

GUEST remarks BUSINESS PROCESSES – OPERATIONS FEBRUARY 2025

















CRM Guest remarks

Gathering insights on customer preferences is essential for exceeding their expectations. We have introduced a notes field at the hotel level to store valuable information about our customers, which will be accessible for future reservations. This feature allows us to offer a more personalized experience and streamline the reservation process, enhancing both personalization and efficiency.



KEY POINTS:



 \checkmark As most of you requested, a new remarks field is available in CRM guest profiles and in the reservations.



 \checkmark The information will only be displayed in the hotel where it is created.

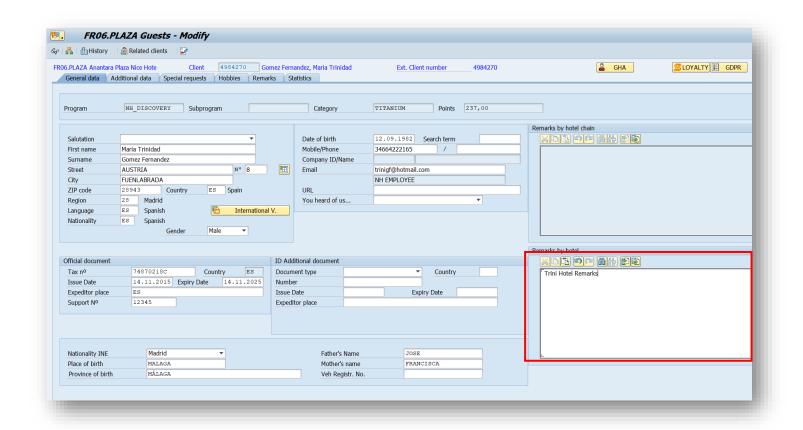


✓ It is critical we use this option appropriately, without including sensitive information as allergies, religion, sexual orientation...



 \checkmark The incorrect use of this development could generate the deactivation of this option.

HOW TO ADD REMARKS TO A GUEST PROFILE?

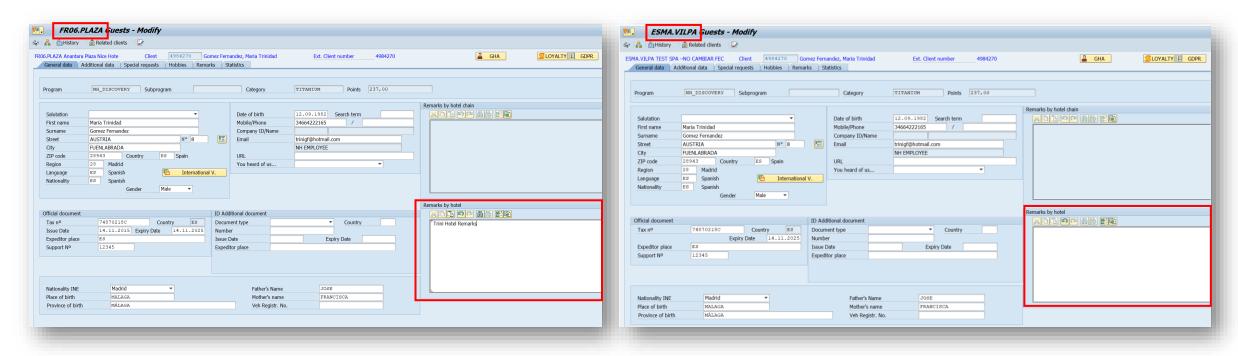




Remarks by hotel chain are blocked for all users. This option will never be available.

Remarks at hotel level can be included and modified by all the users with CRM permissions.

WHAT HAPPENS IF I ACCESS THE SAME PROFILE BUT IN ANOTHER HOTEL?

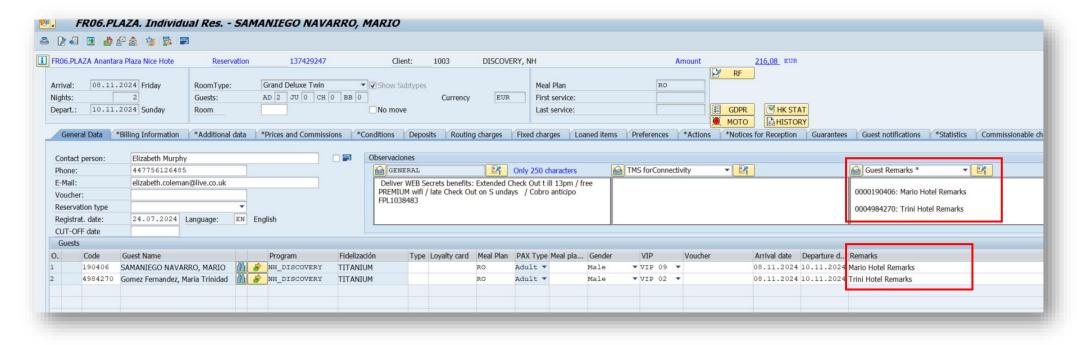


Nothing appears.

