



HOTEL HOSPITALITY MANAGEMENT SOLUTIONS

Crm + Operation Management + Campaign & Loyalty Management + Satisfaction Monitoring

Online Reservation + Extra Income Possibilities In And Outside the Hotel



Operation



Modular Structure



Extra Up Sale



iOS & Android



Contactless QR Code



**EVERYBODY SELLS ROOM,
WE SELL EVERYTHING ELSE...
IN HOTELS**



01 Sectoral Needs & Deficiencies

02 HHOMS Mobile Application & Strong & Features of the app

03 Digital Marketing

04 Revenue Model



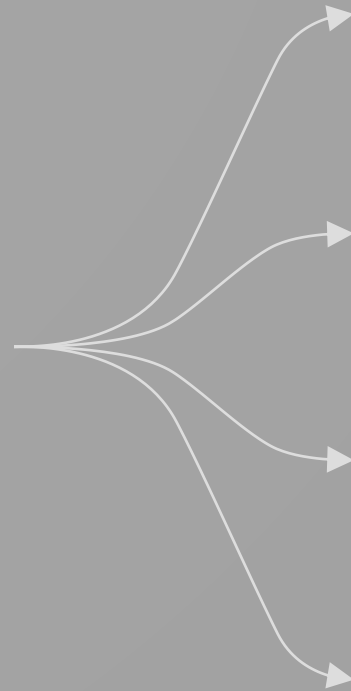
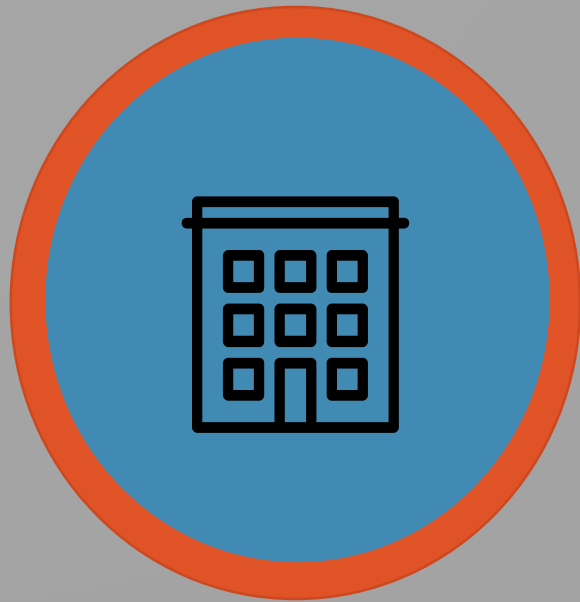
SECTORAL NEEDS & DEFICIENCIES

COVID-19 Period in Tourism Sector New Needs & Opportunities & Demands



HOTELS

HOTELS

**01****There will be a decrease in the number of personnel**

Redundancy rates will be high to reduce costs. It will be necessary to use technology and mobile to close the gap..

02**Revenues will decrease in room sales**

Reducing costs will become more important than ever, as revenues will decrease from room sales. Attention will be turned into different sources of income within the Hotel.

03**Contactless Communication will gain importance**

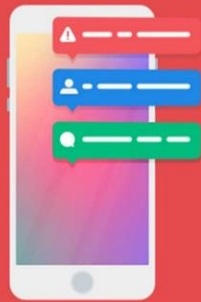
Those who can communicate without contact with their customers will survive. Effective and instant communication will gain importance with Mobile Technology.

04**The habits and expectations of the guests will change**

After the virus affecting the whole world at this rate, guest habits and expectations will change in the area of accommodation as well as in daily life.

There Will Be a Decrease In The Number Of Personnel In Hotels

It will be a great advantage to use HHOMS for mutual communication with guests in the shortage of personnel. As a result of the decrease in the number of "Customer Relations" and "Operation Management" personnel, who communicate directly with the guests, PRO MODULES will be needed more than ever.



HHOMS PUSH NOTIFICATION

Instant access to guests inside the hotel and mutual communication. Delivery of «Guest contact» satisfaction tracking surveys. Technical Service + Housekeeping + Operation Management Requests All the requests and needs of the guests can be collected over HHOMS, and many transactions can be done with less personnel..



