

Guest History

The Guest History module stores information on each repeat, or potentially repeat, guest or company. When taking the reservation, or at any time during the guest stay, clerks can enter a code on the guest record to specify that this guest's visit should be recorded in the history files. If it is the first visit, a new guest history master record is automatically created. Guest history master or visit records can also be manually recorded to enter past history or update any guest that was omitted. Master records can also be created for groups or corporate business.

The historical information for each guest is available to the reservation and registration clerks for use when taking follow-up reservations, thus minimizing data entry and allowing personalized attention.

The guest history module allows the property to:

- ◆ create, maintain, and store pertinent guest data such as address, company affiliation, and preferred accommodations.
- ◆ assign guests a frequent visitor ID or number to track stays.
- ◆ search for guests by name or frequent visitor ID.
- ◆ view or maintain the stays related to a frequent visitor, including adjustments, credits, and point redemption.
- ◆ review individual visit information including room number, stay dates, revenue generated, and any special requests or services.
- ◆ reduce time spent on entry of guest data in reservations and registration through access to guest history records.
- ◆ selectively choose which guests should be recorded in history files.
- ◆ purge guest history records based on last stay date, number of visits, amount of revenue and other criteria.
- ◆ define up to three levels of history to distinguish VIPs, repeat guests, temporary promotional memberships, etc.
- ◆ consolidate multiple guest history master records to avoid redundancy when repeat visits are linked to different names, or to merge all guests to a common corporate name.
- ◆ display all guests and reservations currently linked to a selected guest history name.
- ◆ evaluate past business based on history analysis, and use this to project future sales.
- ◆ use history files to generate correspondence for promotional programs or guest surveys.
- ◆ generate mailing labels for selected criteria.

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