

## Rayterton **Guest CRM and Loyalty Suite**

Turn guest data into a revenue engine by unifying profiles across all your properties. This suite eliminates fragmented guest lists and replaces them with a single source of truth that drives repeat visits and higher spending through automated loyalty and personalized marketing.

**Everything managed in one place.**

### Executive Overview

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Managing guest relationships through isolated spreadsheets or basic email tools is the most inefficient way to run hospitality marketing. Most systems fail because they do not connect to the actual property operations. **The Rayterton Guest CRM and Loyalty Suite** solves this by pulling data directly from your PMS and POS systems to create one complete profile for every guest. It treats every guest as an asset that must be grown through relevant offers and structured loyalty programs. By automating communication and tracking every dollar spent, management can see exactly how much revenue is generated by loyalty members versus one time visitors.

### Software Modules for Guest CRM and Loyalty Suite

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#### Foundation and Operational Oversight

Standardize data policies and access controls across all hotel brands and outlets to ensure security and compliance.

#### Integration Hub and Data Ingestion

Connect your PMS and POS systems to capture guest behavior and transaction data automatically.

#### Guest 360 and Unified Profile

Merge duplicate records into a single view that shows stay history and preferences across your entire portfolio.

## **Segmentation and Offer Engine**

Divide your guests into actionable groups based on their spending and behavior to send more relevant promotions.

## **Loyalty Program, Tiers, and Points**

Drive repeat business with a structured points system and member benefits that reward high spenders.

## **Campaigns and Journey Automation**

Automate your communication for every stage of the guest stay from booking reminders to win back emails.

## **In Stay Personalization and Upsell**

Sell more services like room upgrades or spa treatments while the guest is actively on your property.

## **Feedback and Service Recovery**

Capture guest complaints privately and manage the resolution process before they post a negative review.

## **Analytics and ROI Measurement**

Prove the financial impact of your marketing efforts with clear reports on guest lifetime value and campaign revenue.

## **Growth and Optimization Toolkit**

Run experiments on your offers and segments to continuously improve your marketing effectiveness.

## **Ecosystem and Partner Expansion**

Extend your loyalty value by connecting with external partners and managing corporate account perks.

