

Pioneering mycloud social tool to revolutionise how hotels manage their reputation, with staggering Christmas discount

mycloud hospitality platform, the dynamic hospitality tech solution is offering a 50% discount to hoteliers around the world with distinct competitive advantage

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[hospitality software company](#) Prologic

First is gifting hotels with an early Christmas present this year, by offering its pioneering mycloud hospitality platform at half price. This means that hoteliers who subscribe to the service using the 2016 Christmas offer can sign

up from as little as \$2 per room per month between 15 and 31 December. The [Christmas mycloud offer](#) allows hotels to sign up to the basic plan for just \$2 per room per month or to the premium plan for \$6 per room per month, both at 50% off the usual price. Clients already signed up have found that their occupancy rates have jumped by 20%, demonstrating the impact that the system can have and the excellent return on investment that it offers.

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We talk about wanting to be “trusted and loved” by our clients and what better opportunity for them to test us out than with this special offer

Deepak Chauhan, Vice President

The global hospitality industry is performing well, with EY’s Global Hospitality Insights report highlighting its ‘prolonged and vibrant growth.’ The report goes on to describe the race for scale and the importance of gaining market share though attaining competitive advantage. This is precisely what the mycloud hospitality platform enables hotels to achieve.

Ideal for use by small and medium size independent hotels, hotel chains, individual boutique hotels, motels and bed and breakfasts, mycloud delivers everything an establishment needs to run its business effectively. This includes a web booking engine, features for managing reservations, check-ins and check-outs, a guest history function, feedback capabilities, a tool for travel agents and corporate/group bookings and a channel manager to automate distribution to OTAs and optimize revenues.

The operational features include an e-POS system for managing restaurants, bars, gift shops or other chargeable services, which is capable of taking orders, generating bills, taking settlements and producing statistical reports. An interface library offers more than 175 different interfaces.

Housekeeping services and accounts receivable are also covered by mycloud’s dynamic, cloud-based system.

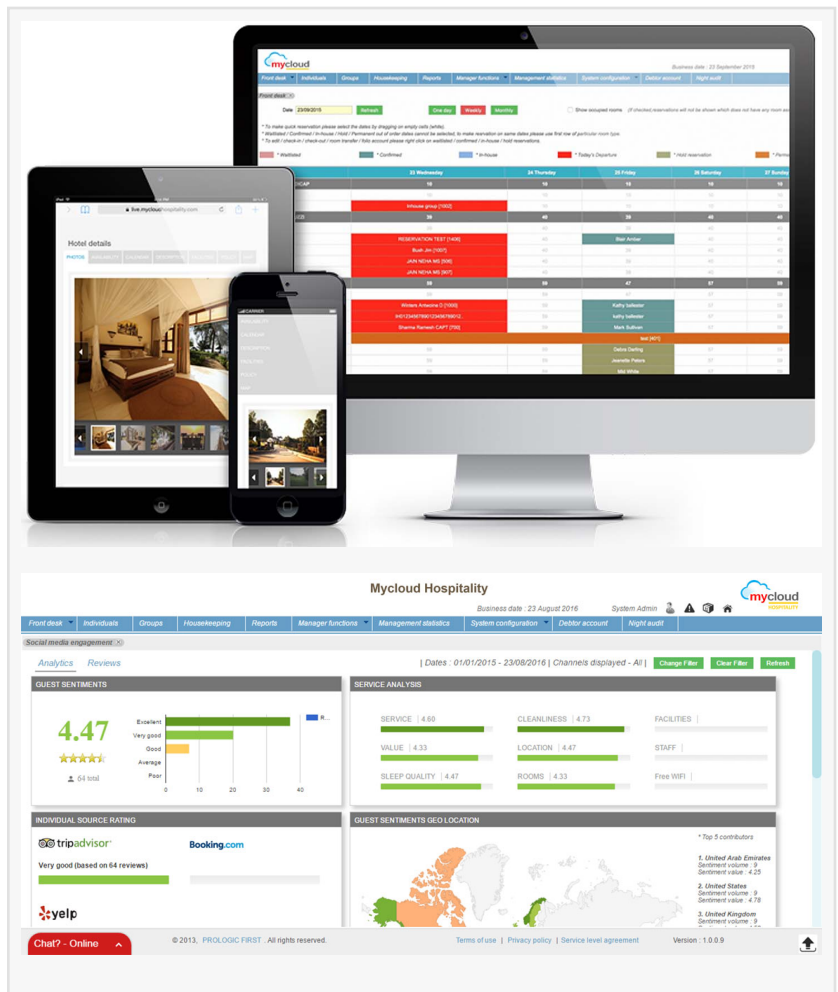
[mycloud also offers a pioneering ‘social listening’ tool](#). This unique function, which isn’t available with



any other hospitality platform, can keep tabs on internet chatter about a particular establishment. Using reviews posted on Facebook, Twitter, Booking.com, Yelp, TripAdvisor and many other sites, the social listening feature enables hoteliers to understand what's being said about their business and why.

With over 15 years' experience in developing and internationally marketing integrated software solutions for the hospitality sector, Prologic First is well positioned to understand the pressure points that hoteliers experience – and to put solutions in place to enhance efficiency and improve property management across an establishment's services. Their latest bespoke solution – mycloud – has already picked up a 'Best Use of Cloud Service' award and is tipped for impressive growth in 2017. Hotels lagging behind the curve in using it as a solution may well find they are missing out to their competitors.

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