



Hospitality CRM



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Reference

- Liburnia Riviera Hoteli
 - 17 hotela
- UGO grupa – hotel mgmt
- Solaris Šibenik
 - 8 hotela
- Milenij hoteli Opatija
 - 6 hotela
- Hoteli Baška
 - 5 hotela

CRM svijet – Hospitality svijet

- Lead
- Opportunity
- Quote
- Order
- Invoice
- Activity Management
- Campaign
- Trag
- Prodajna prilika
- Ponuda
- Rezervacija
- Potvrda
- Račun
- Activity Management
- Campaign

Hospitality – won/lost

Close Opportunity
Provide the following information about why this opportunity is being closed.

Status * Won Lost

Status Reason * Won

Actual Revenue *

Close Date *

Competitor

Description

OK Cancel

http://crm.loc-liburnia.hr/LiburniaCRM/sfa/opps/dlg_c Local intranet

Mish Vrsta Sobe | Mish Podvrsta S
2-posteljina soba, n
1-posteljina soba, n

Won/Lost – vrijednost izgubljenog prihoda

Microsoft Dynamics CRM Administrator, Sandt LiburniaCRM

New Activity - New Record - Go To - Tools - ExactTarget - Advanced Find Help

Workplace

My Work

- Activities
- Calendar
- Queues
- Articles
- Reports
- BI**
- Announcements
- Imports
- Duplicate Detection

Customers

- Accounts
- Contacts

Sales

- Marketing Lists
- Leads
- Opportunities
- Quotes
- Orders

Personalize Workplace ...

- ExactTarget
- Workplace**
- Sales
- Marketing
- Service
- Settings
- Resource Center

BI

This application was created using the TRIAL version of the ASPx controls. Visit www.devexpress.com to obtain a licensed copy.

Odaberi report: Quotes won/lost with amount

Drop Filter Fields Here

Broj Amount € Godina Mjesec Tip

2009

1 2 3 4

Vrsta	LOST		WON		Draft		LOST		WON		Draft		LOST		WON		Draft		LOST		
	Broj	Amount €	Broj	Amount €	Broj	Amount €	Broj	Amount €	Broj	Amount €	Broj	Amount €	Broj	Amount €	Broj	Amount €	Broj	Amount €	Broj	Amount €	
Grupa	40	26.000,30	30	17.683,00	82	49.127,47	96	91.482,71	89	126.051,23	286	138.852,07	761	508.261,03	602	363.240,51	415	297.111,80	1451	1.745.235,92	96

Izrada ponude

Close Reports Print Quote for Customer Create Order... Document Actions Help

Quote: Suzi test : Ernie Kristal 02.-09.04.2009

Information

Details: Information Existing Products Write-In Products Other Contacts Activities History Workflows Sales: Orders

General Shipping Addresses Administration Notes

Quote ID: QUO-1008-MLGH13 Revision ID: 0

Name *: Suzi test : Ernie Kristal 02.-09.04.2009

Potential Customer *: Test Agencija Price List *: Grupa

Opportunity: Marko Test Opcija ponude *: 31.7.2008

Template Language: Deutsch Ponuda potvrđena: Ne Da

Currency *: Euro Agencijska Provizija:

Totals

Detail Amount: € 10.080,00 Total Amount: € 10.080,00

Rezervacija	Hotel	Arrival	Departure	Boravišna	Prijava		
1	Ambasador	02.04.2009	04.04.2009	<input type="checkbox"/>	<input type="checkbox"/>	Delete	Edit
Add new record							Refresh
Broj Osoba	Broj Zauzetih Soba	Vrsta Sobe	Vrsta Usluge	Price Per Unit			
2	1		pansion	100 (Overriden)	Delete	Edit	
2	Admiral	15.04.2009	23.04.2009	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Delete	Edit
Add new record							Refresh
Broj Osoba	Broj Zauzetih Soba	Vrsta Sobe	Vrsta Usluge	Price Per Unit			
23		2-posteljna soba, more	noćenje s doručkom	44	Delete	Edit	
21		1-posteljna soba, more, klima	polupansion s večerom	32	Delete	Edit	

Status: Active

Quote -> Dokument -> E-mail -> CRM

The image shows two overlapping windows. The background window is Microsoft Word, displaying a document titled "MILENIJ HOTELI 27.05.-30.05.2009 AMBASADOR[1]". The document content includes the logo for "LIBURNIA RIVIERA HOTELI", contact information for the hotel, and a quote for a group of 20 people. A table at the bottom of the document lists the quote details:

Hotel	Dolazak	Odlazak	Usluga	Jedinična cijena (po osobi po danu)	Soba	Osoba
Ambasador	27.05.2009	30.05.2009	2-posteljna soba, park, polupanion s večerom	66,00 €	20	40
Ambasador	27.05.2009	30.05.2009	1-posteljna soba, park, polupanion s večerom	86,00 €	5	5

The foreground window is Microsoft Dynamics CRM, showing an email composition screen for the same document. The email subject is "MILENIJ HOTELI 27.05.-30.05.2009 AMBASADOR[1]" and the recipient is "vali@novemo.hr". The email body contains the text "Poštovani, U prilogu je ponuda za..." followed by the contact information for Vladislav Valiček at Novemogućnosti d.o.o. in Zagreb, Croatia.