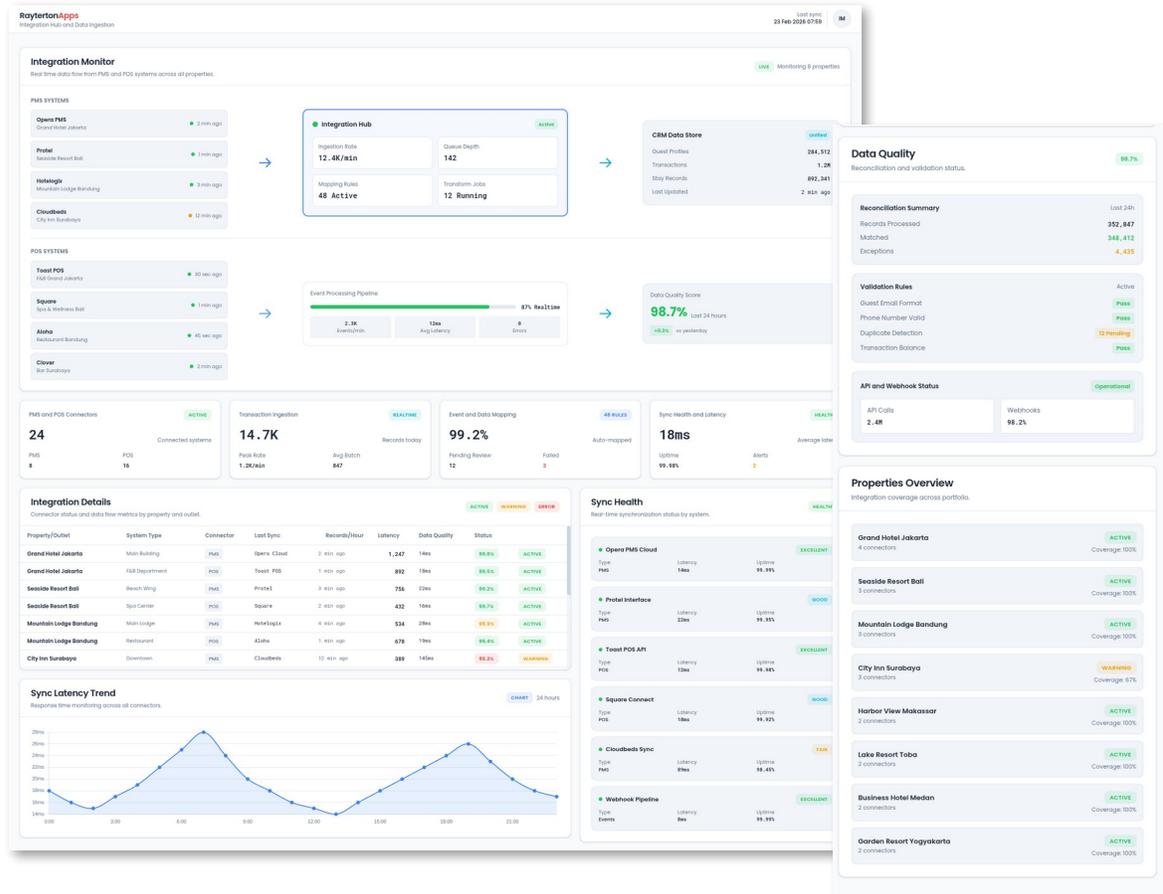
# Foundation and Operational Oversight

This module sets the foundation for your entire operation by establishing who can see what data and what marketing messages are allowed. By standardizing these rules at the group level, you ensure that every property follows the same privacy laws and brand standards. This is the only way to manage a professional loyalty program across multiple locations without risking data leaks or inconsistent guest experiences.

**Features:**

- Multi Brand and Property Hierarchy
- Role Based Access Control
- Consent and Opt In Management
- Data Retention and Privacy Policies
- Comprehensive Audit Logs
- Standard Guest Profile Schema

## Integration Hub and Data Ingestion



This module acts as the pipes that connect your CRM to your PMS and restaurant POS systems. It pulls in stay history and spending data as it happens, so your marketing team knows exactly who is on the property right now. This automation removes the need for manual data imports, which are absolutely the worst way to keep your guest records up to date.

### Features:

- Automated PMS and POS Connectors
- Real Time Transaction Ingestion
- Event and Data Mapping
- Sync Health and Latency Monitoring
- API and Webhook Management
- Data Quality and Reconciliation

