Ebook

Personalised Offers

Automate the work of your reception and convert offline to online with personalised offers

BEST
EMAIL MARKETING &
CRM SOFTWARE

HotelTechAwards

2025

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How much time do you spend on reservation requests?

On average, reservation staff spend up to **an hour a day** processing reservation requests!

This can actually be done in **2 minutes**.

How?

Streamline *requests*

Despite the increasing trend of online bookings, phone and email inquiries about available rooms and offers are still very popular.

To streamline and automate the handling of these inquiries and to achieve maximum efficiency we have developed a module for reservation offices and receptions, which allows for an instant dispatch of stay proposals via email.

During a conversation with a guest, the receptionist can check the availability, prices, and the range of services offered, and can also engage in upselling, presenting alternative stay options, e.g. a more expensive or a cheaper room. They can also suggest additional services or apply discounts to one or several quotes.

Start using Personalised Offers and create emails with offers, including discounts, in minutes. Then, the recipient can simply select the preferred option, confirm booking and make a safe payment online, while you get the confirmation straight into your system.

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🔍	Search in navigation
⊕	Send offer
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Send personalised offer

Personalised offers

27 - 29 dec
Standard rate with breakfast
Junior suite   (2 adults)
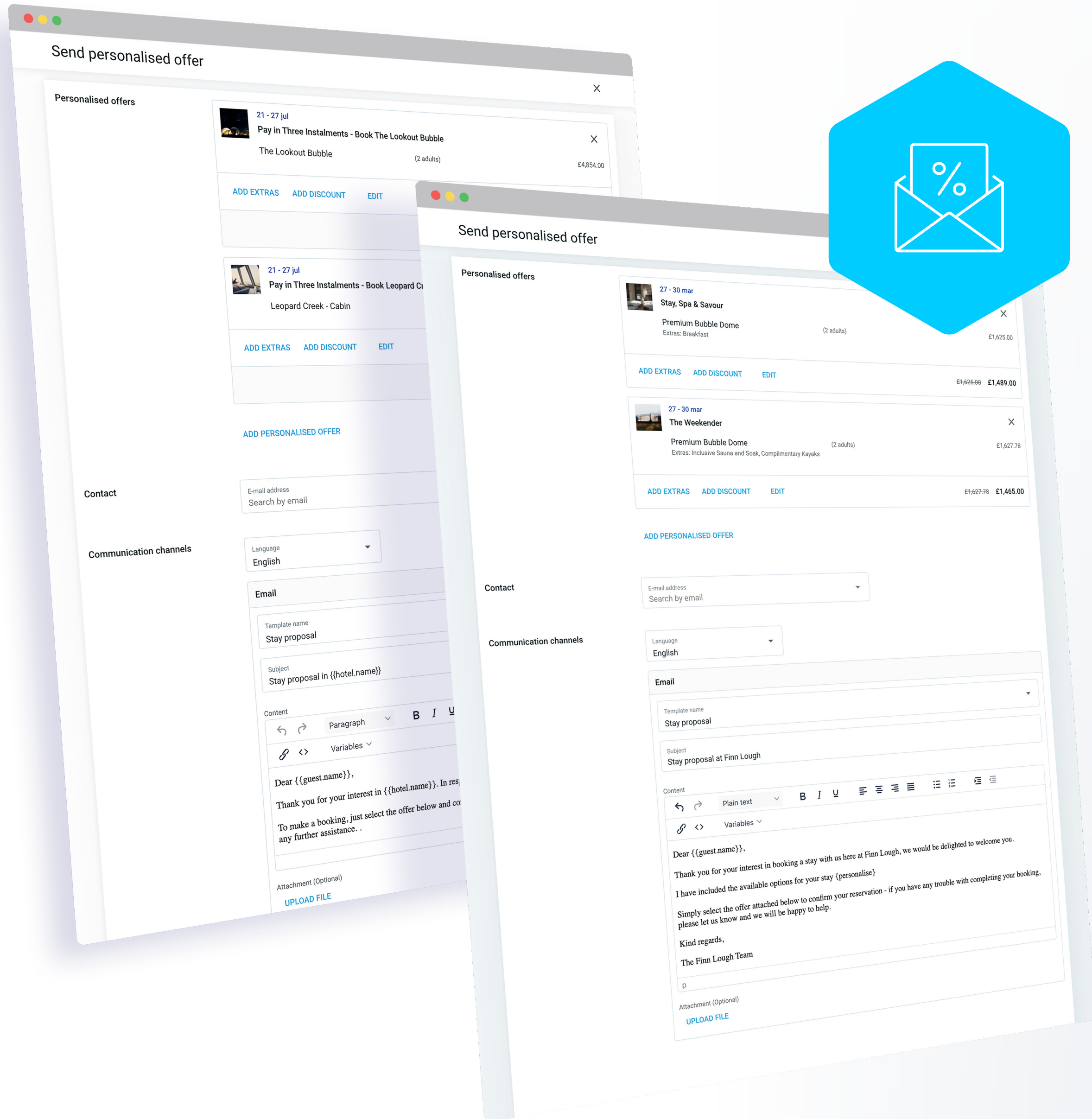Extras: Drink in a bar included

