

Hospitality Customer Data Platform

Data Flow Diagram & Automations



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P 3 - CRM multiproperty (DATABASE) Overall flows of the Weforguest platform.

P 4 - CRM Customer Journey Flow Overall guest management (data and communications) through the Suite

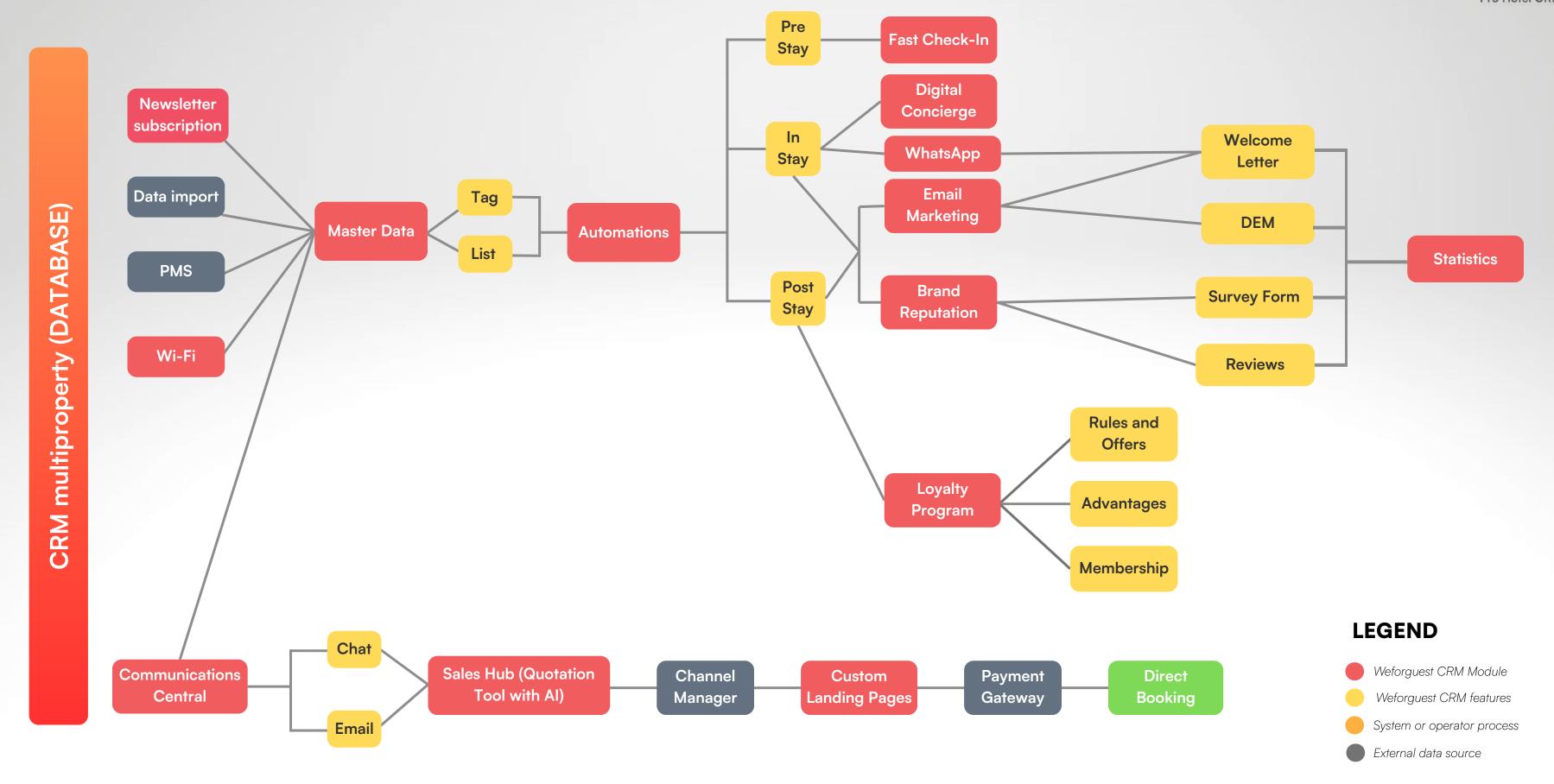
P 5 - Weforguest- Sales Hub

Process of managing requests for quotation

P 6 - E-Mail Marketing Automations Communication flows with the guest at various stages of stay

P7 - Wi-Fi & Brand Reputation Process and functionality for guest engagement





Weforguest Customer Journey Flow Channel Newsletter Data Import PMS **Email** Form Manager subscription Master Data **Communications Central** Sales Hub (Quotation Tool Payment Channel **Direct Booking** Gateway with AI) Manager Fast Check-in Digital Concierge **Automations Brand Reputation Email Marketing**