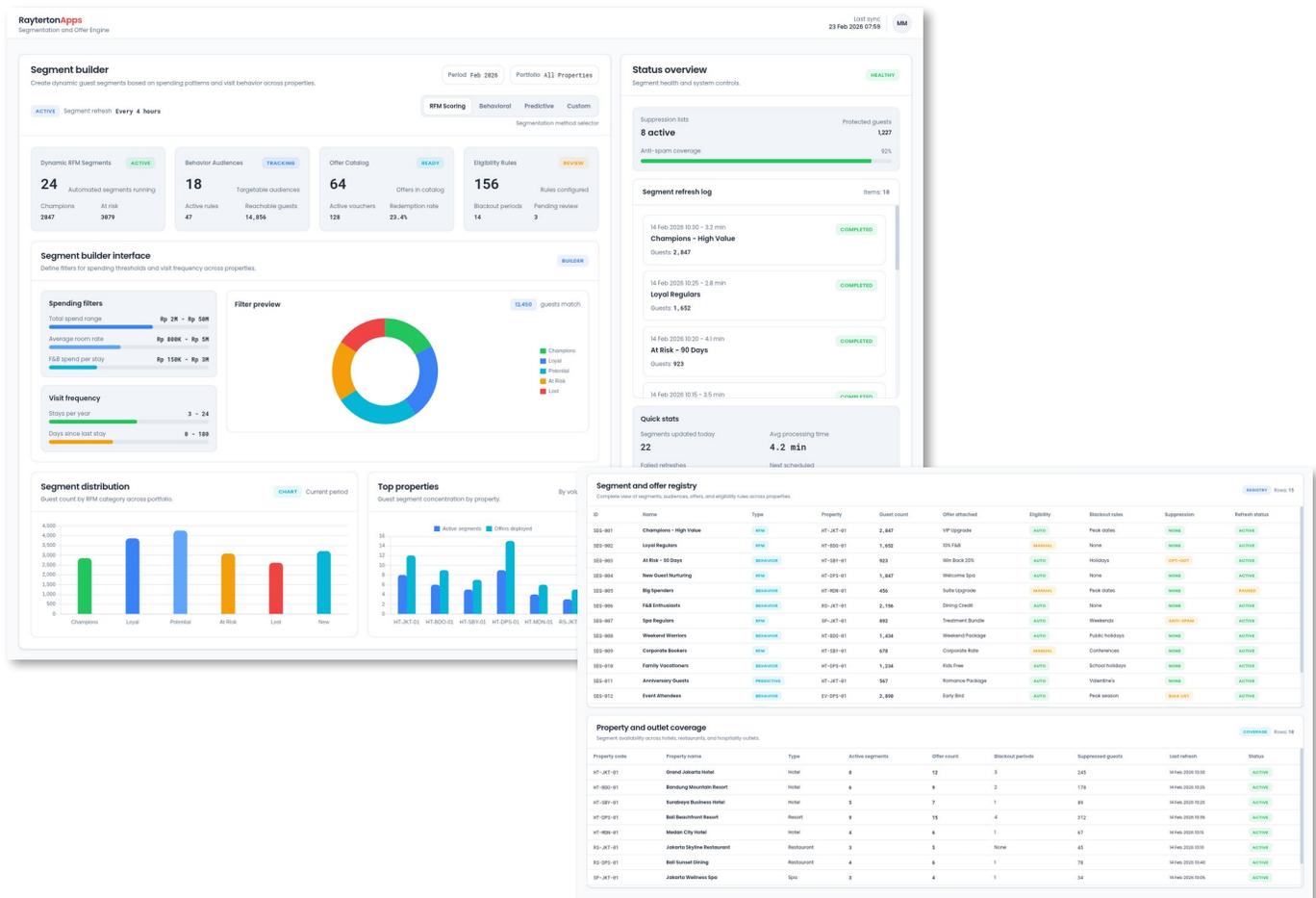
## Guest 360 and Unified Profile

Most hotels have the same guest listed five times under different emails or names. This module uses identity resolution to merge those duplicates into one single profile. Whether a guest stays at your beach resort or dines at your city restaurant, the system knows they are the same person. This single view allows your staff to see total spending, stay history, and specific preferences like room temperature or allergies in one place.

**Features:**

- Identity Matching and De-duplication
- Unified Guest Spending History
- Preference and Allergy Tracking
- Communication Consent History
- Corporate and Household Linking
- VIP and Loyalty Status Tags

## Segmentation and Offer Engine



Blasting the same email to every guest is a waste of money and annoys your customers. This module allows you to divide your guest list into specific groups based on how often they visit or how much they spend. You can create dynamic segments that update automatically, such as a list of guests who have not visited in six months. This ensures your offers are relevant and your marketing budget is spent on the people most likely to book.

### Features:

- Dynamic RFM Segmentation
- Behavior Based Audience Targeting
- Centralized Offer and Voucher Catalog
- Eligibility and Blackout Rules
- Suppression and Anti Spam Lists
- Automated Segment Refreshing

## Loyalty Program, Tiers, and Points

The dashboard provides a comprehensive overview of the loyalty program. Key metrics include:

