# MASCH
SOFTWARE SOLUTIONS

CM STUDIO .VIG-CLOUD

# MORE GUEST LOYALTY THROUGH DIGITAL SERVICES

Improve your success through improved guest loyalty and an individual bonus program. Turn one-time guests into returning friends of your business.

YOUR TOOLBOX
FOR MODERN GUEST MANAGEMENT

The experience of the COVID-19 pandemic has shown us all that the steady (and seemingly never-ending) flow of international one-time visitors has been rapidly interrupted over the past 2 years.

Hotel businesses that have also relied on returning and loyal guests in the past have been navigated their business better, especially during the second phase of the pandemic. However, returning guests are also getting older and there is then a rapid shortage of guests from the younger generation.

Attracting new guests was much easier in the past than it is TODAY, but converting guests into regular customers is the high art of guest management and TODAY more than ever an important factor for economic stability.

## The logical consequence

A healthy mix in the guest clientele is extremely important and is the focus for many businesses. Mix in the age structure and mix between NEW and RETURNING guests.

Hotel businesses will only be successful if they position themselves accordingly broadly and actively.

## *BUT*

Broad-based marketing is cost-intensive and time-consuming, and it requires expert manpower.

Many businesses, especially small and medium-sized ones, are missing the right tools to meet the challenges of digitization and modern guest marketing.

## CM STUDIO .VIG-CLOUD

... is a CLOUD solution based on the SAaS principle: **S**oftware **A**nd a **S**ervice.

... offers each individual hotel business a toolbox of tools for their individual customer loyalty program and individual guest marketing

... puts guest loyalty in the center of your guest marketing. The more and more attractive services your hotel can offer to a new as well as to a returning guest, the more likely she or he will book their next vacation in your hotel again.

... relies on the principle of the digital guest card supplemented by the digital preference card, because your guests are TODAY already much more digital than most businesses in tourism. Digital services are the front door and the entrance to more effective PRE-SALES and POST-VISIT processes.

## MORE THAN A SIMPLE GUEST CARD SOLUTION

CM Studio .VIG-CLOUD is based on the PUBLIC-CLOUD domain
www.hotel-points-and-more.com

Each hotel will be integrated into the above CLOUD domain and will be able to develop, operate and most importantly communicate its individual guest program.

However, the domain www.hotel-points-and-more.com does not only offer single solutions, as offered by must software packages for customer and guest loyalty that have been common on the market so far.

Define your own alliances and cooperations with other providers and colleagues via CM Studio .VIG-CLOUD.

Increase the added value of your digital guest & preference card.

## With CM Studio .VIG-CLOUD you form individual alliances and participate in cooperations

Develop a joint guest- and preference-card with your hotelier association or marketing cooperation or the affiliated hotel group.

Integrate your guest- and preference-card into existing services of your region or destination via the open interface server (API) of MASCH.

Benefit from supra-regional connections to public transport or other service providers that are of interest to your marketing.

Regional partners are also important! Cooperate with retailers, museums and other local attractions. With the CM Studio .GCM APP, your acceptance partners can be seamlessly integrated into your offer and monitor and evaluate the use of the services provided to your guests.

## CM Studio .VIG-CLOUD respects your business and your data

The entire communication from the point of booking to the issuance of the digital guest-card and/or preference-card takes place between you as the host and your guest.

Your guest data are safe in the client setup of your CLOUD account, because only YOU decide which data will be requested and stored. Also the support of MASCH has no access to any data. In a case of support, you can grant us this access temporarily - that's all.

CM Studio .VIG-CLOUD allows the hotelier to control and share the data. You as hotelier are the 'master of your data'. Here you decide individually for your business which data has to be collected.

# AS OF MARCH 2022

The following evolutionary steps of individual hotel services are planned for 2022:

Introduction of the digital guest card for hotel businesses and hotel cooperations in the BASIC EDITION.

- Implementation of the VIG-CLOUD service editor for hotel businesses and cooperations with which each participating hotel can design its individual service portfolio and how it will be presented online via a 'service map'.
- Extension of CM Studio .GCM APP to a multi-platform app (Q2/2022)
- Integration of CM Studio .CRM into VIG-CLOUD as CRM management tool for online marketing of your hotel business (Q3/2022)

Introduction of the digital guest card for hotel businesses and hotel cooperations in the PROFESSIONAL-EDITION:

