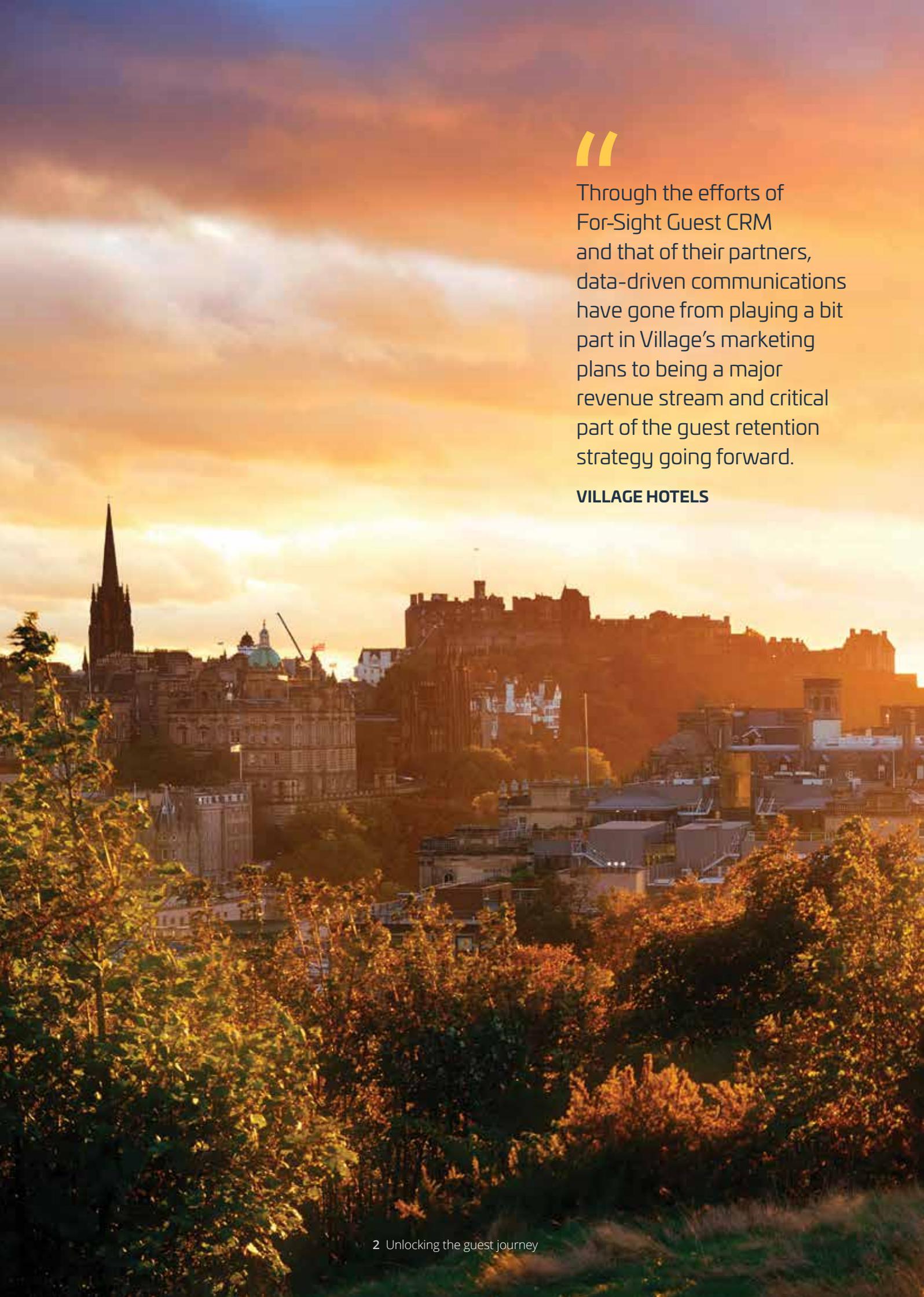


# UNLOCKING THE **guest** JOURNEY



Experience driven personalised  
guest marketing

 FOR-SIGHT



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Through the efforts of For-Sight Guest CRM and that of their partners, data-driven communications have gone from playing a bit part in Village’s marketing plans to being a major revenue stream and critical part of the guest retention strategy going forward.