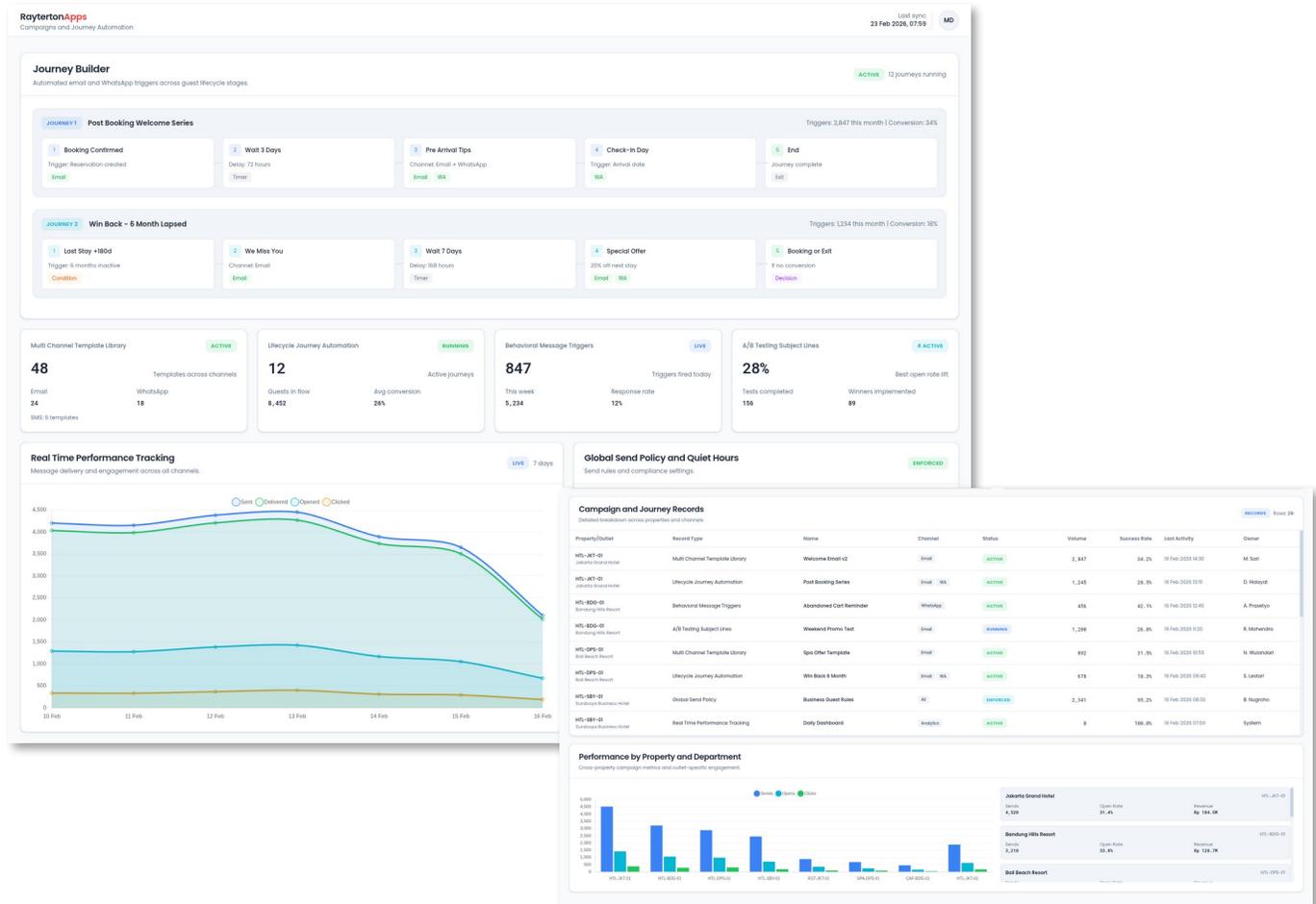
- Loyalty Member Wallet:** 47,285 Total Active Members (+12.4% vs last month), 1.85B Points in Circulation, 8.4% Tier Upgrade Rate, and 142M Points Expiring Soon.
- Tier Distribution:** A donut chart showing the distribution of members across Classic (Entry), Silver, Gold, and Platinum tiers.
- Tier Progress Tracker:** Visual progress bars for members approaching the next tier: Classic to Silver (78% progress), Silver to Gold (62% progress), and Gold to Platinum.
- Program Configuration Summary:** Overview of tier criteria, points earning rules, and fraud/velocity controls.
- Loyalty Program Master Data:** A table listing properties, their tier rules, criteria, and benefits.
- Points Adjustment Workflow:** A table for tracking and approving points adjustments.
- Fraud and Velocity Alerts:** A table for monitoring suspicious activity and pattern analysis.

