



At last, a loyalty system that gives the client what they want... instant gratification

Rotality Loyalty Management provides you with a big data analysis advantage whilst adding value to both your establishment and customers. We understand what true value is, and we understand how adding value can contribute to your bottom line.

Rotality Loyalty Management supports different tiers and allow you to reward frequent customers instantly with tier-based rewards. Easily convert current customers to Loyalty members with the click of a button. Keep track and communicate with both your top customers, as well as those that haven't stayed at your establishment yet.

Rotality Loyalty Management also supports the purchase of Gift Vouchers and the issuance of ad-hoc rewards whilst dashboards will enable you to easily track member take-up, rewards issues/redeemed, total member count, average basket size as well as total rewards liability.



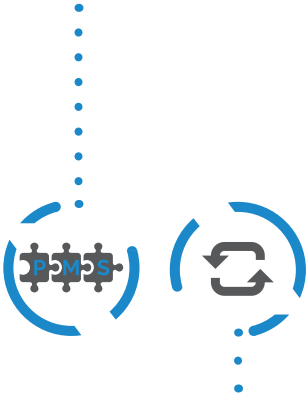
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Rotality Rewards Manager

Integrated Single Profile

Rotality provides a solutions fully integrated with your PMS. This allows you to create, convert and maintain a guest's profile across all platforms in one place. This allows a seamless exchange of data.



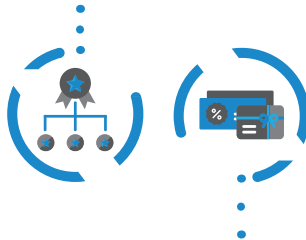
Closed loop solution

Rotality specializes in closed loop programs which places you in full control of your loyalty program. Rewards are reflected as a balance sheet entry therefore there is no cash flow impact on the business.

Rewards and Reward Levels

Rotality provides the functionality for the customer to setup and maintain their own reward levels and exchange rates internally. Implementing one or multiple tiers of reward levels allows you to reward the top guests with a unique reward plan from the rest.

This also motivates other guests to visit your property frequently to benefit from higher reward levels.



Vouchers & Gift Loads

Vouchers are a nice tool to reward a customer individually or create unique package offerings to your guests. Gift loads are used to give a customer a cash gift card which can be used to do partial or full payments at a property. Gift loads can also be done to reward top guests. Guests can buy a gift load and load it on a loyalty card for another customer.

Communication

One of the most important marketing tools is communication between you and your guests.

The communicator allows you to communicate to an individual, a group, non-loyalty and loyalty members to send out marketing campaigns, new developments, events.



Advanced Reporting

Rotality provides detailed reports for each functionality within the system i.e performance tracking, treasury report, usage and many more.

Reports can be modified, exported and saved for future use.

This enables you to measure and manage your business successfully.

Integration partners

