

SmartAlerts™

The Right Information to the Right People at the Right Time

What are SmartAlerts™?

Critical Event Information Delivered Automatically

SmartAlerts™ are e-mails containing vital event information that are automatically sent out to a list of recipients at specific intervals or critical event milestones.

This ensures that the right people receive the right information at the right time, helping them make accurate inventory, pricing, and allocation decisions. **The results:** Improved block pick-up, greater revenue, time savings, reduced workload, and increased event success.

SmartAlerts to Hotel Staff or Meeting Planners

Each SmartAlert has its own user-managed list of recipients, which can include hotel sales staff, reservation managers, corporate managers, meeting planners or anyone who needs access to this real-time information.

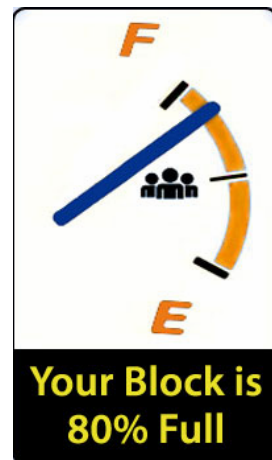
Two Types of SmartAlerts

Event Updates: Updates contain critical event information such as block pick-up reports. These can be scheduled for delivery at regular intervals such as daily, weekly or monthly.

Event Alerts: Alerts are sent out once certain inventory conditions or event milestones are met, such as when an event block is "80% Full". These conditions and milestones can be customized for each event.

Unlimited SmartAlerts. Unlimited Recipients

There is no limit to the number of SmartAlerts that can be set up for each event, or to the number of recipients in each SmartAlert.



How do I Benefit?

Increase Block Pick-up and Revenue

SmartAlerts provide critical and timely event inventory and pick up information to hotel staff and planners, so they can manage blocks and rates for maximum pick-up, revenue and yield.

Keep Everyone in the Loop

SmartAlerts ensure that everyone is in the loop, so there is little room for miscommunication, and plenty of information for everyone to get their jobs done faster and easier.

Less Work, More Satisfied Planners

With SmartAlerts, hotels no longer have to worry about providing planners the information they need, and planners don't have to worry about having to ask for that information. It's all automated!