



ReviewPro partners with Serenata to create rich guest profiles

NEW YORK CITY , NEW YORK, UNITED STATES, February 3, 2016 /EINPresswire.com/ -- ReviewPro, the leading provider of Guest Intelligence Solutions for independent hotel brands has partnered with Serenata Intraware, a leading provider of email marketing and customer relationship management (CRM) solutions, to provide hoteliers with a way to seamlessly create in-depth guest profiles with feedback, preferences and activity history.

Effectively managing the communication with hotel guests is becoming increasingly crucial in today's data-driven environment where hoteliers realize the importance of leveraging guest data from online reviews, direct surveys as well as relevant feedback gathered through the PMS. ReviewPro has integrated with Serenata to allow mutual clients to harness the power of both company's Guest Intelligence to more effectively communicate with clients and to deliver more customized marketing messages and targeted offers.

Serenata's solution makes guest profile management simple and powerful by consolidating client databases. The platform passes relevant guest details to ReviewPro's Guest Survey Solution to collect direct feedback. Once feedback is collected by ReviewPro, this data is then synchronized to enhance the guest profile in the Serenata CRM. This gives hotel managers a central hub for guest information, which can then be used across the organization to deliver better service and guest communication.

Red Lion Hotel Corporation, the innovative and fast-growing chain, was one of the first clients to benefit from this new partnership. "Using this integrated solution allows us to deliver on our promise of friendly service and local knowledge for each guest," said Bill Linehan, EVP and Chief Marketing Officer at RLHC "Rather than choose one provider that tries to do everything, we found our guests and hotel associates are better served by choosing the best technology solutions available in the marketplace, and having them work together."

"ReviewPro's Guest Intelligence includes the [The Global Review Index™](#) (GRI™) , the industry-standard online reputation score that more than 19,000 hotels and leading organizations such as the UNWTO, Cornell University, PwC and StarRatings Australia rely upon to measure guest feedback with confidence," noted RJ Friedlander, CEO of ReviewPro. "This partnership with Serenata demonstrates our dedication to making sure our clients have access to all the necessary tools in order to turn guest feedback into actionable insight. Our collaboration will enable hoteliers to easily collect guest profile information and leverage it to improve the effectiveness of marketing, deliver better guest experiences and increase profitability."

For more information contact press@reviewpro.com

About ReviewPro: ReviewPro's suite of cloud-based solutions, which includes Online Reputation Management (ORM) and the Guest Survey Solution (GSS), provide clients with actionable insight to increase guest satisfaction, rankings on review sites/OTAs and ultimately revenue. The company offers the industry-standard Global Review Index™ (GRI), an online reputation score, which is used

by thousands of hotels worldwide as a benchmark for reputation management efforts, based on review data collected from 161 OTAs and review sites in more than 45 languages. More than 19,000 hotel brands worldwide are currently using ReviewPro's solutions. For more information, please visit www.reviewpro.com.

About Serenata: Combining 20 years of hospitality experience with the energy of a start-up! Serenata CRM Hospitality turns big data into smart useable data. Serenata is one of the leading providers of e-marketing and CRM solutions for the hospitality industry. By integrating guest information from the property management system (PMS), central reservation system (CRS), websites and more, Serenata NetHotel CRM develops a 360° view of the guest. The product ensures guests receive the most targeted, dynamic and relevant communication before, during and after their stay. Founded in 1996, Serenata has grown a prestigious international client list including: Belmond, COMO Hotels, Constance Hotels & Resorts, Dorint, Dusit International, Four Seasons, Lindner Hotels & Resorts, LUX* Resorts & Hotels, Kempinski Hotels & Resorts, Mövenpick, Oberoi Hotels & Resorts, Oetker Collection, One & Only Resorts, Red Lion Hotels, Shangri-La, Steigenberger, Taj Hotels & Resorts, Trump Hotel Collection and Warwick International Hotels. For further details please visit www.serenata.com

About RLHC: Red Lion Hotels Corporation is a hospitality company primarily engaged in the franchising, management and ownership of upscale, midscale and economy hotels under the Hotel RL, Red Lion Hotel, Red Lion Inn & Suites, GuestHouse International and Settle Inn brands. Established in 1959, the company has 125 hotels system wide and also owns and operates an entertainment and event ticket distribution business. For more information, please visit the company's website at www.redlion.com.

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