

WebRezPro Partners with Pulse to Bring AI-Powered Guest Engagement to Independent Hotels

Joint solution connects PMS data from WebRezPro to Pulse's AI tools, automatically powering personalized guest experiences and revenue growth.

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/EINPresswire.com/ -- WebRezPro, a cloud property management system (PMS) for independent lodging operators, today announced a strategic integration with Pulse, an AI-powered guest management and marketing system (GMS) for boutique hotels. The

integration gives hoteliers a single source of truth for guest data and the automation to turn that data into direct bookings and lasting guest relationships.



WebRezPro Property Management System

Independent hotels may be competing for the same guests as branded properties, but without the marketing teams and budgets to match. The WebRezPro and Pulse integration closes that gap: real-time PMS data flows straight into Pulse's AI tools, so hoteliers can keep guest profiles clean, automate follow-up communications, and run targeted campaigns on their own.

“

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*Jon Sanford, WebRezPro
President*

The integration connects WebRezPro booking and guest data to Pulse Agent, powered by Claude AI, unlocking key capabilities:

- Instant Property Insights: Hoteliers can ask Pulse Agent

about occupancy, arrivals, departures, and guest segmentation instead of running manual reports, and get data-driven recommendations to maximize revenue opportunities.

- Automated Guest Journeys: A visual journey builder triggers tailored emails from booking through checkout and beyond, based on real-time WebRezPro reservation data.
- Personalized Ancillary Offers: Guests can bid on room upgrades, shift their check-in or check-out time, and buy amenities right from the web-based Pulse Guest App, adding revenue for the property with no front-desk involvement.
- Targeted Direct Booking Campaigns: Hoteliers can segment guests by booking source or stay history to win back OTA guests and nurture repeat business with revenue-tracked email campaigns.
- A Clean, Unified Guest Database: Pulse automatically finds and merges duplicate guest profiles, giving hotel teams one reliable source of truth.

"Independent hoteliers don't have the marketing departments that major chains do, but with Pulse, they don't need one," said Jon Sanford, President of WebRezPro. "This integration puts WebRezPro's booking data to work the moment it's created, giving our clients the AI-powered insight and automation to compete for direct bookings and build real guest loyalty."

None of it works, though, without accurate guest data underneath it.

"Guest data is only as useful as it is clean and current, and that's what this integration solves," said Duane Hepditch, Chief Executive Officer of Pulse. "By pulling reservation data straight from WebRezPro and enriching it with profile contact information and behavioral intent, Pulse gives hoteliers one accurate view of every guest, so the upgrade offer, the follow-up email, or the win-back campaign actually lands at the right moment."

The WebRezPro and Pulse integration is available now. For more information, visit webrezpro.com/pulse.

About Pulse

Pulse is an AI-powered guest management and marketing system (GMS) built for independent and boutique hotels. Founded by hospitality technology veteran Duane Hepditch, Pulse unifies guest profiles from the PMS and other connected systems into a single, reliable record, then uses AI to power guest messaging, satisfaction surveys, digital forms, and targeted email marketing. Pulse integrates with leading property management systems, helping independent and boutique properties turn guest data into direct revenue. For more information, visit pulseapp.travel.

About WebRezPro

WebRezPro is a robust cloud-based property management system for independent lodging operators. The all-in-one solution saves hoteliers time and maximizes revenue with automated features that include online reservations, self check-in, seamless guest payments, housekeeping management, accounting, and advanced reporting. Committed to user-friendly, scalable software, industry-best data protection, and exceptional support, WebRezPro drives efficiency, guest satisfaction, and success for 2000+ properties in 50 countries. For more information, visit

webrezpro.com.

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