

## Serenata Solutions in Place

- NetHotel Base
- NetHotel Central Profile
- Serenata @mail

## PMS On Site

- Amadeus Hotel Front Office (Hogatex)

# Serenata @mail at the Rogner Bad Blumau

## The Rogner Bad Blumau Substantially Reduces Communication Costs with Serenata @mail

The Rogner Bad Blumau in Austria has been using Serenata's professional email communication solution, Serenata @mail, since February 2006. Using @mail, hotels can handle their customer correspondence by email, directly from their PMS, Sales and/or CRS system. The guests receive well-designed, personalized emails from the hotel.

Serenata @mail reduces fax and postage costs and improves customer communication by providing targeted web-page like emails (HTML). By including pictures, logos, and hyperlinks, the entire guest correspondence is enhanced, for example reservation confirmations, waitlists, thank-you letters, birthday greetings, event notes, and last-minute offers.

The solution helps simplify workflows and achieve substantial savings. Thanks to reduced faxing and shipping costs alone, the return on investment for Serenata @mail is usually two months or less.



Mrs Jane Miller  
15 Jump Street

SK - Bratislava

Dear Mrs Miller,

Thank you for your reservation. We are pleased to confirm your booking for the **Rogner Bad Blumau** as follows:

### Your Reservation

Guest name	Jane Miller
Arrival date	11. January 2007
Departure date	14. January 2007
Rooms	1 Apartement "Augenschlitzhaus"
Rate	165,00 EUR per person and night based on double occupancy
Number of guests	2
Reservation number	257633

### Included in the room rate are:

#### Long breakfast Dinner buffet style

Free admission to the unique Bad Blumau hot spring facilities covering an wellness area of 8.500 sqm - of it 2.724 sqm water surface (indoor and outdoor thermal water pool, children's pool and freshwater wave pools)

Vulkania hot springs with outdoor thermal water pool, Vulkania-lake with underwater music, 30.000 sqm relaxation area with comfortable hammocks in the garden of the 4 elements

Sauna facilities with Finnish outdoor sauna, bio-sanarium with guided meditation, herb sanarium, Turkish steam bath, Roman sweat room, infrared chamber, aroma chamber with aquaviva, rock sauna, whirlpool and relaxation area, as well as an 800 sqm secluded nudist sunbathing island

Fitness and gym room, leisure activities (guided tours, water exercises, Aqua Qi Gong, tennis-courts, beach volley ball, guided morning jogging, etc.)

Complimentary child care service for children from 4 to 12 years

Bath robe and bath towel on the room

Garage parking

Service charges and taxes (excluding spa tax - Euro 2,00 per person/night)

**Room Check-In:** from 04.00 pm

**Room Check-out:** until 11.00 am

The Augenschlitz apartments (approx. 45 sqm) are equipped with kitchenette, living room with double sofa bed, bedroom, bathroom featuring whirlpool tub with thermal and freshwater supply, separate toilet. **The especially peaceful location of these apartments require the guests to walk outside to reach the restaurant and**

In the first six months after implementing the solution, the Rogner Bad Blumau sent 7,944 emails via Serenata @mail.

Evelin Graf, Reservations Manager at the Rogner Bad Blumau, is thrilled with the solution. Frau Graf explains: "We were sending a great part of our reservation confirmations per email already, but since installing Serenata @mail, we have been able to simplify our operation and are saving substantial time and money in the entire confirmation process."

Frau Graf confirms: "Here at the Rogner Bad Blumau, Serenata @mail paid for itself in only a few months."

## Serenata @mail offers many added values:

- Significant timesaving - the documents are sent directly from the PMS and the complete profile and reservation information is automatically filled in, i.e. tedious manual entries are eliminated.
- Enhanced customer service leads to more bookings - special functions enable the evaluation of the guest data and based on the outcome, print a different email text. For instance, @mail can check whether a guest has stayed at the hotel more than once and offer a special welcome drink or an upgrade to such a return guest or mention and confirm the special preferences of the guest.
- Improved cross and upselling opportunities lead to more revenue - the web-based email templates contain further offers of the hotel, such as restaurants, spa and wellness, special events, etc.

Thanks to its generic approach, Serenata @mail runs with any software sending profile data and documents to a printer. The solution has already been implemented with many different Property Management Systems, Sales & Catering, Spa, and Reservation systems.