Booking statusi

Microsoft Dynamics CRM Admin

New Activity ▾ New Record ▾ Go To ▾ Tools ▾ ExactTarget ▾ Advanced Find

Sales

- Leads
- Opportunities
- Accounts
- Contacts
- Marketing Lists
- Competitors
- Products
- Sales Literature
- Quotes
- Orders
- Invoices
- Quick Campaigns
- GIS

- ExactTarget
- Workplace
- Sales
- Marketing
- Service
- Settings
- Resource Center

GIS

Ambasador

Godina	2009																															
	Svibanj																								Lipanj							
Mjesec	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	
Dan																																
Stadt Riedstadt Gruppe Mai 3/5-10/5/2009 Htl Ambasador	33	33	33																													
Gegq .+08.05.2009 Ambasador		27	27																													
Offner 09-12.05.2009. Opatija			20	20	20																											
Unline DE 1077 - 14-17.05.2009. Ambasador								19	19																							
Unline DE 1077 - 14-17.05.2009. Ambasador									19																							
Gruber Waqula Grp.16.-23.05.2009 Ambasador										10	10	10	10	10	10	10																
STORK Busreisen Gruppen 2009 - Htl Ambasador										23	23	23	23	23	23	23																
UNILINE Spec ponuda htl 3*,_grp NL-885_19.05.-21.05.2009.													28	28																		
OAMTC Ambasador 20.-27.05.09															40	40	40	40	40	40												
Gulliver Tour Ref. TTAO 035221 from 23.-24.05.2009. Hotel Ambasador 5*																	21															
MILENIJ HOTELI 27.05.-30.05.2009 AMBASADOR																																
PROMET T&T CT 16527 od 30.-31.05.2009. Hotel Ambasador 5*																																
ADRIATICA NET TOP PROMOCIJA AMBASADOR 30.05.2009. -31.05.2009.																																
Podium grp 15998 30-31.05.09. hotel 3*																																
Gegq Ambasador 04.-06.06.2009																																
Ukupno	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227	227		
Zauzete	33	60	80	20	20	0	0	19	19	52	33	33	61	101	73	73	61	40	40	40	25	25	25	55	0	0	0	0	27	27		
Slobodne	194	167	147	207	207	227	227	208	208	175	194	194	166	126	154	154	166	187	187	187	202	202	202	172	227	227	227	227	200	200		

Belvedere I

Godina	2009																														
	Svibanj																								Lipanj						
Mjesec	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6
Dan																															
GRUPA ROGER		28	28																												
Hana - grp. TAB Japan - više dolazaka u 2009. Hotel Belvedere, Opatija											15	15																			
Herrenfahrclub Belvedere 13.-17.05.2009															41	41	41	41													
Panturist Vinkovci grupa za hotel Belvedere 28.05.09. -31.05.09.																															
Hana - grp. TAB Japan - više dolazaka u 2009. Hotel Belvedere, Opatija																															
ODANS Gro Portual 31.05-01.06.2009.																															

Fizički kapaciteti i potencijalni prihodi

Drop Filter Fields Here

Sobe Iznos Godina Mjesec Dan

Hotel

	2008		2009		1		2		3		4		5		6		7		8		
	Sobe	Iznos	Sobe	Iznos	Sobe	Iznos	Sobe	Iznos	Sobe	Iznos	Sobe	Iznos	Sobe	Iznos	Sobe	Iznos	Sobe	Iznos	Sobe	Iznos	
Admiral	169	33.025,60 kn	25	5.340,00 kn	70	20.494,20 kn	325	69.168,00 kn	369	86.508,00 kn	349	144.896,00 kn	190	48.702,00 kn	26	19.607,00 kn	3				
Ambasador	99	17.280,00 kn	0	0,00 kn	532	66.955,12 kn	416	65.545,79 kn	362	64.627,70 kn	268	109.743,00 kn	124	19.559,00 kn	81	24.331,00 kn	4				
Belvedere I	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	91	14.858,00 kn	273	43.394,45 kn	211	36.346,30 kn	131	44.888,00 kn	7				
Belvedere II	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	44	5.192,00 kn	20	6.720,00 kn	48	14.368,00 kn	2				
Bristol	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	67	15.714,02 kn	368	69.312,50 kn	228	36.279,70 kn	60	4.341,60 kn	14				
Excelsior	67	15.096,00 kn	0	0,00 kn	0	0,00 kn	218	30.750,69 kn	436	94.819,00 kn	306	91.112,00 kn	490	152.226,50 kn	115	38.790,00 kn	20				
Ičić	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	78	4.455,90 kn	278	30.880,30 kn	9				
Ičić 3	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	14				
Imperial	0	0,00 kn	0	0,00 kn	26	1.196,63 kn	0	0,00 kn	158	14.271,80 kn	245	33.764,00 kn	82	9.948,00 kn	59	24.183,00 kn					
Istra	0	0,00 kn	0	0,00 kn	27	4.860,00 kn	179	31.823,95 kn	387	61.054,29 kn	381	48.395,12 kn	175	29.960,00 kn	168	55.760,00 kn	16				
Kristal	11	1.881,00 kn	24	3.522,00 kn	89	10.706,60 kn	321	58.620,00 kn	196	59.714,60 kn	119	30.231,00 kn	124	29.410,80 kn	120	30.249,89 kn	10				
Kvarner	0	0,00 kn	23	2.068,00 kn	0	0,00 kn	57	6.441,00 kn	64	11.662,00 kn	61	14.313,00 kn	36	14.520,00 kn	0	0,00 kn					
Marina	33	4.070,00 kn	0	0,00 kn	0	0,00 kn	344	54.728,00 kn	443	85.733,00 kn	335	96.567,00 kn	308	137.181,00 kn	182	105.291,00 kn	17				
Mediteran	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	54	8.688,00 kn	89	23.805,80 kn	8	1.176,00 kn	0	0,00 kn	2				
Palace Bellevue	0	0,00 kn	0	0,00 kn	0	0,00 kn	359	51.123,00 kn	644	111.174,80 kn	574	119.256,00 kn	525	133.281,00 kn	231	71.324,00 kn	35				
Residenz	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	93	16.338,52 kn	0	0,00 kn	0	0,00 kn					
Vila Ambasador	0	0,00 kn	0	0,00 kn	0	0,00 kn	16	2.607,01 kn	92	25.539,00 kn	179	32.934,00 kn	125	22.278,00 kn	0	0,00 kn					
Vila Elsa	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	26	5.308,00 kn	2				
Vila Zagreb	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	0	0,00 kn	25	3.450,00 kn	0	0,00 kn	0	0,00 kn					
Grand Total	379	71.352,60 kn	72	10.930,00 kn	744	104.212,55 kn	2235	370.807,44 kn	3363	654.364,21 kn	3709	882.704,39 kn	2724	682.044,20 kn	1525	469.321,79 kn	162				