ADD EXTRAS   ADD DISCOUNT   EDIT

ADD PERSONALISED OFFER

Contact
E-mail address
Search by email

Communication channels
Language
English

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Create *engaging* **offers in minutes**

Create high-conversion emails featuring:

- Direct links to offers
- Eye-catching images
- Details and prices
- **Book Now** buttons for immediate action
- Secure payment processing upon clicking the button
- Instant booking confirmation after payment

All of these are pulled straight from your Booking Engine and are always accurate.

You can even add **discounts** or **extras** and offer guests **Loyalty Membership rates**.

Remember to add at least two offers to select from to give the guest the opportunity to make a choice.

Use *templates*

The email content has a **pre-set template** in your preferred languages, but feel free to modify it and add a more personalised message for the guest.

Add your own email templates to create even more personalised messages suited for different guest types.

Email

Template name
Stay proposal

Subject
Stay proposal in {{hotel.name}}

Content

Paragraph

Variables

Dear {{guest.name}},

Thank you for your interest in {{hotel.name}}. In response to your enquiry, please see below:

To make a booking, just select the offer below and confirm your reservation or please let us know if we can be of any further assistance. .

Attachment (Optional)

UPLOAD FILE

Build your *database*

Turn offline enquiries into online bookings and expand your guest database.

This mechanism is integrated with the Smart Guest Database and automatically searches for the guest's data entered previously, speeding up the entire process and adding the sent proposals to the guest's history.

If not found, simply add the new details and save for future use.