PRO MODULES

By using A La Carte Reservation, Pavilion Reservation, SPA Reservation, Iron & Room Service modules, it will be possible to make more transactions using less personnel and no requests will be skipped.

HHOMS Hotel Application Solutions n Personnel Shortage

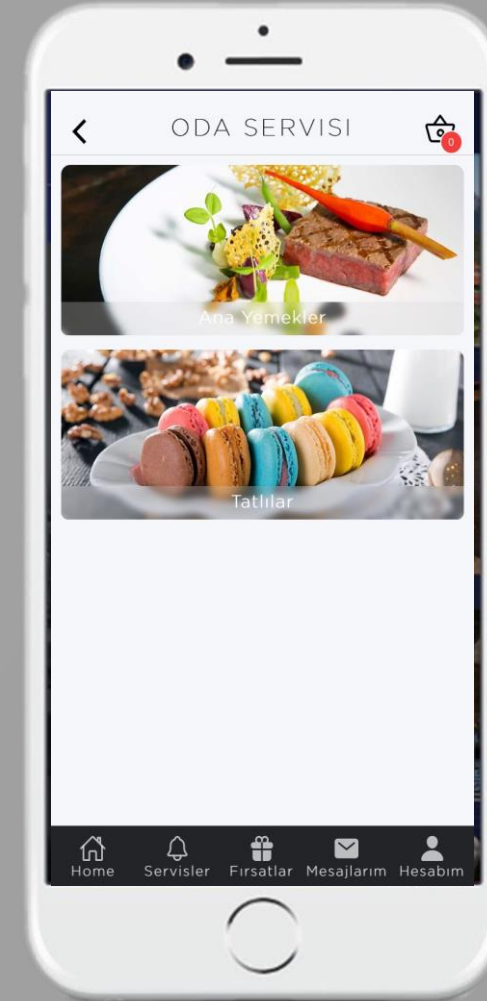
Personnel are needed in every area that touches the guests. The following problems will occur in the lack of personnel and we offer below solutions with HHOMS;

With missing personnel without using a mobile application	In the use of HHOMS Mobile application
Waiting for a waiter to order	Order anywhere from the mobile application
Density of the order, the demand is forgotten	Customer satisfaction with end-to-end integrated solution
Complain online because of lack of interest	To reach the guest point shot after the daily survey
The extra sale in the hotel becomes unclaimed. Invisible loss of income	Extra sales increase with push message reaching the desired customer at the desired time
Not getting accurate information about the events inside the hotel	Getting instant information about all events with HHOMS mobile application
Inability of technical and personal needs in the room to reach the right staff	Immediate transmission and recording of needs with HHOMS mobile application

Revenues From Room Sales Will Decrease

With the decrease in income, the attention will create the need to earn income differently from the guest staying at the hotel.

- A La Carte Restaurant Reservation and Sales,
- Sales of Kav Wine in restaurants,
- Pavilion sales,
- Room Service sales,
- Room upgrade sales,
- Late Checkout sales,
- Maxi Bar sales,
- Iron-Washing-Dry Cleaning Sales,
- Area Transfer Sales,
- It will be possible to organize daily or personalized campaigns to stimulate many income sources such as Excursion and instantly reach the guests with the push notification feature.



Various Campaign Examples To Mobilize Different Sources of Income

Extra Sales Opportunity with **HHOMS** Push Message

Based on the data collected with CRM in addition to the examples on the right:

A La Carte restaurant, room service, ironing, Spa etc. By defining special campaigns to encourage guests who do not benefit from any service to try the service, extra sales in high quantities will be possible.

Welcome to our hotel!

We are waiting at our spa center at 18:00 for a 15-minute relax massage as a welcome gift.

Special for the first day!

The second of every product you add to your cart in the first order is free.

Special for today!

One of your 3 reservations at our A La Carte restaurants is free.

In order not to bother you with the wrinkled clothes in the suitcase, 2 ironing services and 2 irons are gifts from us.

LAST 5 PAVILION!

Make a reservation now and get a special fruit & beverage cocktail set for you.

We extend your holiday for 1 more day. Click for our special late checkout offer.

