



The RLHC Guest Management System

RevPak is designed to drive guests to RLHC properties and provide a single view of each customer, account and hotel client. With RevPak, you can manage everything from field marketing and CRM to pricing and revenue. RevPak enhances the guest experience by socializing consumer requests, preferences and expectations with hotel operations. All sales activity and sales force automation are aggregated throughout the organization. RevPak also enables multi-channel marketing by sending one-to-one and one-to-many campaigns based on customer behaviors and dynamic hotel operations. Simply put, the RevPak Guest Management System optimizes all sales and marketing efforts for RLHC hotels.

RevPak streamlines guest management operations by collecting custom applications under one umbrella. Combined, RevPak delivers on three core objectives: (1) Customer Acquisition, (2) Customer Management, and (3) Customer Retention.

ENGAGE CUSTOMERS

Customer Relationship Management

Serenata CRM provides marketing automation including pre-arrival and post-stay messaging, drip marketing, loyalty management and one-to-one as well as one-to-many promotions. Most importantly, CRM is our single source of guest profiling for the purposes of target marketing and dynamic packaging that may also include partner-marketing promotions.

INCREASE BOOKINGS

Sales Force Automation

Compass provides sales force automation for all hotel sales and catering personnel as well as the RLHC national sales organization. Compass automates the account management and performance tracking functionalities for all group business.

Translation Services

Sovee is the RevPak translation provider to maximize opportunities for redlion.com conversions from international origins.

Central Reservations System

WindsurferCRS provides leading distribution and revenue management capabilities allowing our hotels to reach more distribution channels through Siteminder, manage rates and availability more effectively, and improve online conversion through customer-centric technology offerings such as Call to Continue™ and Save for Later™.

Revenue Management System

Duetto provides automated price positioning controls driven by an embedded forecasting algorithm that accounts for internal variables such as business on the books and historical booking pace, as well as external variables, such as web regrets and airline activity coming into your local airport, to improve forecasting accuracy and maximize revenue opportunities over high demand time periods. It includes lead technology functionality such as the ability to deploy A/B testing directly into the IBE ("Internet Booking Engine") for conducting elasticity banding.

Central Reservations Office

Customer Direct provides industry leading voice reservations conversion performance, as well as call data tracking business intelligence.

Digital Marketing

Digital marketing and promotional support focuses on driving revenue and bookings through HeBS Digital. In-depth analytics is through BridgeStreet. Photo storage/distribution capabilities within the CMS are through IcePortal.

Field Marketing

Dedicated digital marketing experts are assigned to every hotel to ensure optimal collaboration to maximize high demand and need period opportunities to ensure incremental web and mobile direct network conversions. Additionally, these resources ensure checklist compliance of a digitally sound RLHC hotel, including content, rate parity, responsiveness to reviews, meta search and merchandising opportunities.

MEASURE RESULTS

Reputation Management

ReviewPro, our reputation management solutions provider, aggregates all social commentary and competitive benchmarking for our hotels and their relative marketplaces.

Business Intelligence

ProfitSword is our platform for monitoring and measuring pace performance against declared budget and forecast targets.

Web Analytics

Adobe Analytics measures web and mobile direct traffic, as well as campaign performance and overall conversion.

Single Sign On & Dashboard

RevPak and its suite of web-based, guest management applications is available to our user community through a single sign on functionality making it a turnkey solution with an administrative layer that allows to turn on and turn off specific applications based on the need or activation requirements of the hotel.

