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Skillnet Innovation Exchange <> Hayfield Collection

Challenge 1

Voucher Tracking Platform – Potentially Combined with Loyalty System

Quick Overview

- Having recently upgraded our PMS to Opera Cloud across our group of hotels, we are now looking to centralise our voucher system to integrate old voucher details and track details of future vouchers. There are a number of solutions out there (see next page), but none that really ‘tick all of the boxes’
- ***Ideally, we would also use the opportunity to introduce a Loyalty system that would integrate with the PMS, our new CRM and more.***

What We’re Looking to Achieve

- Centralise and sync voucher details for tracking across the group of hotels (purchaser details, initial balances, live balances, expiry dates)
- Import legacy voucher details (most likely through CSV)
- If possible use the opportunity to introduce a loyalty system at the same time, rewarding return guests, those that use the vouchers (points system?) and encouraging them to stay within our ‘eco-system’

Systems in Use

- Opera Cloud <https://www.oracle.com/ie/hospitality/hotel-property-management/hotel-pms-software/>
- Savvy <https://savvyglobal.net/>
- Aro (Online Booking Engine) <https://www.arodigitalstrategy.com/>
- ForSight