**VILLAGE HOTELS**

# Find out how For-Sight's Guest CRM can drive revenue increases of over 105%

Knowledge is power and guest data is the fuel that drives it. Sadly, many hospitality businesses don't know how to capture and leverage this information and miss out on opportunities to lift their customer experience and boost their bottom line.

Competition for guests and their spend in the hospitality industry is exceptionally intense. Understanding who your guests and prospects are – and pairing this knowledge with advanced analytics and digital communication – will help you build loyalty, edge out your competitors and deliver an enhanced guest experience to drive repeat visits. Hotels using For-Sight have seen email revenue increases of over 100% within the first 12 months.



Drive revenue  
and customer  
satisfaction



Identify and  
categorise guests



Personalise  
the guest  
experience



Build loyal  
communities



Increase yield  
by acting on  
key metrics

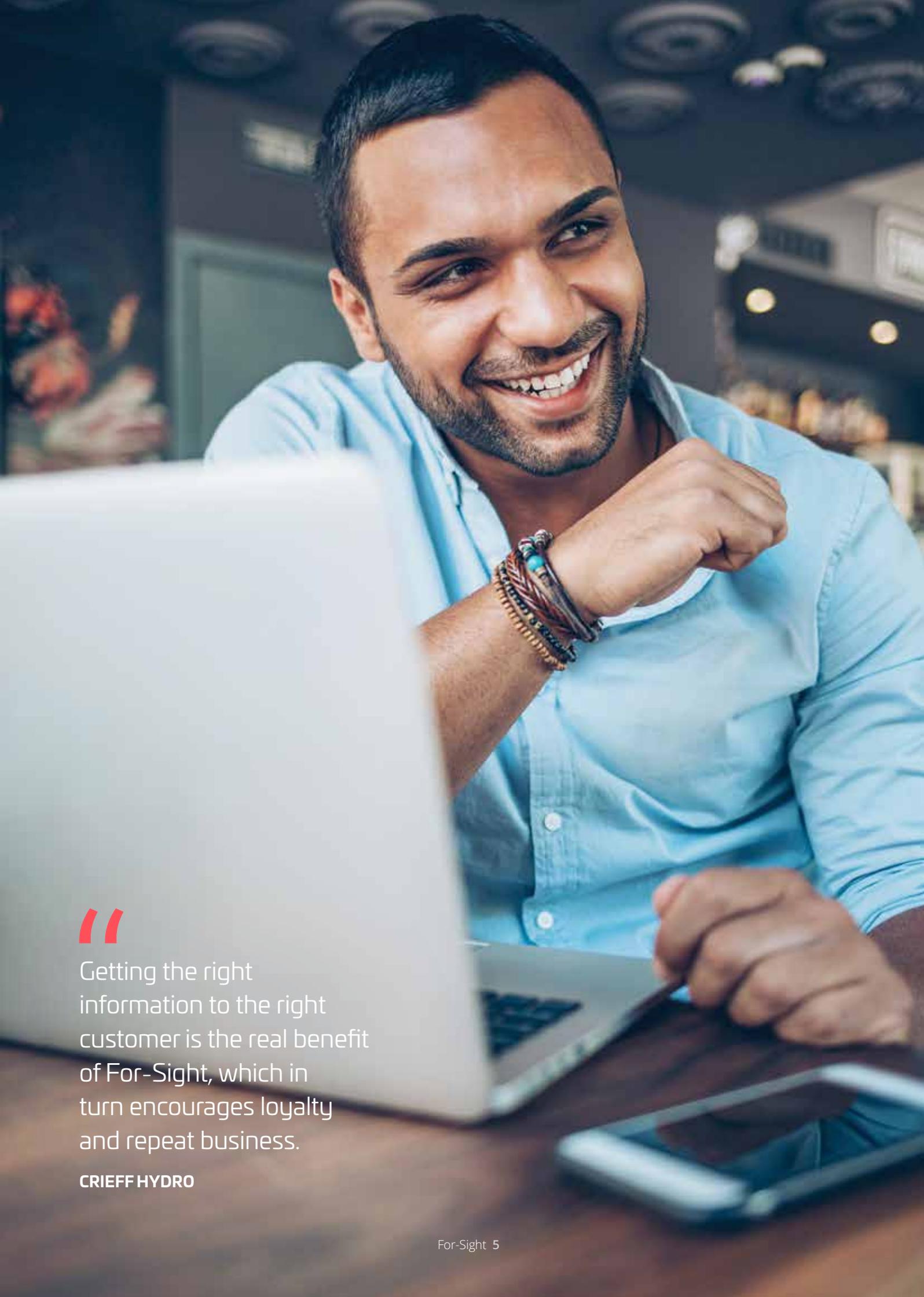
# Control your guest journey

For-Sight CRM is designed to enhance your guest experience by driving direct bookings, improving your data and maximising your marketing.

