

NEWSTRACK

IDS NEXT launches Guest Dynamix

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By HBI Staff | Mumbai

IDS NEXT, global leader in providing ERP and total technology solutions for the hospitality and leisure industries, recently announced the launch of Guest Dynamix – a loyalty and feedback management solution developed for the special needs of hotels, resorts, restaurants, spas, clubs and others. Guest Dynamix is built on the Salesforce Platform, the world's leading cloud platform for social and mobile business apps. Guest Dynamix offers browser-based access to users 24/7, streamlines and simplifies loyalty and feedback processes, and helps guest relationship personnel in the hotel to improve customer acquisition.

"25 years of domain expertise in the hospitality technology industry enables us to create a solution like Guest Dynamix from the ground up. This application has been designed to empower our customers with a Loyalty and Feedback Management solution that helps them stay in constant touch with their guests, personalise the guest experience and serve them better," said Binu Mathews, President and COO, IDS NEXT.

Guest Dynamix is power-packed with features that allow hotels - be it standalone properties or independent chains - to serve guests better. Being a cloud based solution; Guest Dynamix does not require a hospitality property to additionally invest in hardware or software, and works on a subscription model.

"The future of enterprise apps is social, mobile and connected," said Ron Huddleston, Senior Vice President, ISV & Channel, salesforce.com.

The Loyalty Management module of Guest Dynamix allows users to easily create loyalty programs, set loyalty point conversion and point redemption slabs, define point redemption methods, and more. The Feedback Management module provides a variety of email templates and guest satisfaction reports, and can be easily integrated with SMS and social media to allow for paperless feedback.

The central guest information feature of Guest Dynamix is excellent for chain hotels to track guests across their properties. This module helps with the analysis of guest spend, point accumulation, and reward redemption. The application's guest portal allows guests to create their own log-in for anytime portal access to view accrued points and redeem them for free nights and suite upgrades.