This module provides a structured way to reward your best guests through points and membership tiers. It tracks how many points a guest earns for every dollar spent and allows them to redeem those points for room nights or dining. By creating clear benefits for higher tiers, you give guests a reason to choose your properties over the competition every single time.

### Features:

- Customizable Tier Criteria and Rules
- Points Earning and Expiry Logic
- Digital Member Wallet and Ledger
- Tier Based Benefit Management
- Fraud and Velocity Controls
- Points Adjustment Approval Workflow

## Campaigns and Journey Automation

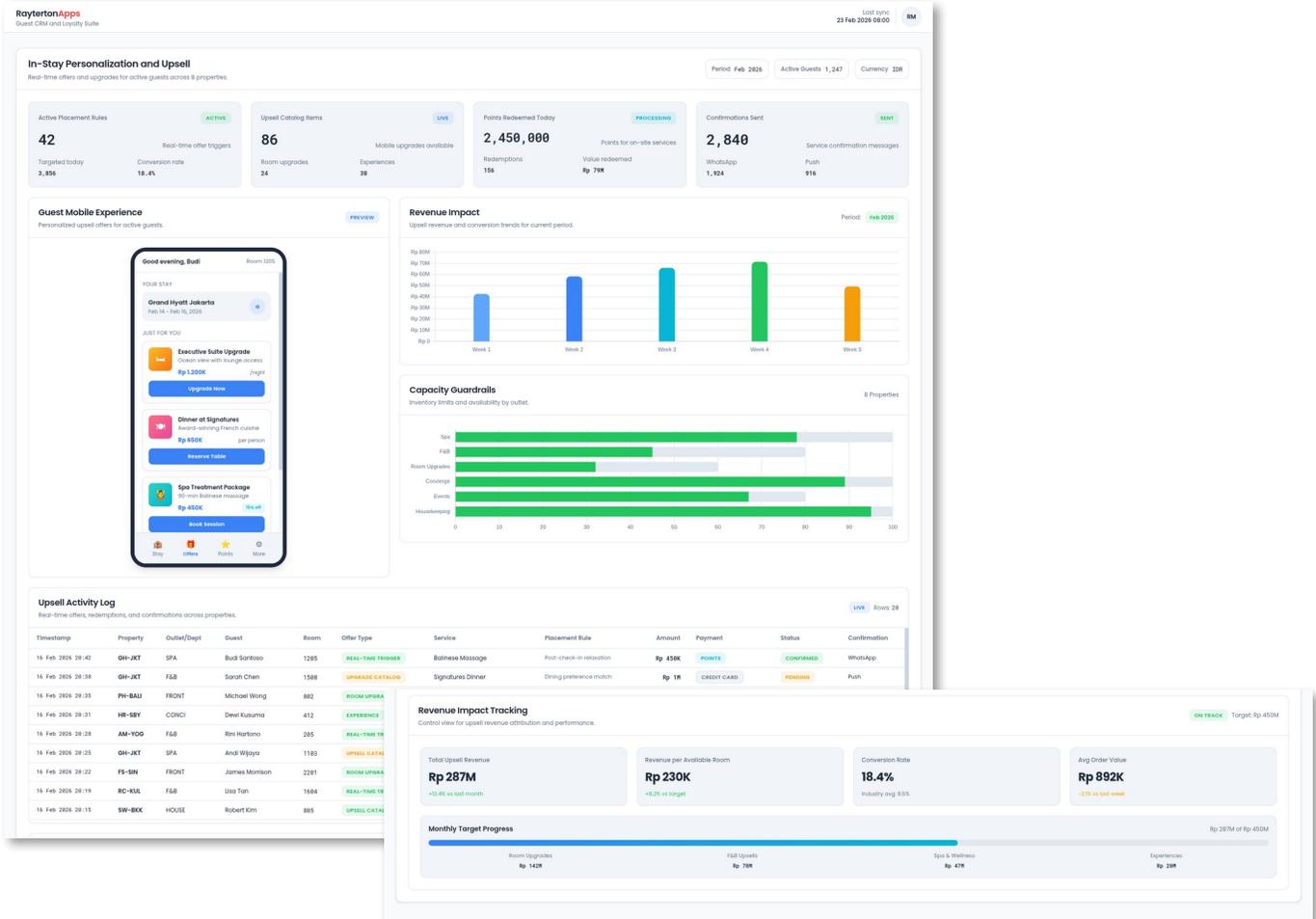


Successful marketing requires sending the right message at the right time without human intervention. This module allows you to build automated journeys that trigger based on guest actions. You can set up a welcome email for new bookings, a birthday offer, or an automated win back message for guests who have stopped visiting. This ensures your brand stays in front of the guest throughout their entire lifecycle.