Contactless mobile communication will gain importance



Those who can establish contactless mobile communication with their customers will survive.

Effective and immediate communication will gain importance.

- NON-CONTACT mobile communication will gain more importance than ever in the short, medium and long term.
- In the short term, instant communication within the hotel will gain importance in order to mobilize different income sources.
- To increase repeat guest rates in the medium and long term; In addition, in case of a similar crisis again in the future, it will make a difference to be able to take action quickly, to inform guests instantly, to stay in touch, to share the measures taken and the preparations made.
- Using HHOMS Push Message services and Mobile Info screens, reaching guests and flow of information will take place instantly.

Guest Habits And Expectations Will Change

After the virus affecting the whole world at this rate, guest habits and expectations will change in the area of accommodation as well as in daily life.

For example ; Food presentations can be A La Carte or in different styles, depending on the reaction of the guests to the open buffet.

With the decreasing number of personnel, it will be necessary to benefit from technology for the planning and smooth implementation of such services.



HHOMS MOBILE APPLICATION

HOTEL

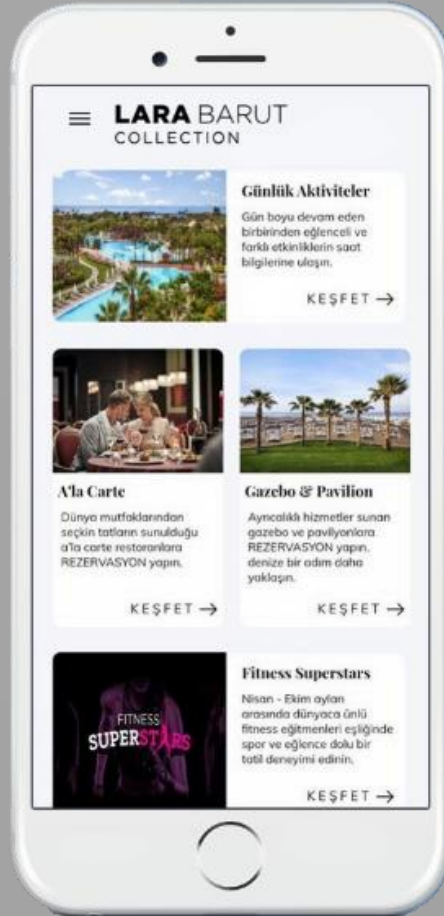
HOSPITALITY

MANAGEMENT

SOLUTIONS



FEATURES OF HHOMS



- Operation Management
- Contactless Communication with QR Code
- Push Notification
- Pre / Self Check In Opportunity
- Online Sales & Extra Income Opportunity
- Customer Satisfaction Survey
- Cross-departmental Operations Management and Business Process Tracking
- Hotel Info
- Loyalty Management & CRM



WHAT IS **HHOMS** MOBILE APPLICATION?

Hhoms is a CRM & REVENUE focused software application that provides decision support system to operations management with analysis and reportsa.

It also enables communication between departments within the hotel and technical malfunctions are monitored on a digital platform



NON-CONTACT COMMUNICATION & QR CODE OPERATIONS



PRE / SELF CHECK-IN OPPORTUNITY & ONLINE RESERVATION



EXTRA INCOME WITH PUSH NOTIFICATION



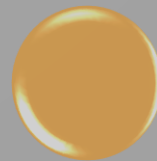
EXTRA INCOME OPPORTUNITY WITHIN AND OUTSIDE THE HOTEL



GUEST SATISFACTION MONITORING & BUSINESS PROCESS MONITORING & GUEST SERVICES



ONLINE HOTEL INFO & CAMPAIGN ANNOUNCEMENTS



CRM & LOYEX LOYALTY MANAGEMENT

- Establishing “Contactless Communication” with relevant departments for guest request-orders, satisfaction tracking and similar services and services;
- Conducting business processes over HHOMS provides a great advantage in terms of Covid-19 Operations Management. When the guest enters the hotel, he can download the HHOMS mobile application to his personal mobile phone and access the hotel's Covid-19 management rules on the digital platform.

