



CENDYN CRM SUITE EXTENDED PROFILE



OVERVIEW

Cendyn CRM Suite is a range of CRM solutions designed for use in the hotel and hospitality industries. The company offers separate CRMs for boutique hotels and multi-property - Guestware serves the independent and boutique hotel market, whilst eInsight covers companies with multi-property or multi-brand needs.

Both solutions offer a full set of marketing automation features and hospitality-specific functionality like guest profile management, TripAdvisor integration, and guest satisfaction surveys. Advanced analytics tools offer users the opportunity to view travel data and use it to inform marketing strategy.

When combined with the Hotel Sales Suite, these are enhanced by RFP response tools for group booking response, a digital menus tool and collaboration tools for event management. A corporate events suite is available alongside this with full integration; this expands Cendyn's CRM suite with financial management, sourcing, attendee management and supplier communication features.

The Cendyn CRM Suite is cloud-based, so can be accessed from any device with a browser installed; there's also a web app to facilitate use on mobile devices.

SOFTWARE SPECIFICATION

OVERVIEW	
PRODUCT NAME	Cendyn CRM Suite
SOFTWARE FEATURES	
API ACCESS	✓
CADENCE	✗
CONTACT MANAGEMENT	✗
CONTRACT MANAGEMENT	✗
DATABASE MANAGEMENT	✓
FUNNEL REPORTING	✗
INTEGRATIONS	✓
PARTNER TRACKING	✗
PERFORMANCE REPORTING	✓
PIPELINE MANAGEMENT	✗
PRODUCT & PRICE CONTROL	✗
SALES GAMIFICATION	✗
QUOTATION HANDLING	✗
TASK ASSIGNMENT	✗

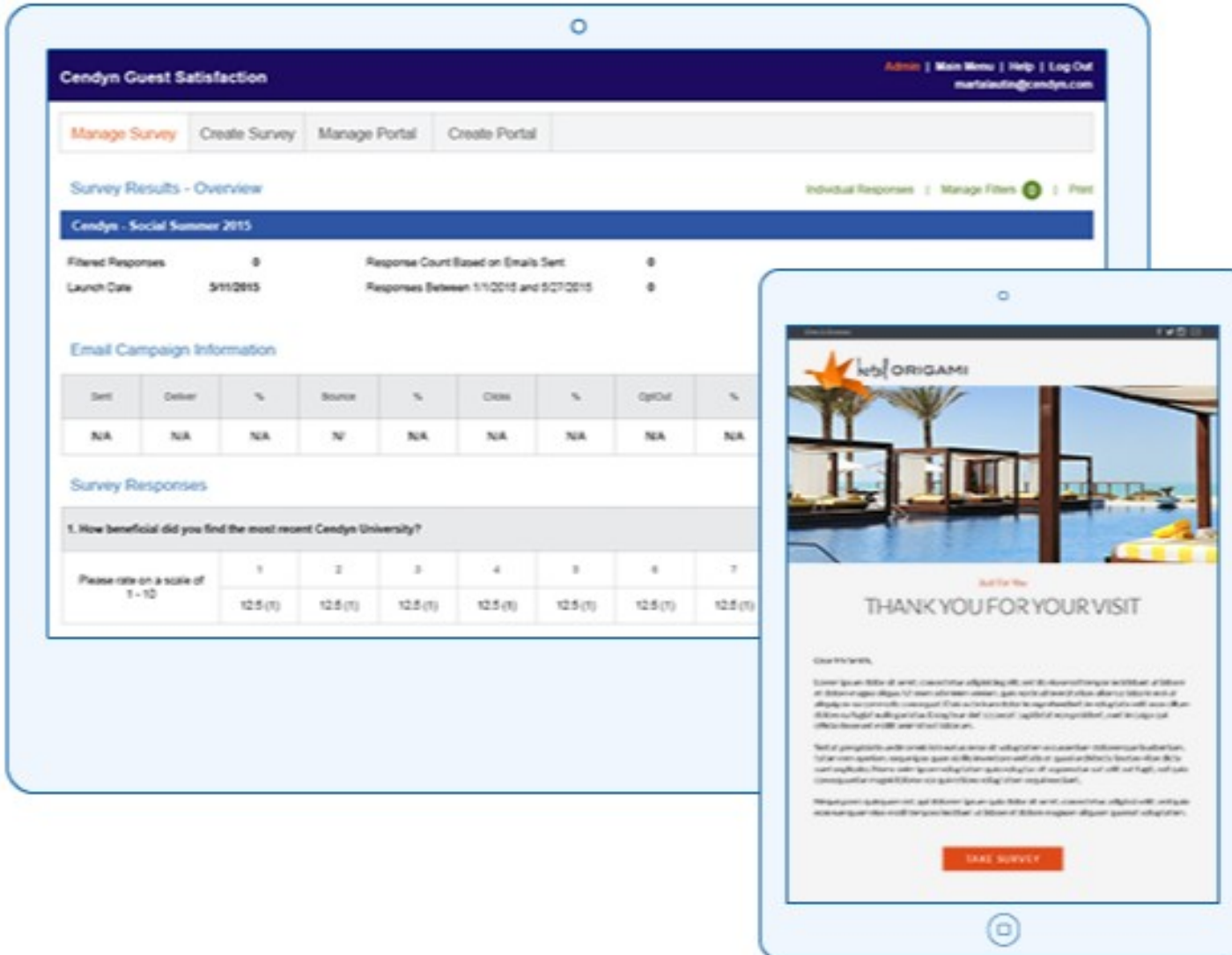
TERRITORY/QUOTA MANAGEMENT	✗
SUPPLEMENTARY FEATURES	
CPQ	✗
CUSTOMER SERVICE AUTOMATION	✓
MARKETING AUTOMATION	✓
SOCIAL RELATIONSHIP MANAGEMENT	✗
CUSTOMER SIZE	
SMALL (1-50 USERS)	✗
MEDIUM (51-200 USERS)	✗
ENTERPRISE (201+ USERS)	✓
OTHER FEATURES	
MULTIPLE LOCATIONS	✓
MULTIPLE CURRENCY	✗
CUSTOMIZABLE	✗
MOBILE FEATURES	
IOS APP	✗
ANDROID APP	✗
NATIVE WEB APP	✓
HOSTING METHOD	
CLOUD	✓