### Features:

- Multi Channel Template Library
- Lifecycle Journey Automation
- Behavioral Message Triggers
- A/B Testing for Subject Lines
- Global Send Policy and Quiet Hours
- Real Time Performance Tracking

## In Stay Personalization and Upsell



The best time to sell more services is when the guest is already on your property. This module identifies opportunities to offer room upgrades, late check outs, or dinner specials while the guest is checked in. By sending personalized offers to their phone, you can increase your total revenue per guest without your staff having to make an awkward sales pitch at the front desk.

### Features:

- Real Time Offer Placement Rules
- Mobile Upsell and Upgrade Catalog
- Points Redemption for On Site Services
- Service Confirmation Messaging
- Inventory and Capacity Guardrails
- Revenue Impact Tracking

## Feedback, NPS, and Service Recovery

**Feedback and service recovery dashboard**  
NPS trends, survey performance, and open recovery cases across properties and outlets.

Period: Feb 2026 | Property: A11

Property filter selector: All Properties | Hotels | Restaurants | Spa

**NPS score** STRONG  
+42  
Net promoter score  
Promoters: 58% | Detractors: 16%

**Survey responses** ACTIVE  
6,823  
This period  
Response rate: 37.4% | CSAT avg: 4.2

**Open recovery cases** IN PROGRESS  
23  
Cases requiring action  
SLA breach risk: 4 | Escalated: 3

**Survey rules active** TRACKING  
12  
Triggered surveys  
Check-out: 4 | Post-dining: 3

**NPS trend by property**  
Net promoter score movement across hotel portfolio. (Line chart showing trends for Subarta Grand, Bali Beach Resort, and Sandaya Plaza from Jan 17 to Feb 16).

**Recovery cases by root cause**  
Top drivers for service recovery interventions. (Bar chart showing counts for Food quality, Service speed, Room cleanliness, Check-in issues, Staff attitude, Billing errors).

**SLA tracking matrix**  
Service level compliance across departments and properties. (Table with columns for Metric, FD, HK, F&B, RES, SPA, COO and status indicators: On track, At risk, Breached).

**Triggered survey rules**  
Automated survey configuration and deployment status. (Table with columns for Rule ID, Rule name, Trigger event, Survey type, Target).

**Case management inbox**  
Centralized view of service recovery cases and resolution status.

Resolution progress: 3/26 resolved | Avg resolution time: 4.3 hours  
Inbox completion rate: 12%

**Open cases**

- RC-2602-001 | 2h ago | **Ahmad Wijaya** (Jakarta Grand) | Food quality complaint
- RC-2602-003 | 4h ago | **Sarah Chen** (Bali Beach Resort) | Room not cleaned
- RC-2602-004 | 1h ago | **Lisa Tan** (Jakarta Steakhouse) | Slow service
- RC-2602-006 | 1h ago | **Diana Lee** (Jakarta Wellness Spa) | Treatment delayed
- RC-2602-007 | 8h ago | **Eko Prasetyo** (Bandung Hills) | Lost luggage report

