



**Axess**  
**CONNECT.CRM**

# Customer data with win-win factor

Only when you know what your guests want you can offer the best possible service. Therefore data is an important factor. Axess CONNECT.CRM offers the consistent collection and analysis of this guest data and makes it possible to introduce the individual customer loyalty program. Partner companies can also be integrated into the program through an interface.

All data from your guests is captured in a customer account and provides information about their habits and preferences. Defining individual offers and focusing marketing measures is than easily.

With the included bonus and rewards program, CONNECT. CRM offers the ideal motivation for guests to return and creates the basis for a long-lasting, successful relation. The generated data also provides information to improve your product range.



# Axess CONNECT.CRM

## Features

- › Creation of individual offers and focused communication via email, SMS and push notifications
- › Integration of partner companies for expanded data collection and increased customer value
- › Definition of individual rules for collecting and redeeming bonus points and rewards
- › Connection of accounts for families/groups
- › Structured collection and analysis of customer data in compliance with GDPR
- › Evaluations and statistics at a glance

