



Axess
CONNECT.CRM

Customer data with win-win factor

When your guest is happy in your ski resort positive customer relations are created. Only when you, as the operator, know what your guests want and need you can offer the best possible service. Data from the guests are a key factor. Axess CONNECT.CRM assists you in the consistent collection and analysis of these guest data and makes it possible for you to introduce your individual customer loyalty program. Partner companies can also be integrated into the program through a separate interface.

All data from your guest is provided captured in a customer account and provides information about the guest's habits and preferences. Define your individual offers and focus your marketing measures on them.

With its bonus point and rewards program, CONNECT. CRM offers the ideal motivation for your guests to return and thus creates the foundation for long-lasting, successful relation. Conversely, the generated data also provides the basis to continue improving your product range.



Axess CONNECT.CRM

Features

- › Creation of individual offers and focused communication via email, SMS and push notifications
- › Integration of partner companies for expanded data collection and increased customer value
- › Definition of individual rules for collecting and redeeming bonus points and rewards
- › Connection of accounts for families/groups
- › Structured collection and analysis of customer data in compliance with GDPR
- › Evaluations and statistics at a glance