**Recovery case queue**  
Priority list for service recovery and guest communication cases.

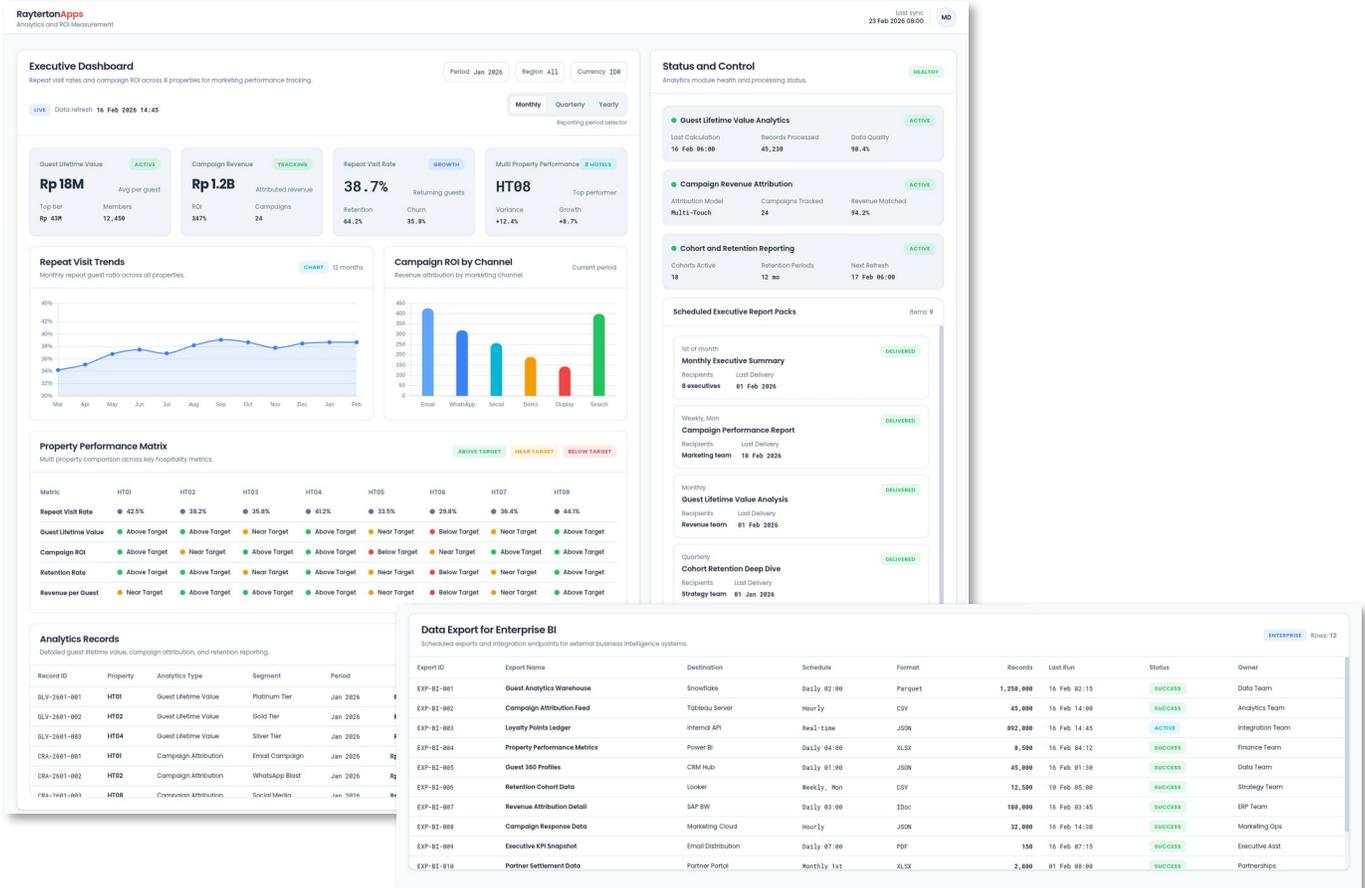
Case ID	Guest	Property	Department	Root cause	NPS/CSAT	SLA target	Assigned to	Status
RC-2602-001	Ahmad Wijaya	HTL01	F&B	Food quality	2/5	4h	R. Santoso	OPEN
RC-2602-002	Sarah Chen	HTL02	HK	Room cleanliness	3/10	8h	M. Dewi	IN PROGRESS
RC-2602-003	Budi Hartono	HTL01	FD	Check-in delay	4/5	2h	K. Amar	CONTACTED
RC-2602-004	Lisa Tan	RST01	RES	Service speed	2/5	4h	D. Sari	OPEN
RC-2602-005	Hendra Kusuma	HTL03	F&B	Billing error	3/5	6h	Y. Pratomo	RESOLVED
RC-2602-006	Diana Lee	SPA01	SPA	Treatment delay	5/10	4h	N. Lestari	IN PROGRESS
RC-2602-007	Eko Prasetyo	HTL04	COO	Lost luggage	2/5	24h	T. Hidayat	ESCALATED
RC-2602-008	Marie Gomez	HTL02	F&B	Dietary request	4/5	4h	R. Santoso	OPEN
RC-2602-009	Faisal Rahman	RST02	RES	Reservation error	3/5	2h	S. Wulandari	OPEN
RC-2602-010	Catherine Wang	SPA02	SPA	Booking confusion	6/10	4h	P. Kurnia	IN PROGRESS
RC-2602-011	Agus Setiawan	HTL05	FD	Room allocation	3/5	4h	B. Nugroho	CONTACTED
RC-2602-012	Jennifer Lim	HTL06	HK	Amenity missing	5/10	8h	E. Susanto	RESOLVED

