

OPERA OCIS | Customer Information System



THE NEXT GENERATION SOLUTION FOR CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

The Cornerstone of the OPERA Enterprise Strategy

Introducing the OPERA Customer Information System (OCIS). The Customer Information System is the cornerstone of the OPERA Enterprise Strategy. It is the first system in the hospitality industry to collect, cleanse, and store strategic data on guest, companies, contacts, travel agents sources, employees, vendors and hotels. The OCIS collects this data from the other OPERA Enterprise Solutions including the OPERA Property Management System, Sales and Catering System, Quality Management System and Central Reservation System. The OCIS also provides the means to capture this information from other disparate sources including third party PMS, S&C, and CRS Systems. The OCIS provides powerful central functionality to leverage this wealth of important data for purposes of loyalty program administration, sales and marketing support, rate distribution, and reporting. It's the most comprehensive information management tool on the market from the most experienced company in the marketplace. It's OPERA OCIS from MICROS.

Build A Better Database with Powerful Profile Management Tool

The centralization of profiles will significantly extend your sales and customer relationship capabilities by providing a common profile view containing strategic information gathered throughout your chain. Profiles that meet the criteria that you set are uploaded into OCIS for centralized storage and access. Most importantly, OCIS allows you to collect profile and production data for a variety of profile types: companies, travel agents, groups, direct guests, accounts, contacts, vendors, hotels and sales managers, giving you the chain-wide picture of a profile in only one system.

Prevent Profile Duplication with "Match & Merge"

Before inserting new profiles into the OCIS database, the system will automatically validate data contained within each profile. Profiles containing invalid data will be set aside for your review. Valid profiles are scanned by the system for possible matches in criteria, such as the same credit card number, membership number, etc. Possible

matches are then run against a "scoring" system to determine the likelihood of there being duplicates. The OCIS Match & Merge function gives you the ability to set up the criteria for finding those duplicates. By customizing your own criteria, you are able to establish a scoring system that allows you to vary the degree of control you have over the integrity of your profile database. When possible matches are found, your merge rules are applied to each profile to determine what "score" that profile receives. Profiles that exceed your score limit confirm a duplicate so the two can automatically be merged. Profiles that fall below what you have defined as the lowest possible score are created as new profiles. Any profile that scores in between is suspended for your review. This Match & Merge feature is an essential tool for maintaining a clean, efficient database of reporting and mailing purposes.

Impacting Sales – The Distribution Process

If the key to database management is keeping your customer profiles up-to-date, OCIS turns that key by taking all of that valuable information to the sales level. OCIS provides you with a sophisticated distribution module for pushing key account contact profiles back down to Sales and PMS systems at the touch of a button. It's sophistication made simple. Profiles can be automatically created within the hotel and sales systems databases. Once an entity creates a profile, it can share that profile with all other entities within the enterprise. Any updates to that profile will automatically be passed on to all entities that are subscribed to it. Plus, you can specifically target recipients to who you wish to distribute profiles – a chain, a brand, a region, or hotel type as easily as it can be sent to a laptop or sales office.

Quick Online Access to Profiles

The customer information you need is now more accessible than ever before with the OCIS Online Look-Up feature. If you search for a profile on the local level and are unable to find it, you can search the OCIS database online and copy it down to your local database, thereby subscribing to that profile.

Superior Membership Program Support

One of the most innovative features on the new OCIS is its ability to manage your Customer Loyalty/Reward Programs. Whether you have a multi-tiered program or a less complicated set-up, OCIS will manage your membership program in its entirety – automatically calculating points, handling upgrades and downgrades, managing enrollment and renewal, tracking award requests, tracking award consumption and generating statements. This management tool can be applied to traditional individual guest membership programs or applied to new, non-traditional programs like corporate accounts, meeting planners and internal sales programs.

Sales Leads & Bookings

Now, with OCIS, you can see the evolution of a lead from its initial generation, through confirmation of its booking, until its actual production information is generated by the hotel property management system. This system tracks responses from multiple sales entities to each lead: the property level sales office, the regional sales office or a national sales office. As a destination for all leads and the repository for all Sales & Catering bookings, OCIS will allow you to obtain a moving “chain-wide” picture of any given account so you can analyze one piece of multiple pieces of business. The system even provides sales force automation support to those properties without a sales and catering system. With its web-based lead receipt, review, and response functionality, OCIS provides decision support tools to all sales staff in the enterprise.

Rate Distribution

Centrally setting up hotel rates has never been easier. With OCIS, you can quickly create rates, with finite rate details, attach them to profiles and broadcast them to your entire hotel chain from a single, central point. Contract rates negotiated by your sales staff can be automatically distributed, for system-wide usage.

Sales Force Automation Support

The functions of OCIS extend far beyond customer relationship management. A regional or corporate Director of Sales is also able to monitor his or her staff's activities using OCIS. Sales Activities, which can be related to an account contact, booking or user, include any type of communication, sales and account management milestones to provide sales managers with reliable tools to ensure the success of their sales opportunities.

Data Warehouse

The power of the OCIS is in the collection of data and its easy accessibility in the format that you need. A sophisticated data warehouse is included in the system for searches, reporting, and queries. Accessible via the

Internet, the “ad-hoc query” function provides the ability for all users to search the database from their desktop, laptop or any other Internet accessible tool. The output of their query can be moved into an “Office” document. The on-line reporting module provides a reporting wizard for quick and easy reporting by anyone in the enterprise.

Customer Contact

OCIS provides an advanced mailing engine. Targeted mailings can be created based on any information, current or historical, contained within your OCIS database. Introduce new rates or special promotions to only those guests who are entitled; create a mailing based on historical booking information to fill a future, slow time period; introduce a new hotel to those travelers who frequent a particular region – the options are limitless.

Consumer Internet Access

OCIS takes customer contact even farther by allowing your guests to contact you via the Internet. OCIS will seamlessly integrate into your own website for easy customer access. The “Public Access” will allow your clients to update their profile information, check on their membership statistics and even request awards. This makes the circle complete – providing automated, two-way interaction between you and your customers allowing you to provide them with the specific requirements that they request.

Experience Seamless Integration

OCIS will enable you to now:

- Manage Multiple Membership Programs
- Match & Merge Profiles More Efficiently
- Track Both Leads & Bookings
- Manage Account & Contact Information
- Review Staff Activities At-A-Glance
- Collect Transactional Stay Information and Store it in a Data Warehouse
- Data Warehouse for data collection and reporting

OCIS also interfaces seamlessly with OPERA PMS properties. With OCIS, you are able to gather information from a variety of sources including V6 PMS, V6 Sales & Catering, as well as third party sale systems. Most data in the OCIS system will originate from these sources, so ease of data collection is essential. With OCIS it's been made effortless.

Revolutionary. Visionary. MICROS.

No other system on the market compares to OCIS. This is the ultimate relationship management tool backed by the industry leader. It is intuitive, flexible and it will help you run your business better. That's the bottom line. That's MICROS.