industrysolutions

HOTEL&BOOKING

SPECIFIC SOLUTIONS

CENTRAL RESERVATION SYSTEM (CRS)

Online Booking

Channel Manager

Meta Search

GDS

T.O. and ADV

Central Reservation Office (CRO)

PROPERTY MANAGEMENT SYSTEM (PMS) WEB, CLOUD, EVEN MULTI-HOTEL

Front Office, MICE and Housekeeping

BI and Revenue Management

CRM and Marketing

To manage
hotel and hotel chain business

Like every other business, hotel and hotel chains also need to monitor the various corporate processes to promote more efficient management and increasingly better service. In order to be considered as the best hotel management software, **a program must provide a global view** of extremely diverse but interconnected aspects: CRM, booking engine and channel manager, PMS, marketing, administration and revenue management are just some of our software modules that assist you in running your hotel. Zucchetti provides a **wide range of software for hotels that can be combined at will**, developed to guarantee easy use, efficiency and security and that allow staff to dedicate more time to guests and grant them an unforgettable stay. You can rely on a supplier with dozens of years of experience in the ERP world to **organize, manage and better monitor your business, reduce errors and simplify process management** to offer customers the best service possible. Zucchetti's hospitality offer includes **scalable and modular management software**, that assist hotel directors in **best organizing** the most strategic aspect of any hotel, **save time and resources, increase booking capacity** and sell associated services.

www.zucchetti.com/horeca

ZUCCHETTI

FROM PRE TO POST STAY... ZUCCHETTI SOFTWARE FOR A SUCCESSFUL EXPERIENCE!

Zucchetti solutions and software are highly specialized and able to assist your business in every step to guarantee the highest quality standards and offer your customers better service.

Zucchetti's offer for hotel and hotel chains guarantees **a better travel experience starting from on-line booking**, promoting high performance in terms of conversion, increasing the chance that customers book and stay at your hotel again.

Zucchetti is at your side every step of the way: from booking to check out, from guest management to business intelligence solutions to analyze data and revenue and marketing to improve customer loyalty and acquire new clients.

THE RIGHT SOLUTION FOR EVERY NEED

The **CRS (Central Reservation System)** connects your hotel with all sales channels to enhance your visibility (even via travel agencies, tour operators, etc.).

You will receive **bookings directly from your site thanks to the Booking Engine and automate sales management, vacancy and prices on the various on-line changes and rate aggregators with Channel Manager.**

The **CRO (Central Reservation Office)** helps call center and central office operators and/or single hotel staff to quickly and accurately manage booking requests and reservations (by phone, e-mail, on-line forms, etc.)

PMS (Property Management System), manages all hotel departments, simplifying and speeding up daily operations: Front Office, MICE, F&B and Housekeeping.

Fully integrated with on-line sales tools, PMS gathers and standardizes information from all business areas and, thanks to sophisticated **analysis and Revenue Management** applications, lets you identify and plan the right sales strategies.

Due to its integrations you can also **learn everything about the guest** (booking methods, preferences, applied rate, nationality, etc.), manage sales rules (early booking discounts, special rates for different segments and periods, etc.) and analyze trends and reservations in depth.

LEARN ABOUT THE GUEST TO INCREASE SATISFACTION

Thanks to CRM you can manage loyalty plans to facilitate and encourage customers to book your hotel again. **Discounts, loyalty plans, promotions and deals** are the key to keeping customers loyal. Adopting CRM is also essential to **planning and managing marketing activities** thanks to the possibility of querying the database, profiling and segmenting customers and creating campaigns for returning and potential guests.

You can monitor your most profitable channels, your competitors' strategies (rate checker) and guest reviews with **Business Intelligence systems**. Thanks to **PMS queries**, you can compare sales with the main revenue indicators, both forecast and balance, and identify the best strategies to reach your budget.

Inventory management and cost control solutions complete the range: integrated with PMS and accounting software, they guarantee streamline and efficient business management.

SIMPLE AND AUTOMATED MANAGEMENT

Zucchetti solutions are designed to simplify hotel business management for resorts that need to manage various sales points (restaurants, bars, shops, etc.) even decentralized, thanks to the ability to use **contactless cards to charge bills** to the room (credit card mode) or pay directly on-site (with pre-paid or top-up card).

Furthermore, they are designed to guarantee **maximum practicality and the best user experience** for both the hotel manager and guest, also using **tablets and mobile** devices.

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