A single bad review can cost you thousands of dollars in lost bookings. This module captures guest feedback through automated surveys after they check out or finish a meal. If a guest gives a low score, the system automatically creates a case for your management team to handle. This allows you to fix the relationship and offer compensation before the guest goes to a public review site.

### Features:

- Automated NPS and CSAT Surveys
- Triggered Survey Rules
- Centralized Case Management Inbox
- Service Level Agreement (SLA) Tracking
- Root Cause and Resolution Logs
- Direct Guest Recovery Communication

# Analytics and ROI Measurement



If you cannot measure the revenue your CRM produces, it is just an expensive address book. This module provides clear dashboards that show exactly how your marketing campaigns are performing. It tracks metrics like repeat visit rates and guest lifetime value. This data proves the financial impact of your loyalty program and helps management decide where to invest for the best return.

## Features:

- Guest Lifetime Value Analytics
- Campaign Revenue Attribution
- Cohort and Retention Reporting
- Multi-Property Performance Comparison
- Scheduled Executive Report Packs
- Data Export for Enterprise BI

# Growth and Optimization Toolkit

Marketing strategies should never stay the same. This module provides the tools to test new ideas through controlled experiments. You can test different offer amounts or email designs to see which ones drive the most revenue. By constantly learning what works, you can lower your guest acquisition costs and increase the effectiveness of your loyalty program over time.

## Features:

- A/B and Multivariate Testing
- Controlled Holdout Groups
- Success Metric Tracking
- Experiment Insights and Learnings
- Playbook Update Workflow
- Audience Randomization Engine

## Ecosystem and Partner Expansion

This module moves your loyalty program beyond your own walls. You can connect with external partners like airlines or local attractions to allow guests to earn and burn points across a wider network. It also includes tools for managing corporate accounts and MICE business, ensuring that your most valuable business relationships receive the specific perks and attention they deserve.

### Features:

- Partner Earn and Burn Rulebook
- Corporate Account Management
- Partner Settlement and Data Export
- Coalition Benefit Management
- Reputation and Review Aggregation
- Centralized Partner Approval Workflow

## Ready to Unify Your Guest Marketing Strategy

Stop relying on fragmented data and manual guest lists that fail to drive repeat revenue. Share your property portfolio goals and current guest data challenges with our team. Rayterton will standardize your marketing oversight and deliver the single guest view needed to grow your loyalty and profitability.

### Contact Us :

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## About Rayterton

Established in 2003, Rayterton delivers comprehensive Best Fit Software Solutions, server and hardware products, and technology services to a wide range of industries and organizations. Our core expertise lies in Business Process Improvement (BPI), IT Infrastructure, and IT Management.

At Rayterton, we are committed to empowering our clients by enhancing their business operations through tailored IT and management solutions. We combine innovation, experience, and client collaboration to ensure long-term success and digital transformation.

## Our Competitive Strengths

**100% Risk Free**

**Best fit to client requirements**

**Easy to customize**

**Software ownership**

**No Change Request (CR) fees during maintenance**

**For more information, visit [rayterton.com](http://rayterton.com)**