

AI POWERED HOTEL CRM

The CRM Suite powered by **AI** fully customisable to build a smooth, profitable customer journey.

Weforguest is a complete, modular CRM platform powered by artificial intelligence that centralises data, processes and communications. Designed for the needs of the hospitality world, it is the ideal solution for anyone who wants to increase direct sales, personalise the guest experience, strengthen loyalty and optimise operational efficiency with a single, easy-to-use tool.

Every tool you need, in a single platform that adapts to your strategy.

Sales

Marketing

Reputation

Operations

Data Collection

THE BENEFITS

Why choose Weforguest



Improve guest satisfaction

Look after guest communication at every stage of the stay and create personalised experiences.



Save precious time

Every tool sits in one platform: fewer steps, fewer errors, more operational efficiency.



Centralise all guest data

Thanks to the integrations you get one complete, always up-to-date database to use according to your strategy.



Increase direct sales

With AI you turn conversations into bookings — faster replies, every offer personalised, and no commissions to pay.



AI powered hotel CRM

Centralised Guest Records

All guest data in a single platform



Communications Centre

Omnichannel guest communication



Smart Wi-Fi & Digital Concierge

Connect. Engage. Delight.



Loyalty & Rewards Program

Increase repeat stays



Sales Hub

AI-powered quotation tool



Email Marketing & Automation

Personalised guest engagement



Brand Reputation & Smart Surveys

Collect guest feedback



All the tools of the Suite

a modular platform built around your strategy and goals

Pre stay



Fast, Emotional AI Quotation Tool

Create and send personalised offers quickly, with real availability and rates, thanks to artificial intelligence.



Tailored AI Quotation Tool for MICE, Groups & Events

Personalise your business and leisure quotes, showcasing meeting spaces, rooms and services for every kind of event.



AI Agent Chatbot

Start real conversations that convert.



Centrale Comunicazioni

All communications in one tool for more control and less wasted time.

In stay



Smart Wi-Fi

Collect direct contacts from every guest to grow your database.



Web Check-In

Offer a faster, more efficient service and get guest data straight away.



Anagrafiche Centralizzate

The data hub for hospitality properties.

Post stay



Newsletter Marketing

Send personalised offers and communications to guests based on your target.



Fast Automations

Build automated flows and send personalised communications to guests, from pre- to post-stay, across multiple channels.



Digital Concierge

Enhance the guest experience with personalised information, always within reach.



Reputation & Satisfaction

Analyse and manage reviews to monitor and improve guest satisfaction and your brand reputation.



Loyalty & Rewards Programs

A loyalty system aligned with your brand and your guests' expectations.



...and much more!



Chatbot with AI Agents

The digital assistant you needed.

The Weforguest AI Chatbot answers questions and requests in real time, anticipating and analysing your customer's preferences, managing bookings and providing personalised support — freeing up precious time for your staff while keeping the service efficient and engaging, exactly as you would.

- More than a concierge: it turns every conversation into a direct booking.

- Integrated with the Weforguest Sales Hub, it creates, edits and sends personalised quotes directly across every communication channel.

- Natural, personalised conversation, just like a real travel agent.

- Connected to the CRM, it identifies the guest and their needs by analysing previous interactions.

- Access with or without login for guest privacy, plus the option to follow the conversation and step in.

- Instant messaging 24/7, in every language.





Emotional Quotation Tool with **AI**

The tool that really grows your direct sales.

The AI-powered quotation tool builds personalised quotes fast, letting you significantly increase conversions and simplify your staff's work.

- Integrated with the CRM so all guest information is always at hand.
- Zero commission costs and no intermediaries: only direct bookings, thanks to payment gateway and channel manager integrations.
- Manage negotiations in under 30 seconds with just a few clicks.
- **Never overbooked: integrated with real availability and rates.**
- An experiential, dynamic landing page.
- Integrated with artificial intelligence to respond precisely to customer needs.
- Complete statistics and metrics to understand buying preferences and how your revenue is trending.
- Strategic trigger automation for ad-hoc offers at any time of year.
- Automatic reminders and remarketing so no opportunity is lost.





MICE Quotation Tool for groups and events with AI

Optimise and personalise offers for business events and leisure groups

Get complete, personalised management of quotes for business and leisure group events. Configure rooms, board options, meeting spaces and catering services with ease, building tailor-made quotes for every requirement.

- Set per-person or package rates and add extra services to grow the value of the offer and improve the customer experience.

- Simple operational management of tasks, calendars and pipelines from one platform.

- Tailor-made customer configuration covering spaces, rooms, board options and catering.

- Integrated Company Database: your customers' data flows into a single CRM to make communications, marketing and sales more effective.

- Immediate payments via payment gateway and/or bank transfer.

- **You can check balances directly from the dashboard.**





Loyalty & Rewards Program

The first loyalty program fully customisable to your strategy, with exclusive benefits for your guests.

Increase customer loyalty at your property by building a loyalty program that encourages guests to come back and book direct.

- Maximise and encourage direct bookings and cut acquisition costs through personalised experiences and tailored loyalty tiers.

- A versatile loyalty program that lets you customise rules, offers and guest benefits.

- An elegant, dedicated mini-site where guests log in to their private area to browse exclusive offers and benefits.

- More data, more guest knowledge. Collect information on behaviour and preferences to refine strategy, communication and performance.

- **Lower marketing costs, higher revenue.**

- Communicate directly and precisely with your most loyal guests, with no intermediaries.





Communications Centre

Bring conversations together so no opportunity is missed

More control and less confusion: with the Multichannel Chat and built-in artificial intelligence you help your team manage communications and quotes better through a single platform that holds every communication channel.