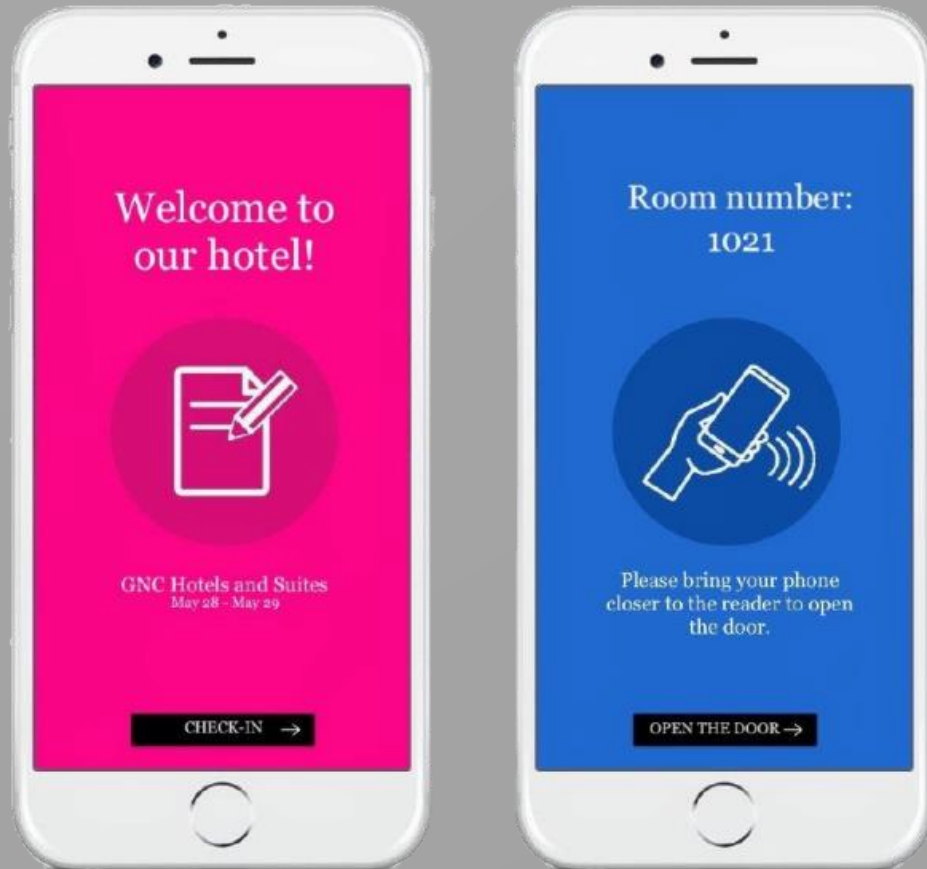
With the approval of the digital LIGHTING declaration that it will comply with these rules, Covid-19 Guest Management; HHOMS starts on the Mobile App.



Contactless Communication with QR Code

Contactless communication is provided by creating digital lists about info information booklets, routing contents, products and services on the Mobile application by reading QR Code.



