


# @mail: Enhance your customer correspondence with professional HTML e-mails via your SoftBrands PMS system




Many hotels still print hundreds of reservation confirmation letters, thank you notes, group inquires and rooming lists, which are then faxed or posted to customers. This is not only time consuming, but also results in high costs for marketing, stationary, postage and communication. SoftBrands presents a solution that can streamline and enhance your customer correspondence, besides cutting down on costs and resources.

## Upgrade Promotion Example



**@mail  
Upgrade  
Promotion**

Ocean Breeze Resort & Spa



This season Ocean Breeze Resort & Spa offers you fantastic seasonal savings of more than 15% off the full published rate. Plus you & your companion may enjoy breakfast at no extra cost! Whether you're planning a 2 night trip or a week long stay, for business or pleasure, we have the best deal of the season for you.

Check out the attached tariff card for money saving offers with the 'was and the now price', with validity dates. We also have free night offers. Stay 3 nights for the price of 2. Limited booking so ensure you reserve your room now!

Ocean Breeze Resort & Spa also brings to you this season an added value offer. Upgrade your room and get a special package from our Spa Centre at no extra cost.

We look forward to welcoming you. If there is anything further we may do for you in preparation for your visit, please contact us on telephone +6 1234 5678 910 or click here to email us.

kindest Regards

Ocean Breeze Resort & Spa

## @mail Key Benefits:

- Speed up the processing of all customer correspondence
- Substantially reduce your marketing, stationary, postage, communication and reservation costs
- Immediately increase add-on business and revenue opportunities through hotel promotions
- Increase occupancy rates, up sell, upgrade and reduce no-shows
- Reduce your staff's administration time, allowing them to focus on customer service
- Improve communication with professional HTML e-mails which include images and pictures, hyperlinks, mouse-over effects, downloads, and more
- Navigate easily with intuitive web-based user interface that serves as a holding, managing and monitoring platform for all outgoing customer correspondence
- Eliminate reliance on tiresome hardware (printers) and software (fax software)

## Some leading hotels that benefit from @mail

- Australis
- Constellation Hotel Group
- De Vere Hotels
- Four Seasons
- Gleneagle
- Hotel Watermark
- InterContinental
- Jarvis Hotels
- Radisson
- Raffles
- Shangri-La Hotels and Resorts
- Starwood Hotels and Resorts
- The Chifley Hotels
- The Mandala
- The Sutton Palace Hotels

## What is @mail

@mail is an integrated e-mail publisher that works in conjunction with SoftBrands property management system (PMS) including Epitome, Medallion, PORTfolio, LANmark and IGS. @mail publishes information directly from your SoftBrands PMS using HTML technology and substantially reduces your marketing, postage and communication costs.

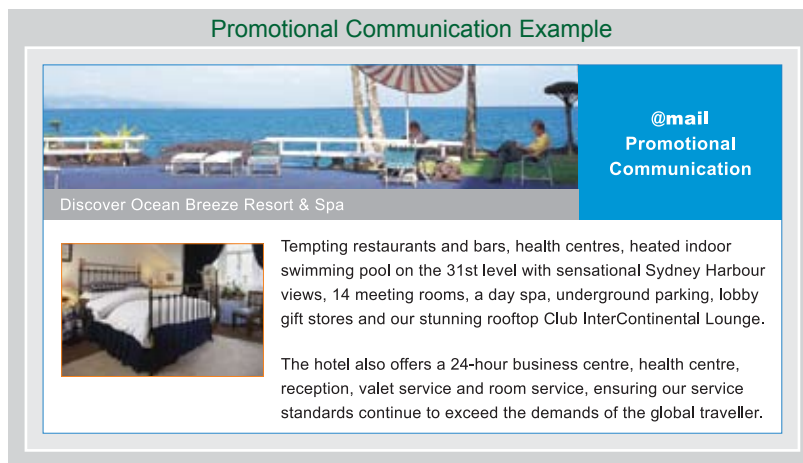
- Send professional HTML e-mails containing images and pictures directly from your SoftBrands PMS system
- Publish reservation confirmations, upgrade offers, wait-lists, cancellations, last-minute specials, birthday e-mails, thank-you notes, mailings, pre-arrival promotions

## @mail Functionality

@mail from SoftBrands is simple and very easy to use. The system can be set up to run completely in the background. For processing confirmation letters, function sheets and other documents, users take the same steps they are familiar with in their SoftBrands system. These steps include:

- Use the PMS system as you do every day
- Select an @mail template and the data is automatically filled in
- Optional amendments can be done
- Have it on hold or send it immediately
- Add attachments (maps, directions, contracts, etc.)
- Build in hyperlinks for more information and direct guest responses
- Send any communication including a copy to yourself or the reservations mail box
- For marketing campaigns with @mail additional data sources can be utilised

## Promotional Communication Example



## Summary

- Announce pre-arrival promotions
- Upgrade promotions
- Mail vouchers and coupons
- Make cancellations
- Send faxes straight out of @mail
- @mail will pay for itself in as little as one month
- @mail for your front office operation: Send reservation confirmations, pre-arrival and post-stay notes, birthday greetings, and last-minute specials by e-mails. Attach road maps or hotel brochures as needed
- @mail for your sales department: Process and e-mail confirmation letters, function sheets, offers and contracts to the recipients directly from your sales application



TECHNOLOGY MADE FRIENDLY.

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