- The full conversation history within reach.
- Conversations split into areas, catalogued by request type (quotes, information and so on).
- Chat and WhatsApp messages, form requests and emails all on one screen and instantly linked to the customer record.
- Precise, detailed guest records created from the very first contact.
- AI multichat with personalised, preset templates to answer every request promptly and precisely.





Email marketing & automation

Improve your communication strategy and sales funnel

The ideal tool to automate commercial communication with your customers, cut marketing spend and get a better overall return on investment.

- Communication flows targeted by guest type: with tags and lists you can personalise offers and information for your audience.
- **NO SPAM guarantee.** You lose nothing: you create your campaigns, we make sure they land in the inbox, staying in line with ever-evolving anti-spam and security rules.
- Unlimited DEM campaigns thanks to custom packages.
- Advanced metrics and interaction tracking for every single contact for A/B testing, so your ads always reach the right target.
- Automated communications with flows that send newsletters and WhatsApp messages to guests throughout the customer journey.



Brand Reputation & Sentiment

Collect, analyse and manage guest comments to build a stronger, more consistent reputation.

Save time and manage every review from the channels your property works with in an organised way. Examine all review content with the semantic analysis algorithm to learn your strengths and weaknesses through your guests' own words.

- A reputation report right on the first screen for efficient, effective control of your brand reputation.
- Monitor the competition and adapt your strategies.
- Improve the quality of your services and see immediately which direction your property is heading in.
- Automatic replies and translations, with templates for every tone of voice and situation.
- Improve your online reputation by replying quickly, thanks to the direct connection to the portals.
- Centralised review management: read and reply from a single screen.
- **Semantic analysis of comment text to identify areas for improvement or your strengths, for a better brand reputation strategy.**





Smart Surveys

The right feedback, at the right moment, with full control.

A survey signals your attention to quality and shows guests your commitment to a service aiming at excellence. Collect direct guest feedback and prevent negative reviews online.

- Trigger review requests intelligently, only when the guest experience has been positive.
- Create and send surveys for every stage of the stay, constantly monitoring how the experience is going.
- **Prevent negative reviews by intervening in real time to protect the brand and improve the guest experience straight away.**
- Personalise surveys by service, with different question types and automatic content translation.
- Get real-time notifications so you can act promptly if something goes wrong.





Smart Wi-Fi

Have you ever thought of your Wi-Fi as a business tool?

Collect direct contacts from your guests and greet them with personalised experiences.

Secure, GDPR-compliant network.

- Customisable welcome page: adaptable fields and layout to deliver a browsing experience consistent with your brand.
- Collect guests' direct contacts thanks to the integration with centralised guest records: Wi-Fi becomes a tool for disintermediation from the OTAs.
- Bandwidth and access control: manage security, traffic, paid tickets and devices with special permissions.
- Simple, immediate access: guests connect via email or social, with no password to remember.





Digital Concierge

Everything the guest needs, one click away.

Complete your guests' stay experience with a web app that showcases your property's services and points of interest.

- Showcase the local area, with events, activities and points of interest always up to date thanks to the Google My Business integration.
- Promote in-house services with customisable content and direct purchase by the guest, tracked in their record.
- A personalised concierge with different templates and styles to suit your needs and showcase your property's brand.
- Immediate, frictionless access via link, QR code or Wi-Fi connection page.
- **Always-on communication with the guest, one click away, 24/7 and in every language.**





Web Check-in

Less waiting at the front desk, more time for the guest.

Make guest check-in smoother and speed up staff operations with an online check-in solution designed for the needs of hoteliers and guests. Collect guest contacts before they arrive at the property.

Fast data transfer to the PMS

- Speed up operations with an automatic email sent before arrival.
- Welcome your future guest with a greeting message and a simple check-in link.
- Present your brand and manage their marketing preferences.
- Easy completion thanks to document scanning.
- Automatic document completion and PMS integration: AI fills in the fields, improves the guest experience with a responsive page and simplifies front-office management.



Centralised Guest Records

We collect and make the most of guest data for single, centralised management.

At last you get all the data from your management systems in one organised place. Know your guest better: automate intelligent profiling and offer a personalised service to every customer.

- Centralised Data Hub: keeps customer data consistent and up to date across every hotel touchpoint, avoiding discrepancies and errors.
- Collection of direct contacts, or those from other management systems: everything tracked so you know the history of every stay.
- **No duplicates: simplified record management to save time and optimise resources.**





Multi-property Management

Your whole brand, one click away.

The perfect platform for anyone managing several properties. Monitor all your properties' data in real time. Ideal for hotel groups, brand chains, property managers and agencies.

- Advanced reporting: view statistics for individual properties and brand performance so you can adapt them to your commercial and marketing strategy.
- Centralisation of all customer data from every property, with the option to manage them as a group or individually.
- Better brand management and operational efficiency across departments.
- **Module permission management, with visibility tailored to each role and need.**



INTEGRATIONS

Discover our integrations to improve how you run your hotel

Natively connected to your stack. Zero overbooking. Centralised data. Tracked payments. Real-time two-way sync with the industry's leading software.

40+

Active integrations

500+

Hotels connected

0

Overbooking risk



Channel Manager integration



+ many more



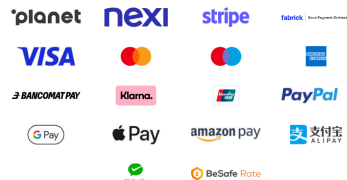
PMS integration



+ many more



Payment Gateway integrations



+ many more



Wi-Fi integrations

No integration required. We operate without depending on existing Wi-Fi networks: no technical complexity, no extra costs, with quick setup and stable performance everywhere.

No integration needed

We are an open system: if your software is not listed, we will look at it together.

CONTACTS

Let's talk about your property

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