

What is Hotel Compass ?

Sales data analysis, Raise efficiency, Sustain organization, Security management

Hotel compass is a helpful assistant to your hotel management and gives guidance in business strategy.

About the product:

Why user need me? We help analyze market , increase efficiency, sustain organization. Our software focuses on efficient data analysis to analyze market sales channel, detect weak point, analysis from different departments at various aspects, and generates specific reports designed to help users make relevant strategies including marketing, salary adjustments, customer relation manage. We also simplify management process with task management and group talk, and make organization management. Help user detect the problem and easy to execution.

List up your software's killer feature.

1 *Collect and analyze customers' feedbacks and customer sales channels*

details:

1. Analyze the distributions of different customer sales channels in various aspects including room types and product categories.
and analysis their consumption tendency and consumption power.
2. Compare with last periods to show the change trends of each sales source channel and relevant revenues.

E.g. Divide the customers into retail, group, contract and so on,
analysis the most profitable sales channel.

Benefits:

1. Help managers make adjustments according to the distribution of different sales channels such as advertising for specific customer group, or adjust room price and type in weekdays which have few people and weekends which is crowded.
2. Analysis the market,
Show them the customer distribution and preferences for strong sales strategy.

2 *User-defined group for task assignment and management*

details

1. When there is a task needed to be assigned,
Team leader such as Manager can set up a user-defined group for specific project and select his members to assign tasks and track performance.
 2. Members of the group will be notified and reminded the deadline,
and they can reply feedback to the assigner as well as share their messages and files.
 3. Group talk will be recorded in servers for members can join the talk anytime.
- E.g. the managers will directly enter the management interface
which they can choose to read the sales channel analysis or do the task assignment,
while the manager will directly enter the manage interface.

Benefits:

1. Timing-saving and directly effective communication for hotel management.
2. Rapidly execute manager's strategy, simplify the assignment process for managers.
3. Easy to track the schedule of tasks. Raising efficiency

3 *Quick and smart access to corresponding operation interfaces*

details

1. The software has staff function divisions based on the segregation of duties.
2. When user enters the ID and password at the initial interface, it will directly access into operation interfaces according to the defined department.
3. Each interfaces will be clear at a glance
With needed function buttons for specific users to operate.

When user use:

E.g. The managers will directly enter the management interface
Which they can choose to read the sales channel analysis
or do the task assignment,
while the business manager will directly enter the reception interface.

Benefits:

1. Timing-saving and directly effective communication for hotel management
2. Simplify the operation process with distinct divisions of work and more hierarchical structures.
3. Help users choose what they want to do easily and quickly.

4 *Analyze occupancy and conflict rate and benefit rate*

details:

1. Analyze occupancy rate, conflict rate and benefit rate with different factors including room types, dates(weekday/holiday) and customer sources.
2. Compare with last few years/seasons at the same period categorized by room types and date.
Also make comparisons with competitors or other hotels.
3. Make suggestions for current room occupancy situation according to the statistic analysis.

E.g. once the tendency of revenue is increasing,

Manager can directly acquire the influence factor such as room price or holidays.

Benefits:

1. Managers can refer the analysis report to adjust marketing strategies
such as changing room price, offering discounts, promoting on weekdays.
2. Managers can see the trend of occupancy rate when conditions such as room price, weekday or holiday check-in amount changes.
3. Managers will know the hotel's current situations intuitively,
According to directly display of room statistically analysis.
Show them data collected and analyzed in all directions
to help them make decisions specifically and gain more profits.

5 *Comparison among hotels in region*

details:

1. Make comparison among hotels in region in various aspects,
according to the analysis of each hotel's data,
such as benefit rate and rank on the relevant aspect.
2. For specific hotel, generate specific comparison report in given aspects.
Such as comparisons of room occupancy of the same room type between hotels.
3. Find specific hotel's rank in specific aspects when needed,
find advantages and defects of each hotel.

E.g. Cloud server or private servers store and collect various kinds of data in region,
which can be exported when needed
such as regional annual integrated survey for each hotel.

benefits:

1. Help region manager find own hotel's defects and features though horizontal comparison.
2. Help all hotels share good strategies,
Better guidance for manager to make decisions with more profits.

6 *Staff management*

details:

1. Each member will be given a unique ID and each manipulations will be recorded.
2. Record tracking for accountability, including access time, operator and behaviors
3. Rank automatically associated with the staff's performance,
like attendance rate, customers' complaint rate, numbers of mistakes,
Efficiency of work and so on.

benefit:

1. Help HR manager for staff performance evaluation
such as salary adjustments, facilities upgrades.
2. Help set up the staff's records management
For better staff management and hotel operations.

7 *Security insurance*

details:

1. Define different accounts for specific staffs,
Set different levels of security permissions to protect data.
2. Different permission have different operation limitation,
higher permissions can view more statistical data and do more operations,
such as managers have the privileges to use the function of data analysis.
3. Exception behaviors will be given a warning
And automate generate a report sending to the HR manager.

benefit:

1. Isolated manage service processes.
2. Provided a safer environment for hotel manage system.
3. Help better hotel operations

8 *Analyze and track the customer*

details:

1. For new customer, record their booking channel and consuming behaviors.
Try to collect and analyze the attractive points for customers.
2. For old customer, record their booking channel and consuming behaviors.
Analysis what kind of source channel they prefer and help managers to strength this channel.
3. Collect and analyze orders and feedbacks
Special demand, special treatment. such as ordering conference room, dinner tables...
Record orders and feedbacks of all customers, deeper predict customers' features,
E.g. a customer order a conference room, predict his purpose in hotel as business.
Collect complaints and feedbacks.

E.g. Help set up the staff's records management for better staff management and hotel operations.

Benefits:

1. Analyze key points of customer retention and attractions,
Help customer managers strength those key points and find the deficiency.
2. Help managers master the weakness and advantage of the hotel though feedbacks.
3. For receptionist level, they can get old customer's preferences
and provide more considerable services.
4. Meticulous personal services will make great impression to customers.

9 *Real-time collection of hotel repast/accommodation business data*

detail:

1. Each sale will be real-time recorded and categorized,
and update the business database and the server automatically
 2. When the database are updated,
relevant analysis will be automatic updated meantime.
- E.g. Once a customer has paid his room,
It will be recorded soon and categorized into accommodation,
The turnover will automatic increase the amount.

Benefit:

1. Reduce the manual workloads, raise the efficiency,
Ensure the analysis is based on the latest date,
2. Provide great convenience for managers
as well as a decision basis for marketing and management of hotel business

10 *Easy and rapid to access the hotel services*

1. Easy and rapid process to make/cancel reservation and check in/out.
2. Easy and rapid process to order services such as booking conference room, order food.
3. Easy and rapid process to submit feedback.