

Suite sell

Selling to wider markets is a common goal for all hotels but it is equally important to boost sales efficiency by optimising revenue and adapting to the needs of the hospitality market, which is becoming increasingly dynamic.

Only a hotel company management system designed specifically for revenue management can offer valid support in defining the most suitable sales policies.

There are several ratios and data types to consider when identifying potential, forecasting demand and controlling sales. Additionally, once the commercial policy has been laid out, it must be made available to all departments that come into contact with potential customers.

Italy-based GP Dati Hotel Service S.p.A. is so committed to this approach that its top-range 'Scrigno' suite was created in view of revenue management and CRM.

Scrigno was designed to respond to the needs and challenges faced by hoteliers in today's globalised market. That's why the system is entirely web-based, can be used in hosting, and puts a number of high added-value modules around a unique customer database, such as:

- multi-property PMS and central reservation office
- revenue management (budgeting, BAR setting, sales constraints, overbooking, regrets/denials analysis)
- two-way B2C & B2B booking engine
- two-way channel management system



- business intelligence reporting
- sales force automation
- CRM and marketing automation
- integrated e-mail and document repository
- innovative loyalty features
- materials control and USAH management accounting.

Scrigno's reliability lies upon GP Dati's strong experience in the hospitality industry, built over 30 years in the PMS sector and 1,000 installations Europe-wide, with reference customers like Orient Express Hotels Italy, AtaHotels, Alpitour World Hotels & Resorts, Jadranka Hotels Croatia. ■

Further information

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