- Partner bundle with CM Studio .Booking-Center for payment of bookings with collected bonus points (Q3/2022)
- Integration of SuperWebMailer for optional e-mail & newsletter communication with and to your guests (Q4/2022)
- Launch of the digital bonus card based on the digital guest card (Q1/23)
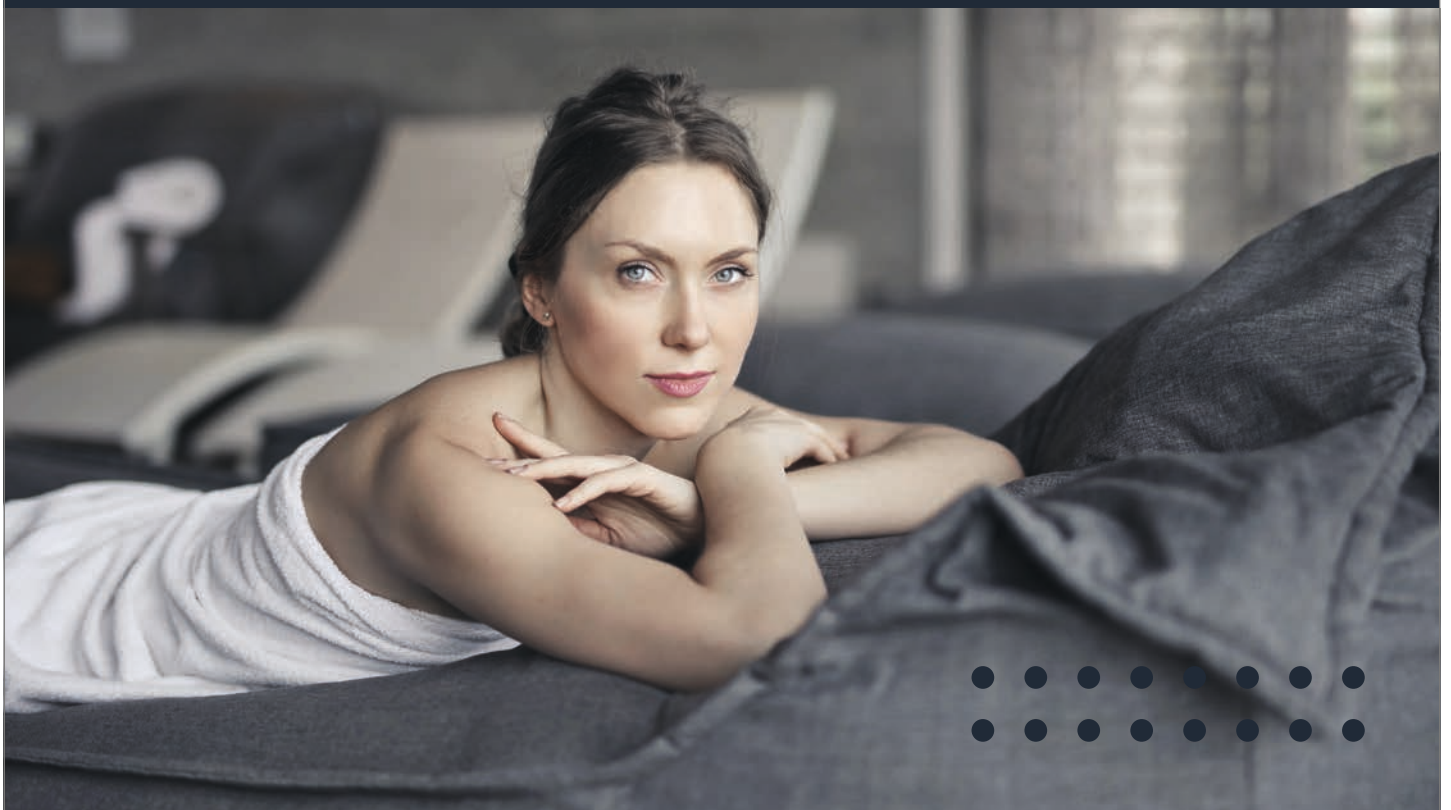
# CM STUDIO .VIG-CLOUD

## DIGITAL GUEST CARD

## WITH OPEN INTERFACES TO THE SUPRAREGIONAL COOPERATION SUCCESS FOR ALL

How does MASCH's digital guest card differ from guest card solutions commonly available on the market from other vendors?

Each hotelier decides independently which data his guests must provide for the digital guest services. Minimum are name, first name and date of birth to design age-specific offers. Email addresses are a "MUST" to enable automated delivery. In addition, each hotel designs its client setup individually.

Software interfaces for data import and export as well as guest card validation are available via the so-called MASCH API-SERVER and thus offer development and integration possibilities for any interested third-party vendor.

Each hotel can connect to various cooperations and networks with its own individual guest card and thus benefit from third-party offers under its BRAND.

# CM STUDIO .VIG-CLOUD

## SUPPORTS COMMUNICATION
## AND PRESENTATION OF ALL SERVICES

The CLOUD domain www.hotel-points-and-more.com includes in its external presentation a network overview ...

» with map-oriented representation of CLOUD participants.

» with representation of alliances and cooperations.

» to present the individual guest map, as well as those of the cooperations optimally.

The new guest can easily recognize the network and filter out the most sustainable offers of the hotel companies.

You can find out more from us.

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