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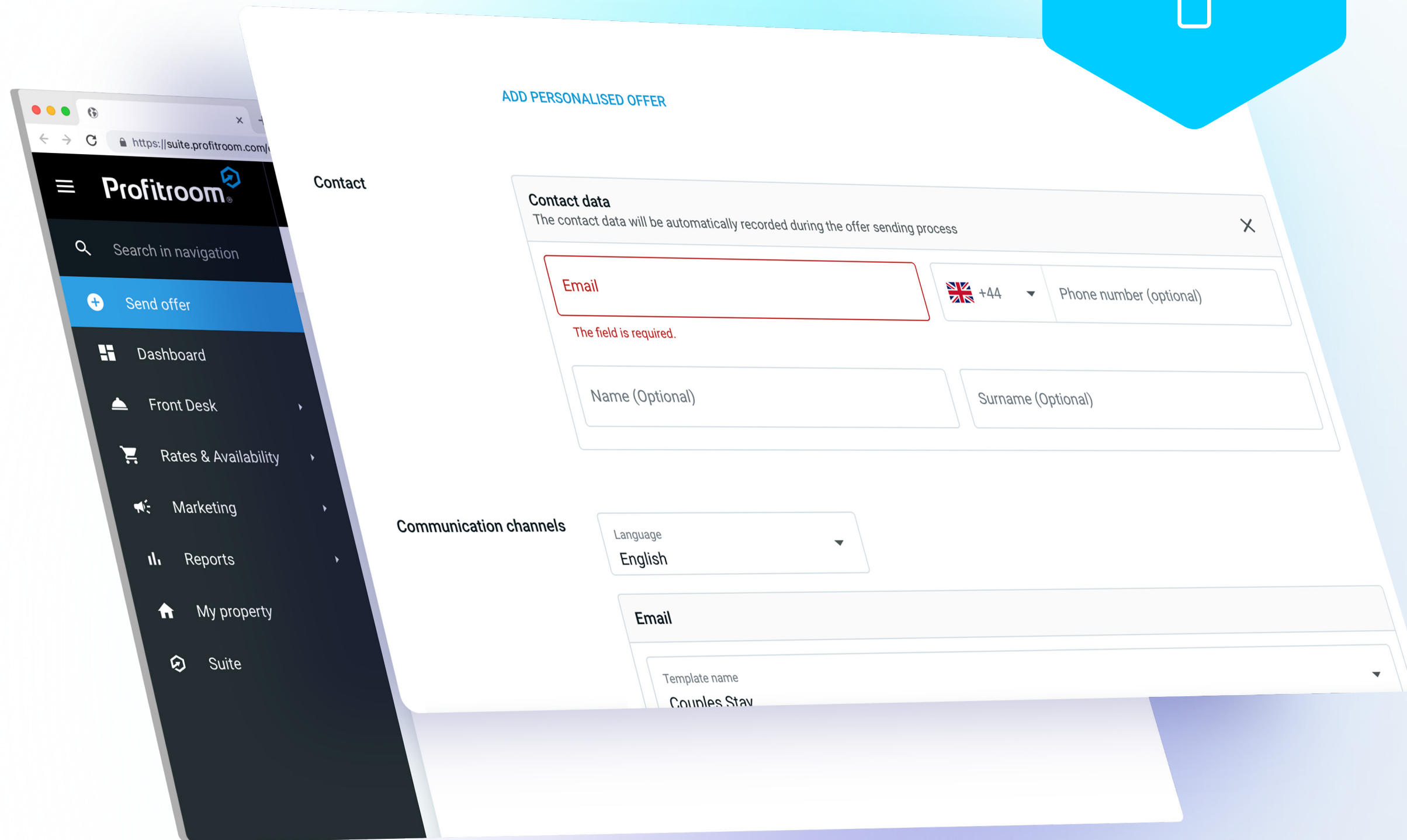
Secure *payment* processing

Once you send the offer, it arrives via the guest's email.

Then, with just one click, the guest can proceed to the summary and confirm the reservation, making a safe payment via the booking panel*.

No need to give card details over the phone, which may be neither easy nor secure.

*The system is PCI DSS Level 1 certified.

Pay for your reservation

⦿ **Fast online payment**

blik   **VISA**   mastercard   mBank   ◆ Santander

ING 🦁

€3,630
Due now

Secure payment processed by Przelewy24 - Pasaż Test.

Forget about manual *reminders*

In most hotel management systems, the offer is created as an optional reservation, which then must be cancelled manually if the guest does not make a booking. At best, the hotel contacts the guest again as a reminder.

