

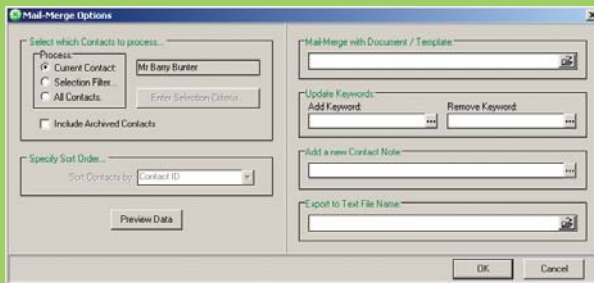
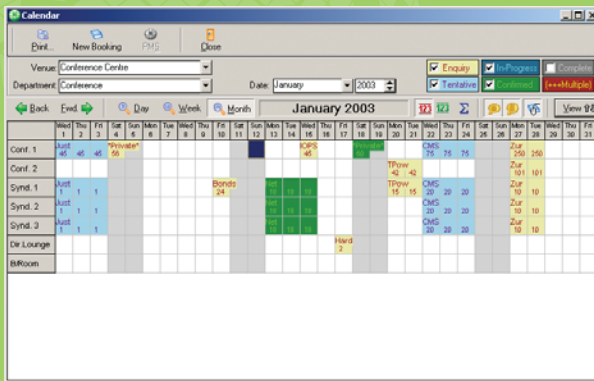


# keep your cool

GuestCentrix C&B is a CRM-enhanced, flexible and configurable solution for single or multi-venue organisations. All resources required for any event can be managed to the minute detail; including inventory management for equipment, menu requirements and integration with third party floor plan/diagram tool.

The Calendar provides user-definable colour coding to identify bookings by status and pop up boxes provide users with a summary of each event in the Calendar which can be interrogated in further detail by simply double clicking on the event.

A mail merge wizard empowers users to generate targeted marketing campaigns without a heavy technical burden and seamlessly integrated to Microsoft® Office.



## CONFERENCE & BANQUETING FEATURES

- Event follow up triggers and reminders to ensure nothing is left unattended or overlooked
- Detailed contact management CRM
- Integration with e-mail systems
- Microsoft® Office integration to produce quotes via mail merge directly from C&B database
- Booking and event templates to limit re-keying of extensive details for standard bookings such as conferences or weddings
- Invoice functionality for standalone C&B installations in non-hotel environments
- Complete booking history to facilitate historical reporting and simple copy function for repeat business
- Equipment inventory
- Multi-venue and multi-property compliant
- Supports integration with floor plan tools and templates