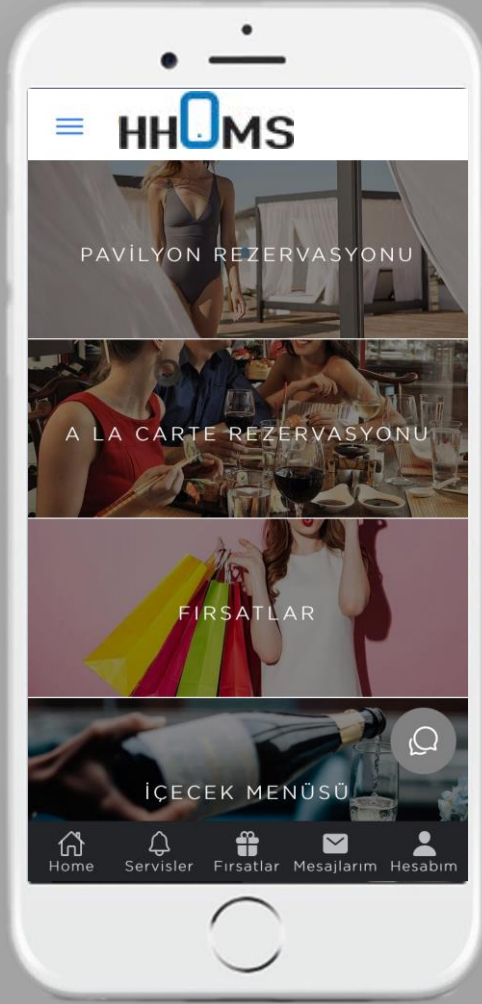


- The guest can perform the On-Line PRE Check-In process via the HHOMS mobile application before the hotel enters.
- The guest performs On-Line Self CHECK-IN via HHOMS mobile application without contacting the reception during check-in.
- After Self CHECK-IN, in order to reach the Guest room, it is possible to access the guest room by directing through the HHOMS mobile application without contacting anyone.
- When the CHECK-IN is completed, how to perform the disinfection and sterile processes of the room is informed on the Push Message sent to the guest automatically.



All information of the hotel such as periodic A La Carte restaurant, room service, ironing, Spa etc. by defining special campaigns to encourage guests who do not benefit from any service to try the service, extra sales in high quantities will be possible

- Room Up-Grade sale
- Room Service sale
- A La Carte Restaurant and Menu sales
- Special Kav Wine sales for the restaurant
- SPA services sale
- Laundry – Iron Service sale
- Pavillion sale
- Late Check-Out sales
- Special drinks and food, Maxi Bar Menu sale
- Fitness Daily Trainer session sale
- Fast Food Kids Menu Sale
- Cafe - Patisserie - Set - Menu sales
- Airport Transfer Sales
- Sale of Souvenirs and Hotel Souvenirs
- Hyper Speed Internet sales
- Water Sports sales
- Leather sale
- Hookah sale
- Boutique sale
- Photographer sales
- Jewellery sales
- Market sale
- Renta Car sale
- Boat and Pavilion breakfast and food sales



Hotel Info & Concept

- All details about the Hotel Concept are published on the mobile application and the digital user manual of the hotel is created.
- Info about the hotel; Rooms + Restaurants + Bars + SPA etc. 24/7 service is provided with general info information about all fields, photo, video and text content support.

Info Room Directory

- Interactive "user guide" service is provided to the guests on the Mobile Application, how to access information about the room contents and the hotel.

Animation & Show Info

- DAILY ANIMATION Programs broadcast what happens on which date and time.
- In the evening, SHOW programs are invited to the amphitheater by sending daily notifications to the guests.

■ QR Code Pavilion Digital Menu

- The food and beverage options in the Pavilion menu can be selected from the digital menu in the Mobile application by reading the QR KareKod or they can be offered for sale and increase their sales.
- Day-Date-Pax reservations are made according to the pavilion options.
- After the pavilion reservation is made, «Special Alcoholic - Non-Alcoholic Set-Ups are sold.

■ Pavilion Food Menu Sales

- 2 - 3 packages are created from the food and beverage options in the restaurant menu and offered for sale at special prices for Pavilions on the Mobile app.



■ A La Carte Reservation and Contactless QR Code Menu

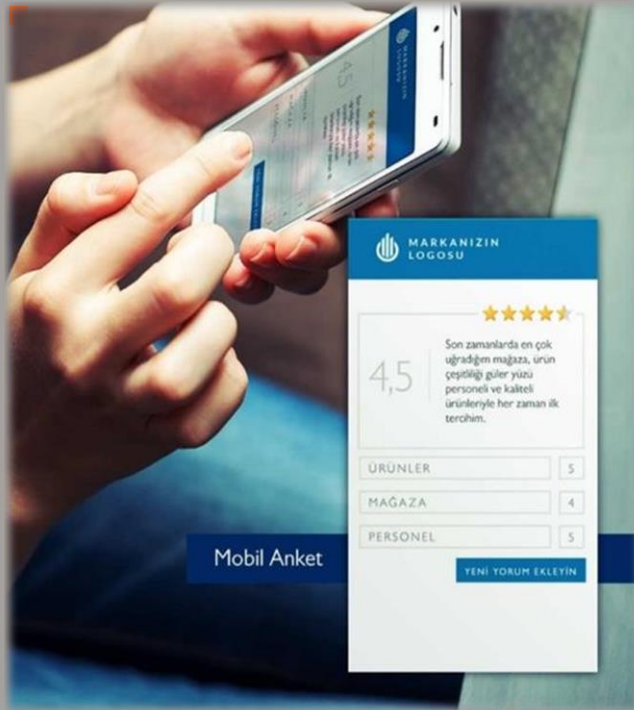
- According to the restaurants, Guests can make Day-Date reservations via their mobile phones.
- The food and beverage options in the restaurant menu can be selected from the digital menu in the mobile application by reading QR KareKod or they can be offered for sale and increase their sales.