ON-PREMISE



FURTHER INFORMATION

SOFTWARE SCREENSHOTS



The image displays two screenshots of the Cendyn Guest Satisfaction software interface. The top screenshot is a tablet view showing a dashboard with navigation tabs, survey overview statistics, email campaign data, and a survey response table. The bottom screenshot is a smartphone view showing a mobile-optimized survey page for 'Origami' with a 'THANK YOU FOR YOUR VISIT' message and a 'TAKE SURVEY' button.

Tablet Screenshot: Cendyn Guest Satisfaction Dashboard

Admin | Main Menu | Help | Log Out
marta@cedyn.com

Manage Survey | Create Survey | Manage Portal | Create Portal

Survey Results - Overview Individual Responses | Manage Filters (3) | Print

Cendyn - Social Summer 2015

Filtered Responses: 0 Response Count Based on Emails Sent: 0
 Launch Date: 5/11/2015 Responses Between 5/11/2015 and 5/27/2015: 0

Email Campaign Information

Sent	Deliver	%	Source	%	Clicks	%	OptOut	%
N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Survey Responses

1. How beneficial did you find the most recent Cendyn University?

Please rate on a scale of 1-10	1	2	3	4	5	6	7
	12.5 (1)	12.5 (1)	12.5 (1)	12.5 (1)	12.5 (1)	12.5 (1)	12.5 (1)

Smartphone Screenshot: Survey Page

Origami

THANK YOU FOR YOUR VISIT

Dear Friends,

Thank you for visiting our website. We are excited to hear from you and to see how you feel about our website. Your feedback is important to us and will help us improve our website. We are currently looking for feedback on our website and would appreciate your input. Please take a few minutes to complete our survey and let us know how we can improve our website. Your feedback is important to us and will help us improve our website. We are currently looking for feedback on our website and would appreciate your input. Please take a few minutes to complete our survey and let us know how we can improve our website.

TAKE SURVEY

