upon check-in →
- Customer response via mobile phone →

# 4

## Instant Messaging Hotel Desk

Unique registration Id for guest  
(# + booking n°)

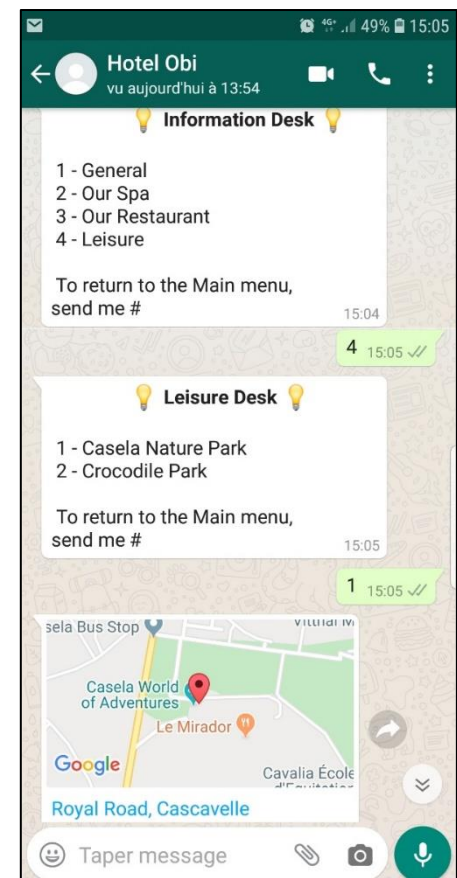
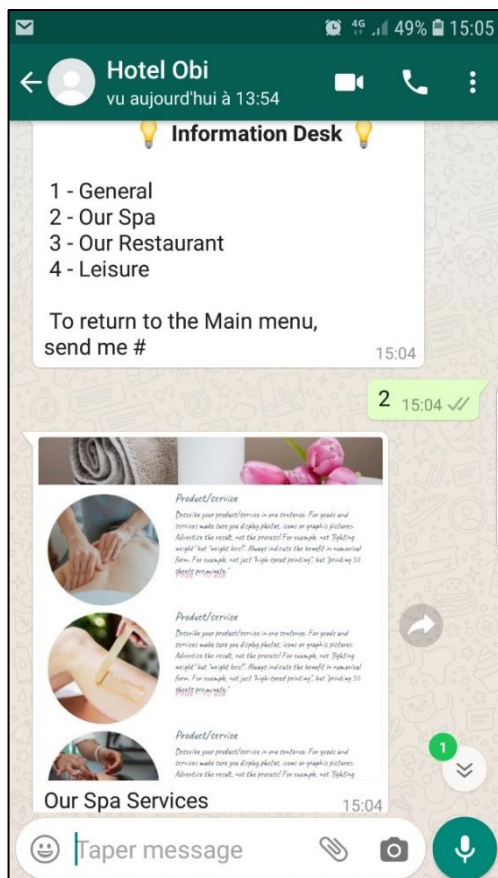


For option 1 to 3, any request is directly sent to the right department through WhatsApp and also recorded on Message tab in the Infor HMS guest stay.



For option 4 'Information Desk', guest may view different type of informations (GTC, spa brochure, restaurant menu,...)

You can create as many sub menus as you want. In this case for 'Leisure Desk', guest may have navigation map for points of interest.



# 5

## Guest Survey

Your guest will automatically receive an email connected to your guest survey during his stay and/or after his departure. Answers are automatically integrated into Infor HMS guest profile and will therefore be visible during a future stay. All our forms are responsive on mobile device.

58%
23:19

Dear Mister Legrand Jean Pierre,  
Please rate how satisfied you are.

How would you rate following items ?

Welcome

☐
☐
☐
☐

Room

☐
☐
☐
☐

Restauration

☐
☐
☐
☐

Do you have any comments or suggestions that would assist us to improve our service and facilities?

Submit

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Customer Messaging Suite (CMS), fully integrated with Infor HMS, allows you to optimize your communication with your customers and teams in a simple and direct way.

Customer Messaging Suite (CMS) centralizes all your messages within Infor HMS guest stay.

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Our team is at your disposal.

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