MINOR HOTELS

5

WHERE WILL THIS INFORMATION APPEAR?

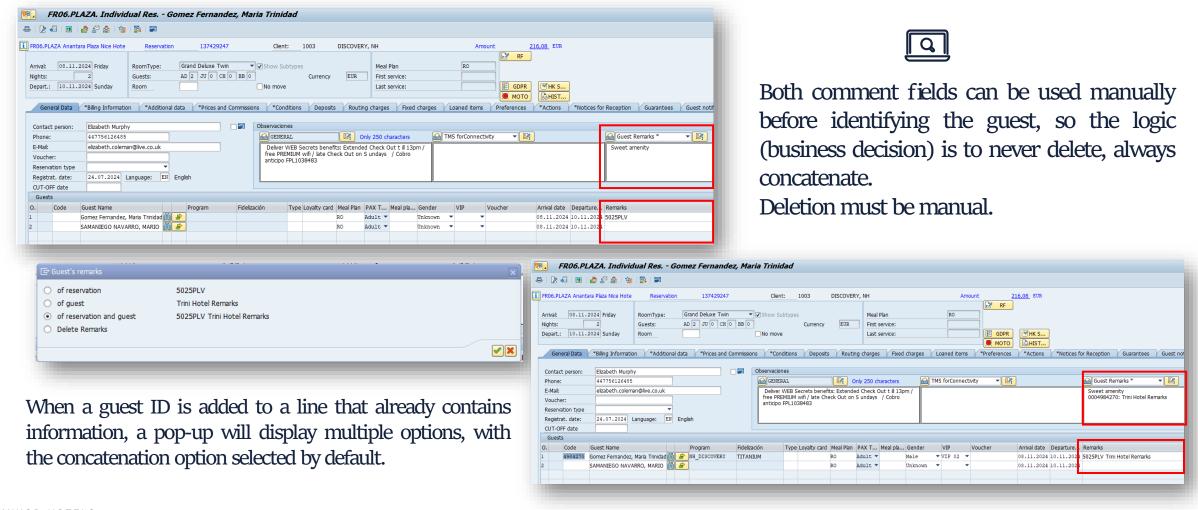




If you add a guest ID with CRM remarks, these comments will be included in 2 places:

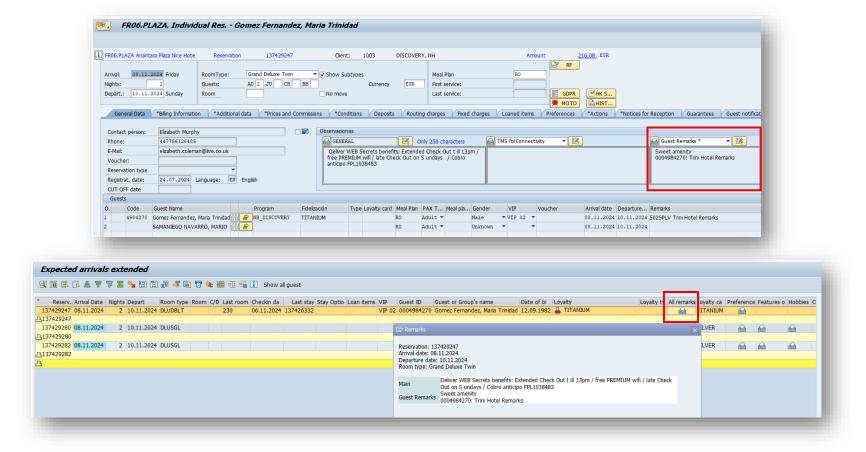
- At the end of the guest line
- In Guest remarks field (a 3rd box that will appear when the functionality is activated). If there are notes from multiple guests, they will appear separately with the guest ID before them.

LOGIC WITH EXISTING REMARKS



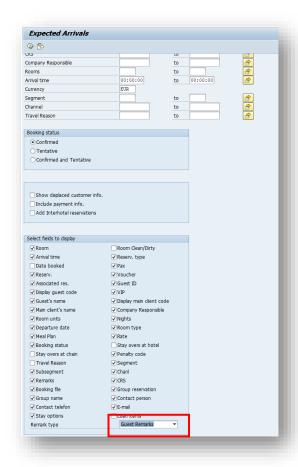
REPORTS: ZEY_RS_06_011_ALV_EX - Expected Arrivals Extended