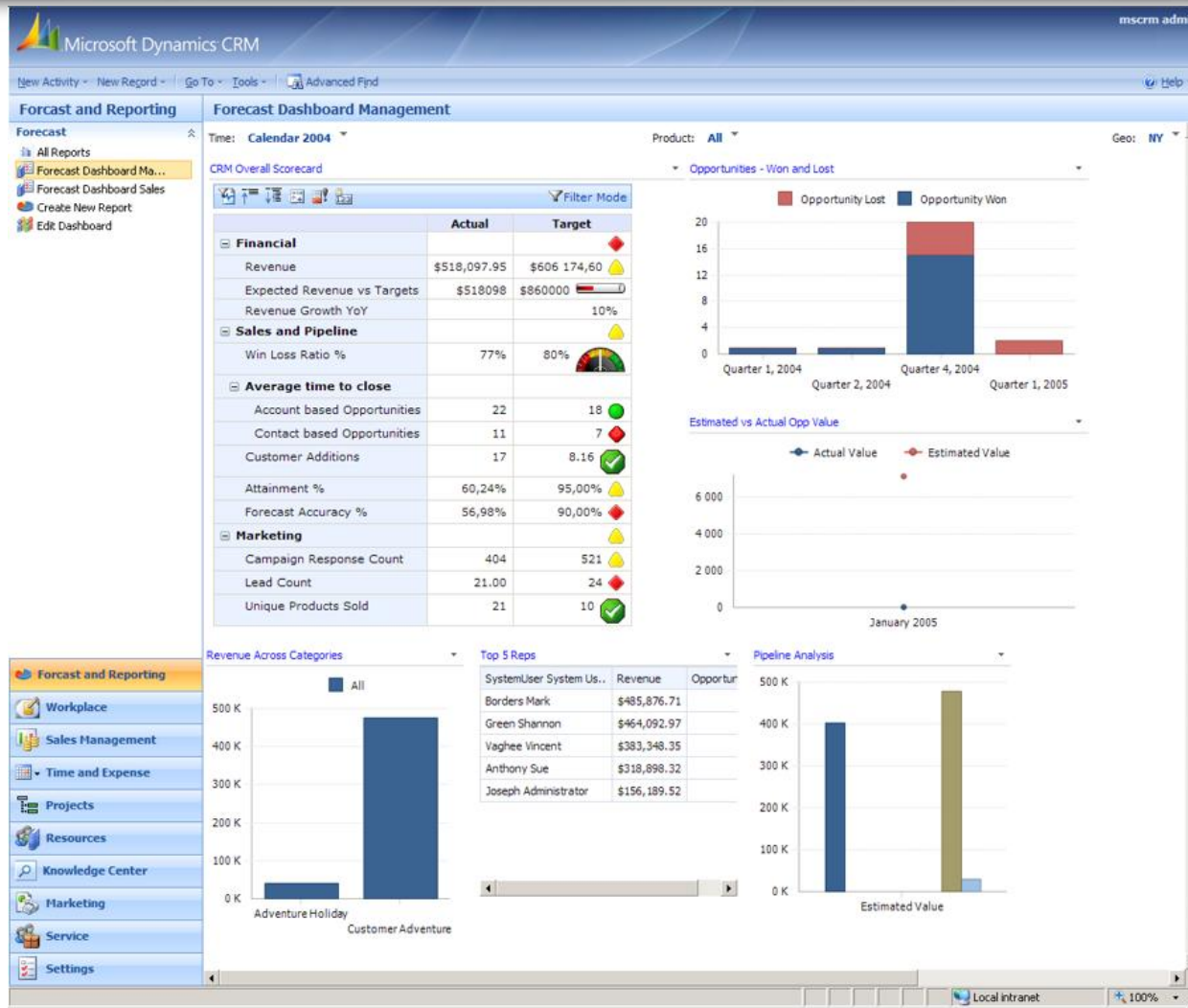
Rezervacija kongresnih dvorana

The screenshot displays the Microsoft Dynamics CRM Service Calendar interface. The main window shows a weekly view for the week of 24.5.2009. The calendar grid includes days from Sunday (svi, svi 19) to Sunday (svi, svi 27). Reservations are listed as horizontal bars across the days. Key reservations include:

- MIPRO 2009., 25.-29.05.2009., Hotel Admiral (spanning Monday to Saturday)
- Kompas konfer (spanning Saturday and Sunday)
- Centar putovanja, kongres, 21.-24.05.2009. Marina (spanning Wednesday to Saturday)

The interface includes a left-hand navigation pane with categories like Service, Sales, and Marketing. The top right shows the user 'Administrator, Sandt' and the system 'LiburniaCRM'. The bottom of the calendar view shows a date range from 1.5.2009 to 31.5.2009 and a zoom control.

Poslovna inteligencija

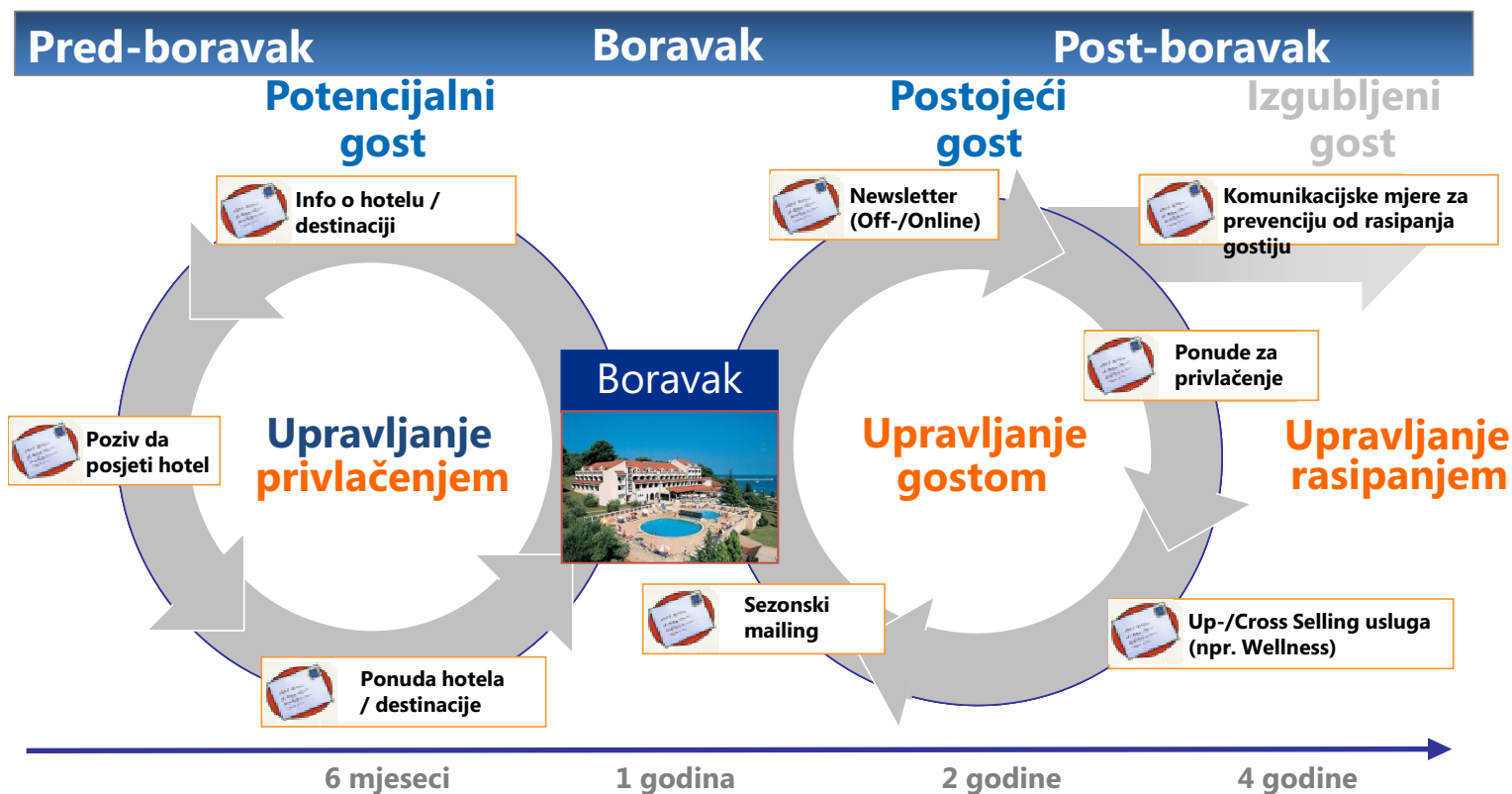


Životni ciklus marketinga



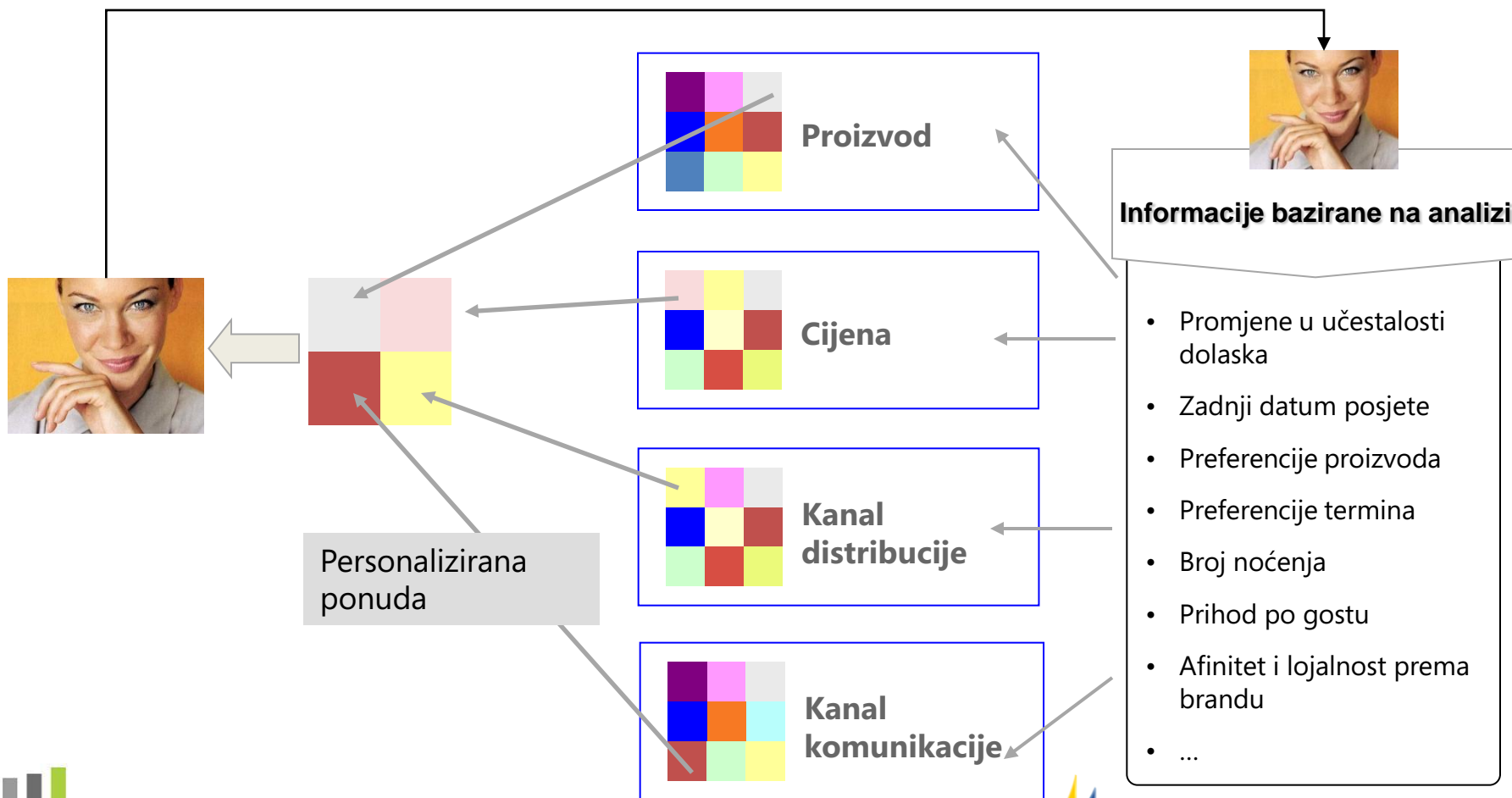
Komunikacijska strategija

Kroz sustavno osmišljenu komunikacijsku strategiju kompanije, gosta se može pridobiti, razvijati odnos s njime, sačuvati i, ukoliko je potrebno, reaktivirati u dužem roku