Our solution harvests data from your Property Management System (PMS) and other core transactional hotel systems including Point of Sale, Reputation Management and Wifi registration to name a few.

It then consistently assimilates information to create a central source of truth for each guest and their journey through every hotel touchpoint.

- ✓ Refine and automate your marketing
  - ✓ Gain insights into guest behavior
  - ✓ Highlight potential revenue streams
  - ✓ Increase ROI from data insights
  - ✓ Easy permission management in line with GDPR



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Getting the right information to the right customer is the real benefit of For-Sight, which in turn encourages loyalty and repeat business.

**CRIEFF HYDRO**

# Why For-Sight?

## Drive direct bookings

Loyalty doesn't come from a one-off experience; it's a process that takes time to nurture. Using data, we pinpoint key interaction opportunities that will help enhance your guest experience, making them feel valued so they want to return and, ultimately, book with you direct. This helps you retain your margins.

Loyalty based on experience generates regular, ongoing business. Hotels that reduced their reliance on OTAs by even 11% could see a saving of £37,400 in commission.



# A typical hotel



average occupancy  
in the UK



rooms

£148

average RevPAR

£4.2m

revenue



revenue from OTA  
(£1.7M)



average commission  
(£340,000 per annum)

11% reduction  
in OTA referrals = saving of  
£37,400



## Maximise your marketing, increase your revenue

Personalised content gets your guests' attention and wins appreciation by showing you value them as individuals. For-Sight uses your datasets to help you accurately target guests with the right message at the right time to prompt recurring visits. We show the ROI of specific campaigns and measure the revenue generated by each targeted segment.

23:1

ROI Village Hotels  
running January  
Sale Campaign

5x

Increase in  
email address  
engagement

Personalised content lifts customer experience. Nurture the relationship with relevant content, pre- and post-stay, to drive recurring business. Use feedback to drive continuous improvement.

## Drive marketing efficiency

Don't compromise on functionality. Drive efficiencies and free up your staff for more valuable face-to-face customer interactions. For-Sight partners with omnichannel marketing communications platforms like Dotdigital to offer fully automated, mobile-optimised marketing automation that uses your data to improve your guest journey.

Save time with our easy drag and drop campaign editor. Segment and customise data for impactful campaigns. Gain valuable insights with detailed reporting, including hotspot mapping and Google Analytics integration.



# Professional services

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## Enhanced support

We don't just sell you our solution (as great as it is) then leave you on your own. We support you with account setup, team training and campaign management know-how. Your dedicated account manager will guide you with best practice advice to help you realise the full potential of your investment. We also offer a fully-managed service package, where our team becomes an extension of your marketing department.

## Business intelligence and data management

We're an ISO 27001 accredited supplier and offer a full range of data services, including secure data transfer, cleansing, migration and segmentation. Our expert team can create bespoke dashboards and custom KPI and business intelligence reporting.



Increased direct bookings



Higher occupancy rates



Increased website visits



Targeted campaigns during low occupancy periods



Real-time reporting and analysis with management dashboards

# We can drive



Increased revenue



Less reliance on OTAs



Increased upselling and cross-selling of services and facilities

# Who we are

For-Sight was born out of an enquiry by a world-leading luxury resort who needed expert advice on how to extract and cleanse their data and optimise their marketing strategy. Consider us the data expert extension of your marketing department.

Clients tell us they quickly see significant and measurable improvements in their guest communication, together with an improved ROI. This is a result of improved data quality and best-practice digital communications.

## Trusted by





## What next?

Get in touch to arrange a demo, or speak to one of our experts to discuss how For-Sight can help you unlock the guest journey.

 0131 467 4467  [info@for-sight.co.uk](mailto:info@for-sight.co.uk)

[for-sight.co.uk](https://for-sight.co.uk)