■ SPA Sales and QR Code

- SPA invitation announcement is sent to the guests entering the hotel via the mobile application.
- Special deals and campaign announcements are sent.
- SPA Services by reading QR Kare Code
- It can be selected through the digital menu

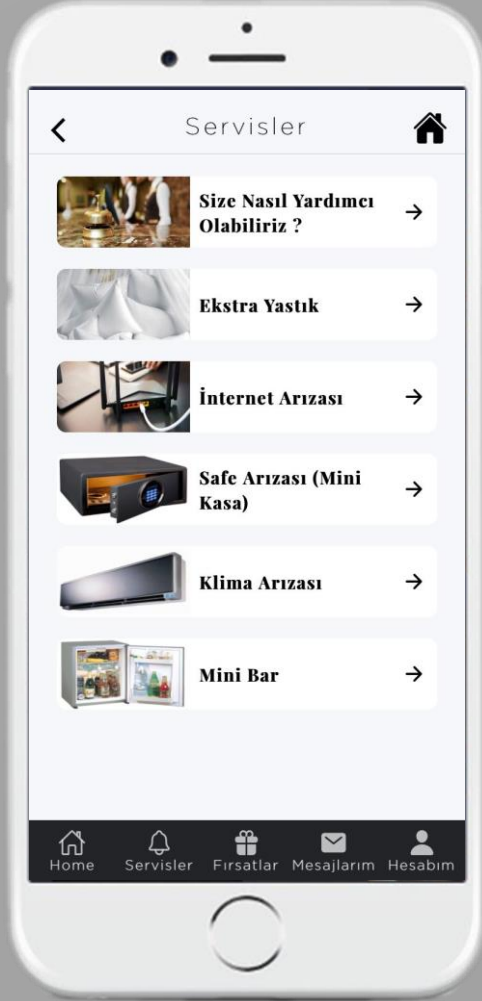
Guest Mobile Daily Survey & Satisfaction Management

- Survey Models are created at guest satisfaction standards.
- A single question, DAILY Satisfaction / Survey question is published on the mobile phones of the guests.



Virtual Assistant & Contactless Communication

- It allows the guests to communicate directly with the hotel's Call Center via the Mobile Application.
- The fact that the guests communicate immediately about the issues they want to ask strengthens the sense of trust and loyalty about the facility.



Demand Management Processes

- It ensures that special requests and requests to be created by the guest are delivered to the hotel official via the mobile application as soon as possible, and the process is concluded. The reported task is directed to the "Demand Management Processes" screen of the relevant department.
- By ensuring that the opened request process is completed by the responsible person, the transaction has been concluded on the OPex system.
- House Keeping facilitates the return and follow-up of service, Technical Service and Mini Bar requests by combining them under the roof of Opex at a single point via the mobile application.



- Complaint and Request Management Processes are CRM focused in accordance with ISO - 10002 standards.
- It ensures that all interdepartmental requests and requests are followed up with the reports available in the OPex system.
- It ensures that the personnel reach the authority as soon as possible without being affected by negativities such as forgetting, negligence, shift change, and resignation in operations and business processes.
- The reported task is directed to the "Complaint and Request Management Processes" screen of the relevant department. The responsible person ensures the completion of the task. When the task is completed, it is entered into the system and a result notification is made.
- By entering the information into the system, a decision support system is formed where all kinds of analysis and interpretation can be made, and that will produce meaningful results with inquiries.

Otel ON-LINE Reservation

- By referring to the On-Line reservation link used by the hotel itself, room sales are increased on the mobile application.
- Repeat guests instead of Booking sites and agencies; By enabling them to do so through the On-Line reservation channel on the mobile application, a significant increase in revenue is achieved from the commissions paid to them.