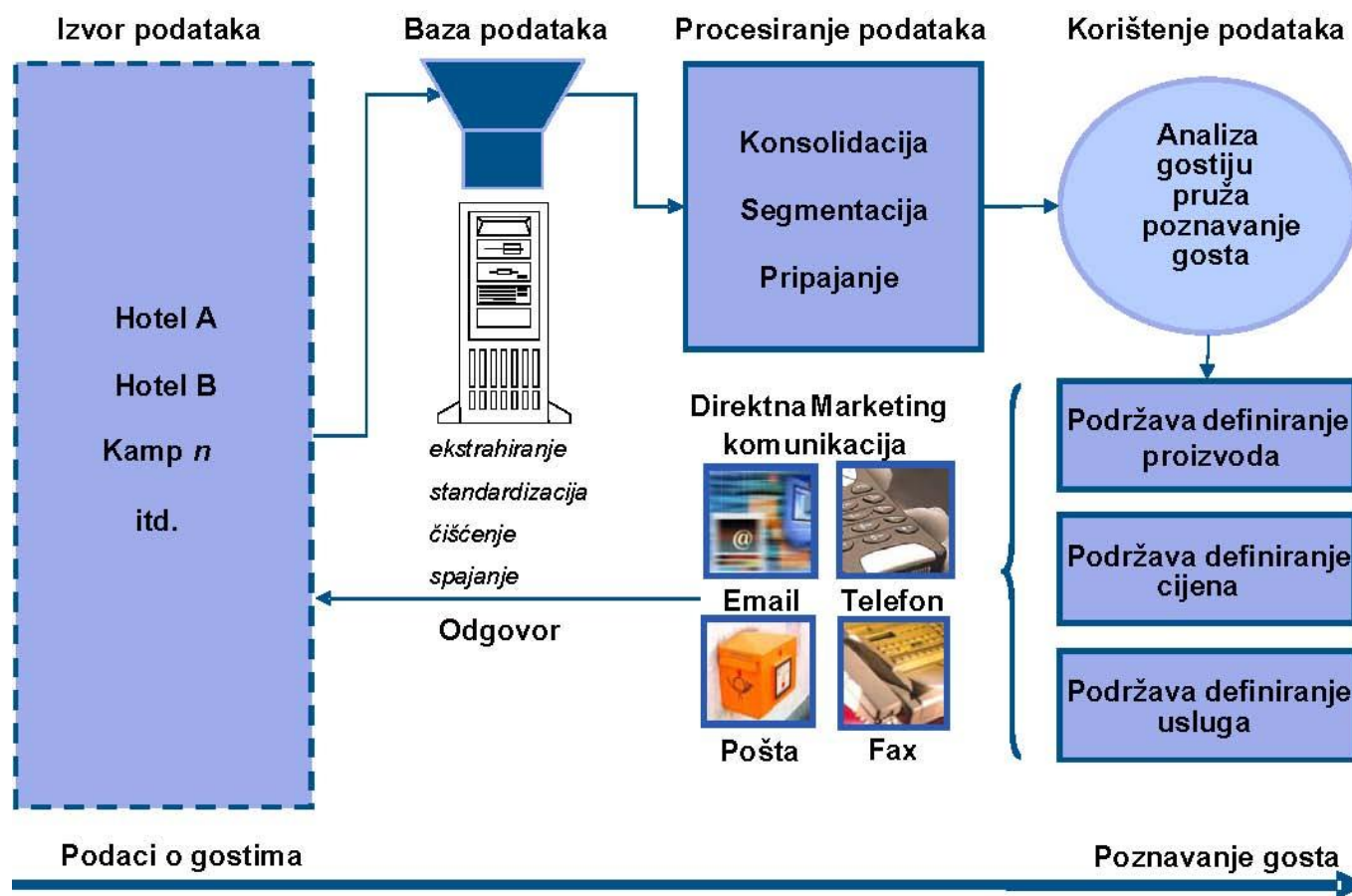


Analize podataka

Analize podataka omogućavaju ciljane i pomno kreirane ponude koje stvaraju značajnu dodanu vrijednost



Direktni Marketing



Campaign Lifecycle Management



e-Marketing templates

Campaign Flows

user@easydemo | Settings | Logout

Select a Campaign Flow

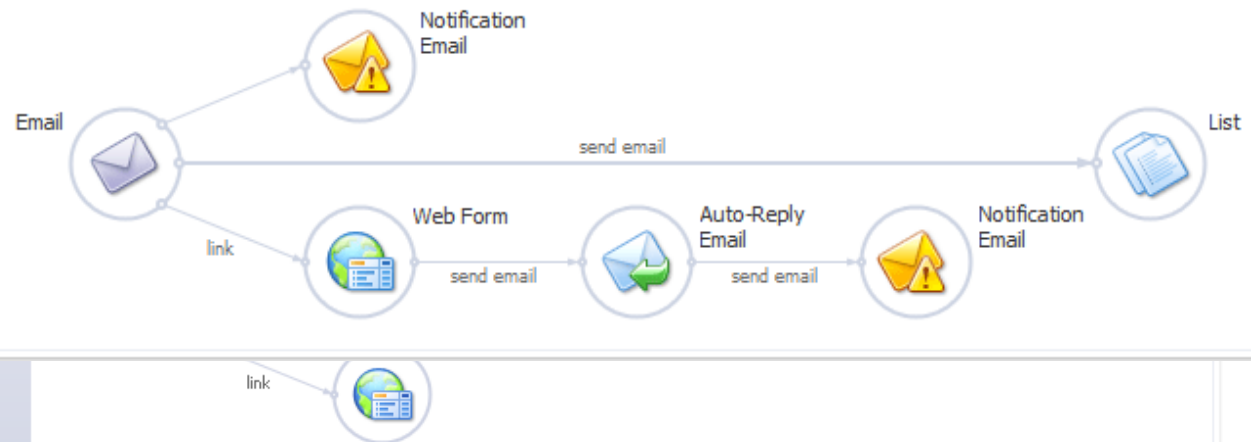
[back to main menu](#)

Email Campaign with "Call to Action" and Two Notifications

Use this campaign flow for lead generation, events invitations, etc. A person is notified when the main email is opened, etc. and each time the web form is submitted.

Create Campaign

[Tips & Advice](#)



other similar campaigns.