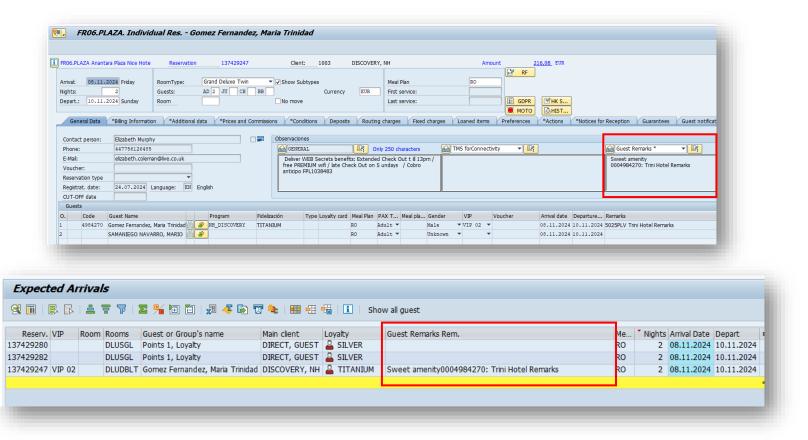
Only main Guest remarks field appears:



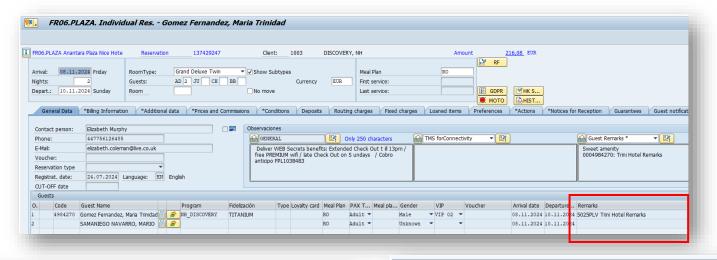
REPORTS: /CCSHT/RS_06_011_AVV - Valued Expected Arrivals ALV

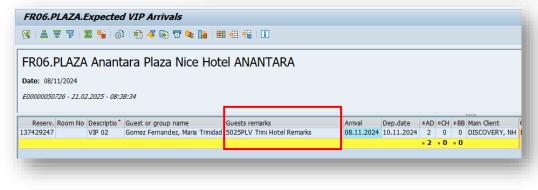
Only main Guest remarks field appears, but it has to be selected:

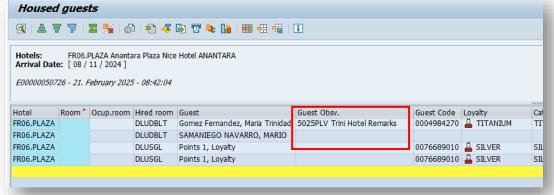




REPORTS /CCSHT/RS_06_014_ALV- VIP arrivals and ZEY_RC_SI_001_ALV- In-house guests or occupied rooms ALV (exte) Only guest lines remarks appear:



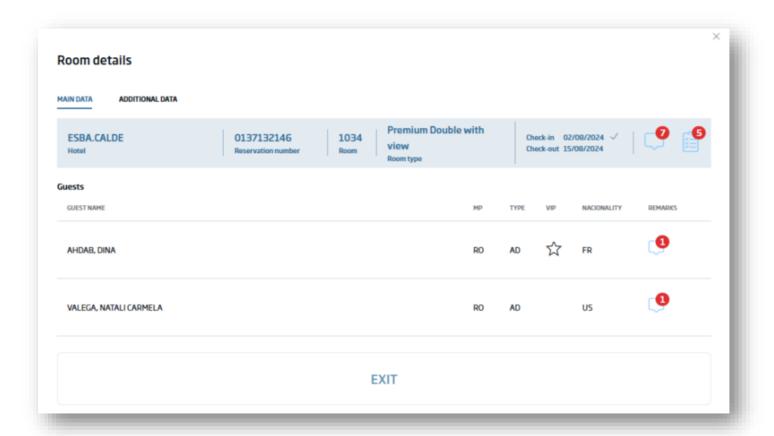




REPORTS



These new Guest remarks as the other remarks are displayed in the POS UX screen:



Main Guest remarks field.

Remarks in guest lines.

CUSTOMER INFORMATION MANAGEMENT PROCEDURE

It is essential that all GDPR guidelines are followed when using these new comment fields.

What can we manage

	CAN BE STORED?	TOOLS	TMS FIELD	IMPLICIT CONSENT	HOTEL / CHAIN LEVEL
Room preferences	~	TMS: CRM Special Requests	Predefined preferences in TMS	~	Chain
Hobbies	~	TMS: CRM Request	Predefined hobbies in TMS	/	Chain
Loyalty program	~	TMS: CRM Additional Data	Predefined programs in TMS	~	Chain
Health data (allergies)	~	Only with explicit authorization (specific document in this process, page) by hotel	No storage in TMS	~	Hotel
Problematic or violent customer	~	TMS: CRM Alerts, Guest remarks and Notes (Do not accept booking check in)	Predefined option in TMS	×	Chain (via JIRA)
Defaulter (uncollected & walk-out invoices)	~	TMS: CRM Alerts, Guest remarks and Notes (Ask for prepayment)	Predefined option in TMS	×	Hotel
Other info (except health data just with explicit authorization, religious convictions, political opinions, racial origin, trade union membership, criminal convictions and offences and sexual orientation)	×	Not allowed	No predefined option in TMS	×	N/A

Customer information management in TMS | Minor Hotels Organization Portal





Thank you