In the Profitroom Suite, a reservation is only created when the guest makes a booking. So, reception no longer need to rely on notes and reminders to manually cancel an optional reservation.
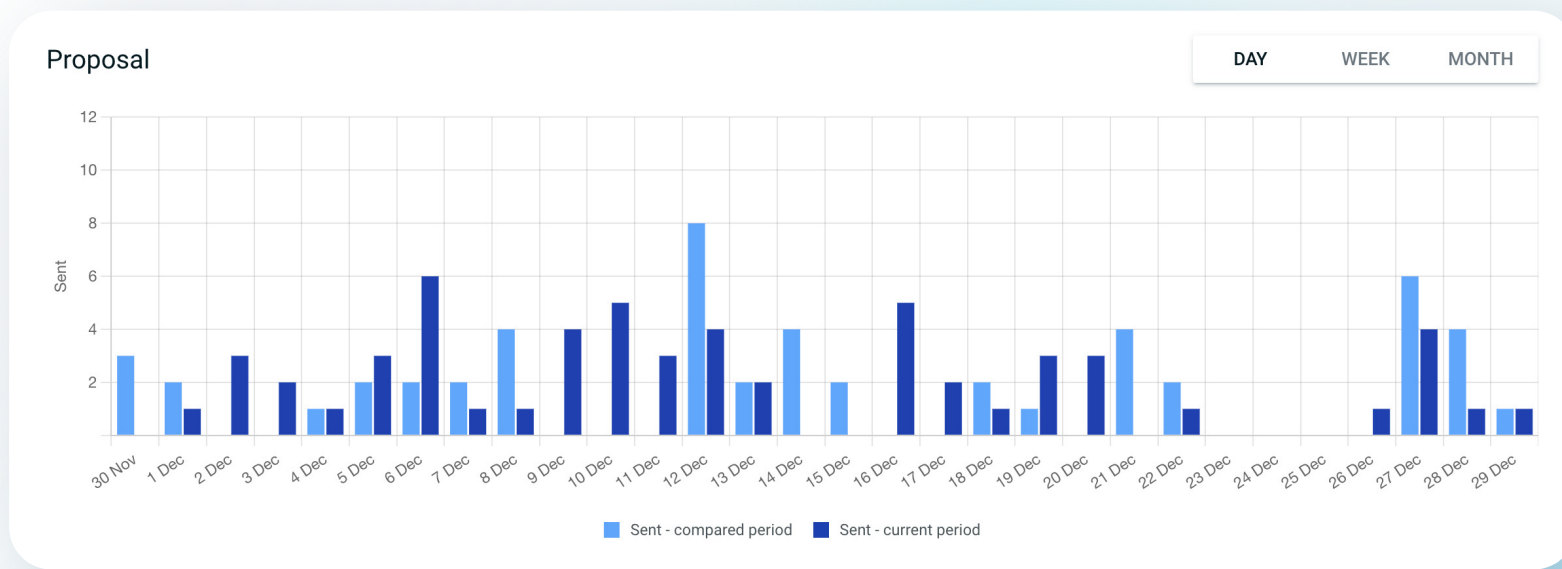
See *progress*

Check reports to see the status of your proposals and monitor their performance. Most of that work has also been automated:

- Automated follow-up emails are sent based on predefined time-periods or as set by you.

- All guest contact details are encrypted for data security and GDPR compliance.

- Confirmed bookings are automatically added to your booking system.

You also have the option to send a new proposal if the previous one did not work.

Motivate your *reception staff*

Check reports to make informed decisions:

- Analyse your staff performance
- Identify best practices
- Improve the performance of your reception desk

Compare offers sent in reply to enquiries from various sources and work on these direct channels to boost their conversion potential.

Proposal

DAY · WEEK · MONTH

Sent - compared period · Sent - current period

Personalised Offers
Proposal

DOWNLOAD

OVERVIEW · BY CONTACT SOURCE

User	Sent	Open	Lost	Won	Won value (GBP) ↓	Win rate
Summary	58 +12%	17 -	11 -65%	30 +43%	£10,663.34 +78%	52% +12 pp
	14 -	5 -	1 -	8 -	£4,234.70 -	57% -
	24 -	7 -	7 -	10 -	£3,079.49 -	42% -
	4 -	1 -	0 -	3 -	£1,941.91 -	75% -
	13 -66%	3 -	3 -90%	7 -22%	£1,182.74 -68%	54% +30 pp

Completed reservations

User	Reservations	Average revenue (GBP)	Revenue (GBP) ↓
Summary	50 +108%	£330.73 +25%	£16,536.44 +161%
	23 +77%	£338.47 +5%	£7,784.90 +85%
	8 -	£488.90 -	£3,911.21 -
	11 -	£305.61 -	

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Who will *benefit* from this?

- **The reception staff** saves time by creating and tracking offers all in one place and can focus on more important tasks.

- **The guests** are looked after even before they arrive and see a selection of personalised offers in their mailbox. They feel enabled to make a safe online payment, making sure their reservation is confirmed.

- **Your hotel benefits twice!** According to statistics, sending personalised offers results in more reservations than "manual" customer service for guests who make enquiries over the phone. This increases the chances of more bookings!

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Start using the Personalised Offers module, save your reception staff's time and make sure no phone enquiry ever gets forgotten.

Would you like to learn more?

Book a **demo**

Contact us

info@profitroom.com

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