INSYDE

A company founded in 2012, specialising in the development of a series of Smart Destination products aimed at tourist destination management. Its products are currently present in more than 100 tourist destinations.

www.insyde.es

INSYDE
Interactive System Developers

Collaborating member of the Smart Destinations Network

Interactive System Developers
miembro colaborador
Red DTI

INFOTOURIST OFFICE

A comprehensive management tool designed for tourism departments that features a series of applications and tools which allow information to be shared among the users who have access, and distributed to the different associated media. It collects statistical data from these, and performs digital marketing actions, as well as enabling storage and stock management, and recording visitor data and feedback. All this is controlled from a single platform.

The new tool that INFOTOOLS has created is revolutionary in terms of customer service for tourist offices. With INFOTOOLS, customer service agents have the opportunity to provide **digital customer service** and information (leaflets, tourist attractions, routes, surveys, an interactive map, tourism activity companies, etc.) to tourists' smartphones via an email, text message, WhatsApp message or QR code. They can also register visitors' places of origin and information requests, as well as further data.

INFOTOOLS is also a **tool to decentralise tourism customer service**. Any company, organisation or professional within the tourism industry can use this tool to share information about the destination, with the distinctive feature that this information will always be provided by the destination's managers. The most significant tools and modules are:

- Content and database manager
- CMS platform
- Survey system
- Stock and storage manager
- Visitor registration
- Statistics system
- Opinometer
- TV channel
- Management of routes and places of interest
- *I-turno* or queue management
- Management of information points
- Advanced support system and decentralisation of tourist offices
- User administration
- Integration of API and API for integration with external and Smart Destination platforms
- Infotools: support tools and supply of digital information.

Scope of smart destination application	Solutions for destinations in the following areas	Type of solution
Technology **Governance**		