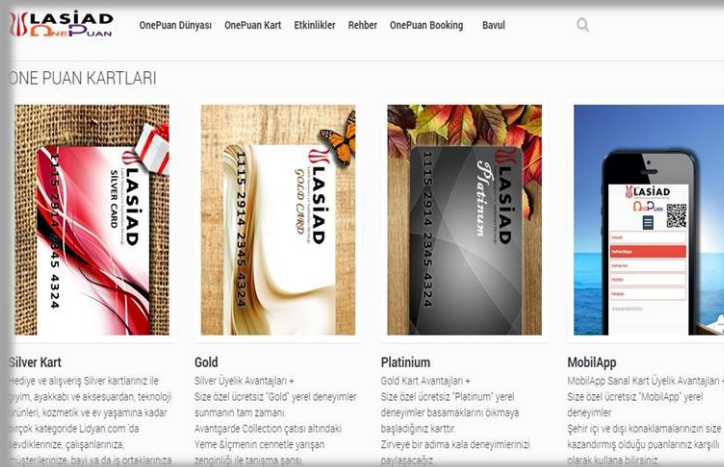


ONLINE BOOKING
click here

Marketing and Sales Campaign Announcements

- Through the hotel's mobile application, guests; seasonal campaign, early booking, etc. notifications are sent to the On-Line reservation link, and room sales are increased on the mobile application.
- It contributes to the increase of sales especially in low season.

STAY + COLLECT POINTS + EARN REWARDS = LOYex



- It attracts profitable customers.
- Provides return on investments.
- Evaluates how customers react to promotions.
- It brings solutions to the problems encountered and makes your brand strong in the competitive environment.
- It determines trends and opportunities.
- It increases the number of loyal customers.
- It motivates customers' profitable behavior.



DIGITAL MARKETING

TRAVEL AGENCIES

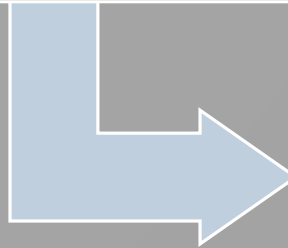
When travel agencies bring their vendors to the hotels in Antalya for inspection, they download the mobile application inside the hotel and register themselves in the mobile application.

Later, when they return to their country, they enter the voucher numbers of their sales from there into the mobile application. When the guest comes to the hotel, money points are loaded by matching the voucher numbers via the mobile application.

In addition, these sellers have the opportunity to see and obtain the opportunities and needs of the hotel in advance by reading the QR code and downloading the hotel's mobile application to the customers while they are selling to the customers who come to the travel agency they belong to after returning to their countries.

HOTEL GUESTS

We make sure that the guest does not delete the application by sending a discounted digital ticket that the guest can use for 6 months 24 hours before the hotel is CheckOut. In the following months, push messages are offered to remind this discount and return it to room sales.



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The guests staying at the hotel collect points from the paid and free services on the mobile application; After leaving the hotel through the award points list, room sales are made according to the discounted season, or they can choose from extra special gifts. The sales marketing team of the hotel can make lists of the participations of the guests on the mobile application based on which countries and how many participations they attend and differentiate digital marketing according to these markets and activities.

MARKETING CAMPAIGNS

When the campaign push messages, which are arranged on holidays and special days, are sent via the mobile application, clicking the join button on the link within the push message directs them directly to the hotel's own online reservation room sales department and automatically takes advantage of the relevant date and discount and allows them to be sold.



As a result of the Reward points collected by the customers due to their preferences for paid and free services, the hotel draws on the 1st of every month and gives various gifts in this lottery. Gives a raffle by giving gifts for a week with double room gifts, spa massage gifts, special meals or similar alternatives This lottery is held on the 1st of every month. And it is published only on the mobile application.



REVENUE & EXTRA SALE MODEL

REVENUE MODEL



Income opportunity from hotel
and non-hotel services



Sponsorships



Revenues from exclusive
service providers



Extra Income Opportunity from
Big Data Campaign and Loyalty
Projects



THANK YOU