

Hospitality Engagement and Notification Solutions

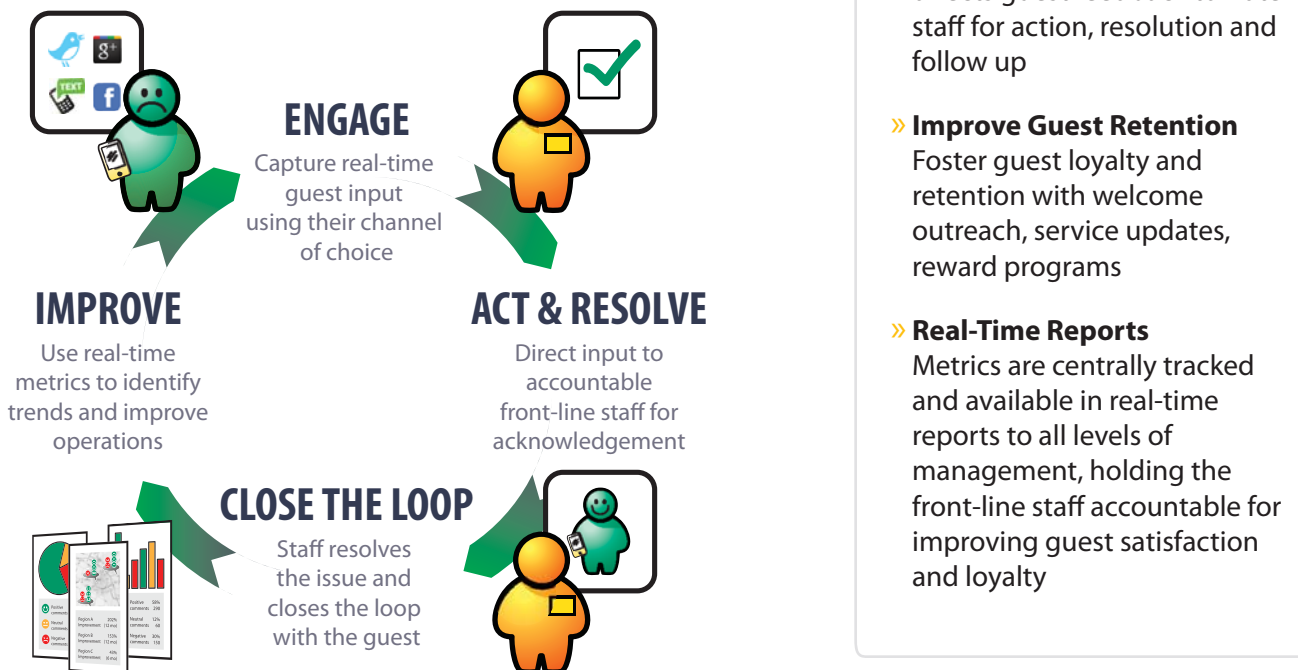
SOLUTIONS BROCHURE

Benbria empowers hotels to improve total guest and conference revenue. By improving guest spend and enhancing convention offerings, the Benbria portfolio of Guest Engagement and Conference Notification Solutions enables hotels to differentiate their brand and improve revenue through increased loyalty, advocacy and retention.

Guest Engagement and Notification Solutions

BlazeLoop® Guest Engagement solution enables hotels to capture real-time guest input from a variety of mobile and social media sources, and makes it actionable by directing it to front-line staff for response, action, resolution and follow up. Today, guests have a heightened sense of immediacy and expect a response when they have a positive or negative experience to share with their hotel. It is that speediness to act on guest feedback that enables hotels to foster loyalty and retention, and ultimately, turn guest satisfaction into a true competitive edge.

BlazeCast® Guest Notification solution allows hotels to improve total guest revenue by notifying guests of new promotions, discounts and limited time offers using the guest's channel of choice. By engaging guests at multiple touch points – before, during and after their visit -- BlazeCast helps hotels improve guest revenue through an increase in hotel stays by existing and new guests. The result is stronger guest loyalty, positive word of mouth referrals, and new revenue captured through service upsell.



Benefits

- » **Differentiate Hotel Offerings**
Become more competitive by offering a differentiated guest experience at multiple touch-points
- » **Increase Total Guest Revenue**
Upsell hotel services and promotions to guests using their channel of choice
- » **Improve Guest Experience**
Promptly resolve issues concerning guest satisfaction with smartphone app that directs guest feedback to hotel staff for action, resolution and follow up
- » **Improve Guest Retention**
Foster guest loyalty and retention with welcome outreach, service updates, reward programs
- » **Real-Time Reports**
Metrics are centrally tracked and available in real-time reports to all levels of management, holding the front-line staff accountable for improving guest satisfaction and loyalty

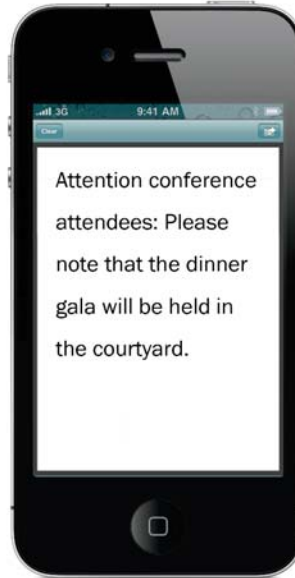
Conference Engagement and Notification Solutions

The Benbria portfolio of Conference Engagement and Notification Solutions enables hotels to increase conference revenue by offering event producers a differentiated conference experience.

BlazeCast® Conference Notification solution allows hotels to offer event producers real-time text notifications to their delegate's mobile devices to promote keynotes, showcases, entertainment, etc. When compared to email, texting has been proven to capture greater mindshare and response rates whereby 95% of texts are read by attendees in the first 10 minutes of receipt. In addition, BlazeCast allows event producers to create groups with unlimited members and deliver customized messages to these specialized groups in a fast and efficient manner to their tablet or mobile devices.

BlazeLoop® Conference Voting system allows event producers to engage their delegates and capture live responses fast and easy. In a matter of seconds, polls can be created with no programming, no databases, and no complicated set-up. Using the attendee's preferred mobile or tablet device, hotels can offer event producers the ability to capture real-time attendee feedback on a variety of topics, including presentations, exhibits, venue, entertainment, research, awards, etc.

BlazeLoop® Conference Engagement solution helps event producers capture attendee and exhibitor feedback from mobile apps, texting and other media sources, and direct it to accountable event staff who can engage, act, and resolve their issues in real-time. Attendees and exhibitors may use this tool to provide feedback on a variety of items, including the venue, event program, showcases, registration, facilities, logistics, etc.



BlazeCast® Conference Notification



BlazeLoop® Conference Engagement

Benefits

» **Differentiate Hotel Offerings**

Become more competitive by offering a differentiated conference experience

» **Drive Conference Revenue Growth**

Deliver revenue-generating conference services such as text notifications, delegate feedback and voting

» **Increase Total Conference Revenue**

Upsell hotel services and promotions to delegates attending conferences at the hotel

» **Improve Conference Experience**

Promptly resolve issues concerning delegate satisfaction with smartphone app that directs delegate feedback to event staff for action and resolution

Contact Us

sales@benbria.com
+1-613-271-5970
www.benbria.com