



INNfinity and Canad: A Custom Guest Solution

Loyalty Points Program

Canad Inns uses INNfinity V2 hotel software to track more than just stay information. They turned to INNfinity with the inception of their Loyalty Points Program to get personal with their valued guests.

The Mechanics

The Canad Inns Loyalty Points Program awards one point for each dollar spent in Canad goods and services. Loyalty Points can then be used toward room upgrades, gift certificates, and future stays. INNfinity V2 offers a custom field which calculates and displays Loyalty Points on its one-screen design. No clicking required. Spending patterns are then broken down in INNfinity V2's custom guest profile to provide the BIG picture.

Up Close and Personal

A reservationist has instant access to INNfinity's custom guest profile from INNfinity V2's signature one-screen design. The custom guest profile details stay information and spending habits. Moreover, Canad Inns opted to further customize this area to include personal guest information such as birthdays, anniversaries, and special preferences. Using INNfinity to collect both personal *and* stay information arms Canad with a comprehensive guest profile they can use to develop an ironclad marketing strategy. Offering a discount to guest- Samantha Fox on her birthday for a stay in her usual room, complete with the perfect number of pillows and her favorite bottle of champagne on ice timed perfectly for her arrival, just might make Canad Inns her home away from home for life. With a reputation like that, the possibilities are INNfinite. How will your INNfinity V2 look?

One Guest History. Ten Hotels.

Canad Inns, the largest hotel chain in Manitoba, Canada, relies on INNfinity Software System's INNfinity V2 hotel software to provide a consolidated guest history throughout their hotels. INNfinity V2 details each stay at any one of Canad's ten hotels in an easy-to-read guest history that is visible from any Canad location.

The Mechanics

The power of Microsoft SQL Server data replication technology enables guest history to be shared among properties. When a change is made to guest- Samantha Fox's guest profile at Canad Inns Fort Gary Express, INNfinity V2 automatically sends the change to Canad's central server. From there, INNfinity V2 replicates the guest profile change information and propagates it out to each of Canad's ten locations. Now when Samantha's guest profile is accessed, the details of her most recent visit to Fort Garry Express can be viewed from any Canad location for enhanced guest service. At a glance, a reservationist can easily view the frequency and location of each of Samantha's stays. Revenue is broken down by stay and totaled. There is also a detailed account of each visit- complete with special requests, room type, room number, room rate, and spending habits; all of which can be sorted with one click. What's more, INNfinity V2 offers all of this from a completely customizable one-screen design.

The Marketing

Tasked with filling ten hotels each night, Canad uses INNfinity V2's guest history as a marketing tool to increase visibility as a hotel chain. For example, Samantha Fox's guest history reveals that she has stayed at Canad Inns Brandon six times in the last eight months with significant spending habits in Food and Beverage and Spa. Canad Inns can use INNfinity V2 to generate a targeted marketing campaign for single-property guests like Samantha to entice them into visiting other Canad properties. While Samantha maintains that Canad Inns Brandon is her ideal location for business travel, she may discover that Canad Inns Grand Forks, just a few hours away, is the perfect vacation destination. Now with a little help from INNfinity V2, Canad Inns shows value on a broader scale for guests like Samantha.

A complete guest history, easily accessible to all ten Canad Inns locations, provides the information necessary to empower Canad Inns to effectively market themselves, attracting valuable repeat-business year after year. Increase your bottom line with INNfinity.