Loyalty Program

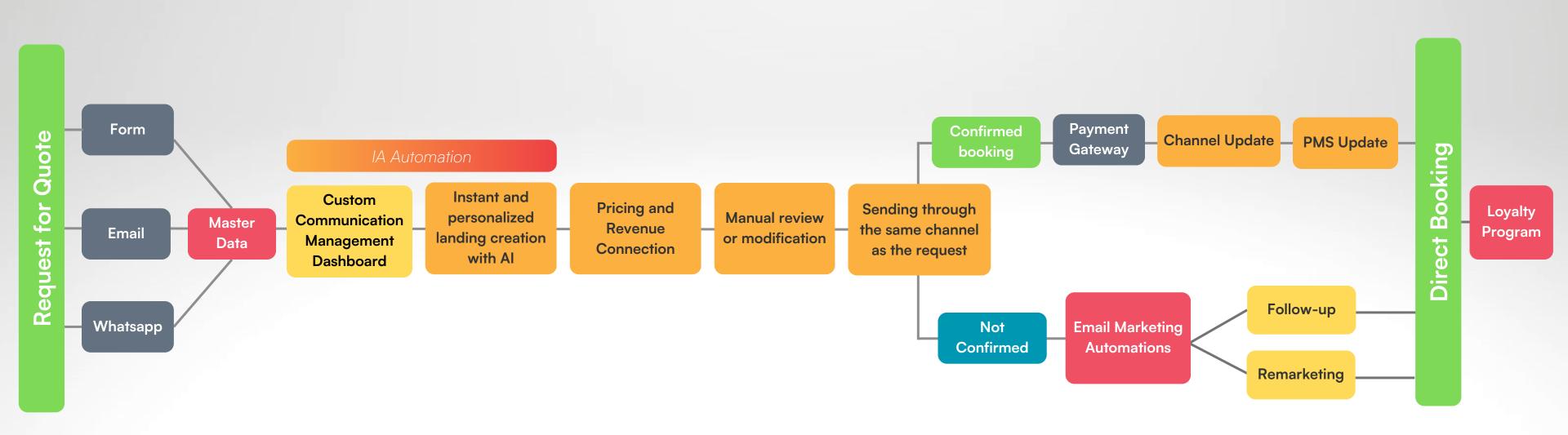


LEGEND

- Weforguest CRM Module
- Weforguest CRM features
- System or operator process
- External data source



Weforguest Sales Hub



LEGEND

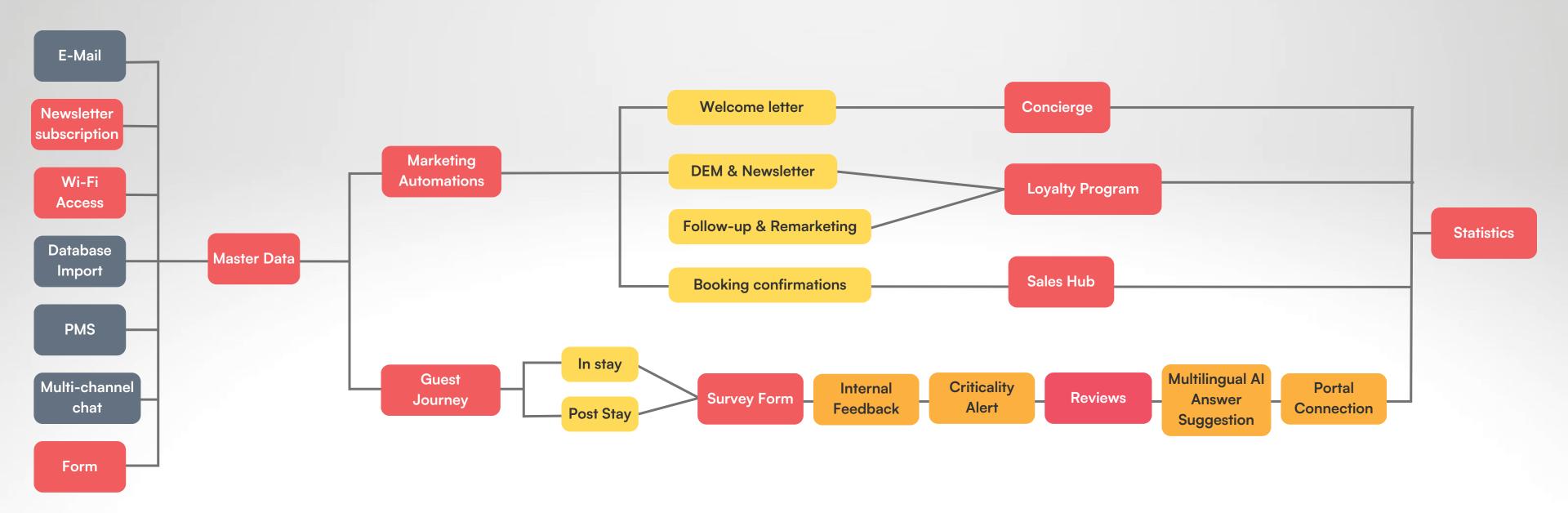
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Weforguest E-Mail Marketing Automations



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Weforguest Wi-Fi & Brand Reputation



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