Create Campaign

[Tips & Advice](#)

Email Campaign with "Call to Action" Web Form and Auto Reply Email

Use this campaign flow for newsletters, lead generation, event invitations and other similar campaigns.



e-Mail Marketing kampanja

Campaign Name: [redacted] Save and Close Campaign v@moggucnosti.hr Settings Logout

1. Main Email 2. Web Forms 3. Test Campaign 4. List Prev Next

Name: B2B PP Grupe **Unsubscribe:** Use standard unsubscribe Danish Use custom unsubscribe web form Step 1 of 4

From: [redacted] **Replies sent to:** [redacted] Direct reply

Sender address: sender@emailserver3.zoomio.com **Email language:** Polish, Chinese, Japanese, Kor

Subject: Posebna ponuda grupe

Auto save: Not auto-saved yet [Auto Save Now](#) [Disable Auto Save](#) [Save content to Web form](#) [Change Email Source](#) [Preview](#)

Email Content

POSEBNA PONUDA 1 - 02.2009. www.liburnia.hr

Opatijska rivijera - hoteli tamo gdje ih Vi želite!


Poštovani,

U ovoga puta smo za Vas pripremili posebne pogodnosti, te Vam dostavljamo posebnu ponudu za grupe za zimu/proljeće 2009:

Hotel ADMIRAL ****

Ponuda vrijedi za termine:
08 - 12.03.2009. 00 €
15 - 19.03.2009. 00 €
04 - 10.04.2009. 00 €
Dodatak za jednokrevetnu sobu dnevno 00 €
Sve sobe more s balkonom.

Ponuda uključuje:
uslugu polupansiona (buffet doručak i večera)
za sve grupe uključeno piće dobrodošlice
večer tradicionalnih hrvatskih tala - eritadam



E-Marketing WEB forme, microsite

Preview

Profile Center

Welcome to your subscriber profile page. You may use this page at any time to change or update the information you have provided us.

My Personal Information

Add or edit your personal information here. Once you have made changes to your information, click the Update button.

First Name <# prospect.FirstName#>

Last Name <# prospect.LastName#>

E-mail <# prospect.EmailAddress1#>

Address1 <# prospect.Address1#>

Address2 <# prospect.Address2#>

ZIP <# prospect.ZipPostalCod

City <# prospect.City#>

Update

Unsubscribe From All

If you wish to unsubscribe from ALL publications from LRH - Liburnia Riviera Hotel, **uncheck the box** and click the update button below.

Company Satisfaction Survey

1. How long have you used our product?

- Less than 6 months
- 6 months to less than 1 year
- 1 year to less than 3 years
- 3 years to less than 5 years
- 5 years or more

Customer Service Satisfaction Survey

1. How do we rate on the following attributes?

Visit Service	Rating Average	Average	Above Average	Well Above Average
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Website Satisfaction Survey

1. How satisfied are you with our website?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

2. How did you learn of our website? Select all that apply.

- Trailing the web
- Media
- Friends/colleagues
- Company intranet
- Employees
- Other

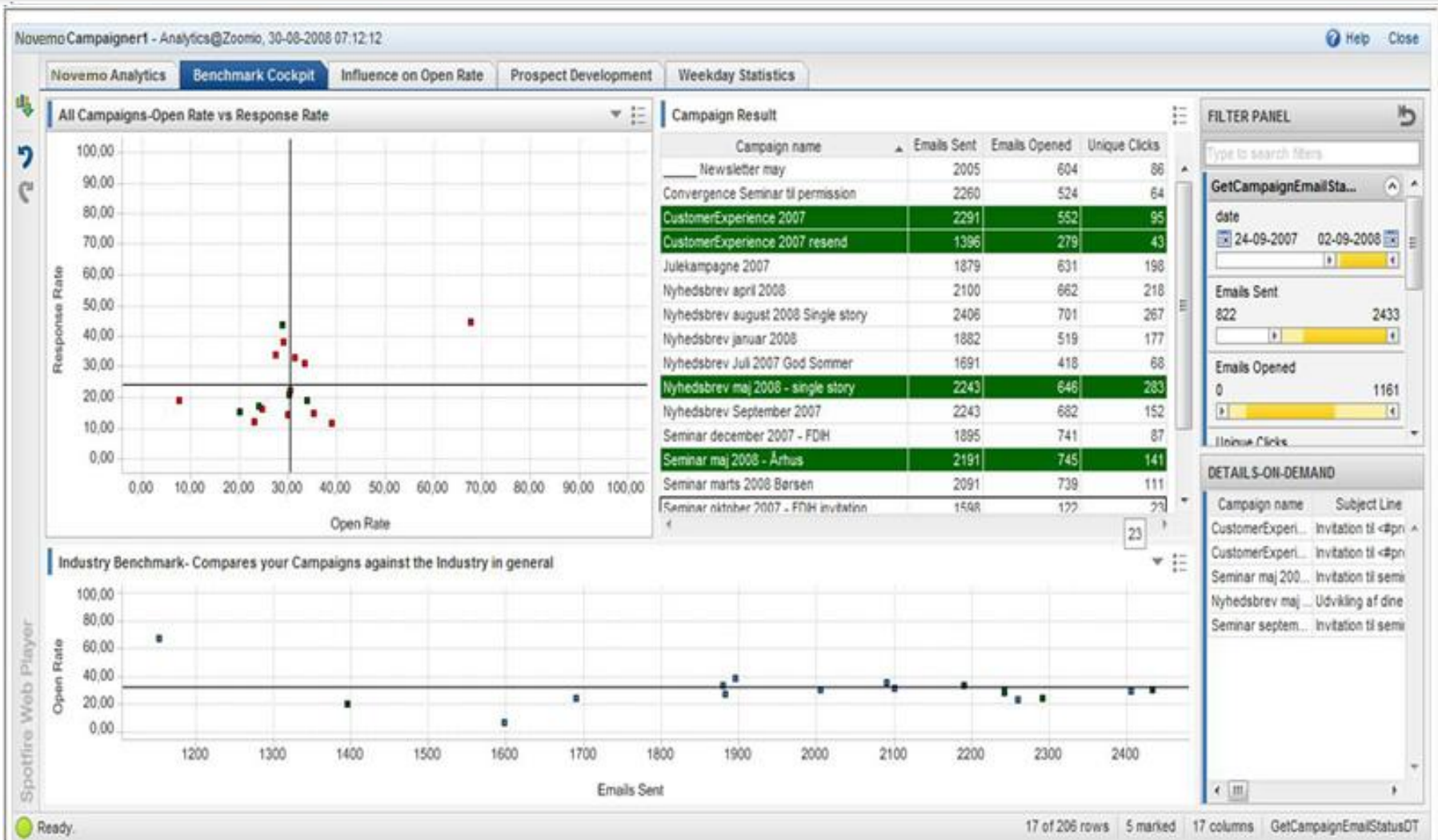
3. On your last visit, what was your primary reason for visiting our website?

- Seeking company information
- Seeking product information
- Seeking contact information
- Product purchase
- To find a distributor/retailer
- Other

4. Please indicate the importance of the following factors in your decision to visit our website.

Factor	Very Important
Price	<input type="radio"/>
Location	<input type="radio"/>
Company website	<input type="radio"/>
Other	<input type="radio"/>

e-Marketing Analytics



Campaign Management

The screenshot displays the Microsoft Dynamics CRM interface for Campaign Management. The main window title is "Campaign: 10 godina našeg poduzeća" and the sub-view is "Campaign Activities". The interface includes a top menu bar with "Save and Close", "Reports", and "Actions". A left-hand navigation pane is divided into "Details", "Sales", and "Marketing" sections. The "Details" section is expanded, showing "Campaign Activities" as the selected item. The main content area features a table of campaign activities with columns for "Subject", "Owner", "Outsourc...", "Channel", and "Status Reason". A "Sort by Channel" button is visible over the table. The status bar at the bottom indicates "Status: Active" and "1 of 6 selected".

<input type="checkbox"/>	Subject	Owner	Outsourc...	Channel	Status Reason
<input type="checkbox"/>	Pozivnice	First name Last name		Letter via Mail Merge	Sort by Channel
<input type="checkbox"/>	Pozivnice	First name Last name		E-mail via Mail Merge	Proposed
<input type="checkbox"/>	Nina Badrić	First name Last name		Other	Proposed
<input type="checkbox"/>	Hotel - švedski stol	First name Last name		Other	Proposed
<input type="checkbox"/>	Hotel - spavanje	First name Last name		Other	Proposed
<input type="checkbox"/>	CD Nina	First name Last name		Other	Proposed

1 of 6 selected. Page 1

How not to be SPAMmer

The screenshot shows a Microsoft Dynamics CRM contact record for Helmut Igl. The interface includes a top navigation bar with icons for Save and Close, Send E-mail, Follow Up, Reports, and Actions. A left-hand navigation pane is organized into sections: Details (Information, More Addresses, Activities, History, Sub-Contacts, Relationships, Workflows), Sales (Opportunities, Quotes, Orders, Invoices), Service (Cases, Contracts), and Marketing (Marketing Lists, Campaigns). The main content area is titled 'Contact: Helmut Igl' and has tabs for General, Details, Administration, and Notes. The 'General' tab is active, showing fields for Owner (Vladislav Valiček), Originating Lead, Billing Information (Credit Limit: € 0,00, Payment Terms: Net 30, Credit Hold: No, Price List: Euro cjenik), Contact Methods (Preferred: Any, E-mail: Allow, Bulk E-mail: Do Not Allow, Phone: Allow, Fax: Allow, Mail: Allow), Marketing Information (Send Marketing Materials: Yes, Last Date Included in Campaign), and Service Preferences. The status at the bottom left is 'Active'.

Contact: Helmut Igl

Information

Details: Information, More Addresses, Activities, History, Sub-Contacts, Relationships, Workflows

Sales: Opportunities, Quotes, Orders, Invoices

Service: Cases, Contracts

Marketing: Marketing Lists, Campaigns

General | Details | Administration | Notes

Owner * [Vladislav Valiček](#) Originating Lead

Billing Information

Credit Limit € 0,00 Payment Terms Net 30

Credit Hold Yes No Price List [Euro cjenik](#)

Contact Methods

Preferred Any

E-mail Allow Do Not Allow

Bulk E-mail Allow Do Not Allow

Phone Allow Do Not Allow

Fax Allow Do Not Allow

Mail Allow Do Not Allow

Marketing Information

Send Marketing Materials Yes No

Last Date Included in Campaign

Service Preferences

Status: Active

CRM Analitički prikaz podataka (MS OPPS, MS SQL AS ...)

