

LUCID messenger 
for Hotels



On Demand,
Auto Responding SMS solution

“A dream come true for Hotel Owners & Managers”

About LUCID Messenger

LUCID Messenger immensely benefits hotel operations by staying in touch with Hotel guests through automated Reservation Confirmations, Birthday and Anniversary wishes etc. It is a complete guest relations revolution”



Efficiency of Hotel operations is enhanced multi-folds through timely SMS alerts of various events to hotel owners and in-house managers. For instance: Alerts on Expected VIP check-ins, Hotel position, Guest Complaints, Revenue generated etc can be received by SMS.

Hotel Owners / Managers no longer need to depend on front office personnel to remember everything or notify them of various events.

On Demand service allows senior management to get **real-time information** on hotel position, revenue etc. by just sending an SMS to the hotel's number. The system sends out the requested information after authenticating the credentials of the user/requestor as defined in the security module of the database.

LUCID Messenger **Prevents Revenue Loss** to the Hotel by alerting managers on void bills, high bills etc on real-time.



Special offers, Promotions, Food Festivals etc can be intimated to thousands of Previous Guests at the click of few buttons. When used as a marketing tool, LUCID Messenger can be effectively used to, **generate more business** and run “keep in touch” campaigns.

Auto-responding, time based, event based, and **on-demand** information alerts enable a revolutionary change and **simplifies the access to information** for Hotels Owners, Managers and Guests.

What's More? LUCID Messenger is **Customizable** – More functions /features can be added based on the requirements of the hotel. These features can be used as a strategic tool to differentiate and generate more business.

LUCID Messenger can be commissioned at your hotel in days and not in weeks...

Features

	Basic	Standard	Advanced
Product Features – Basic Edition			
Reservation Confirmations - SMS on fresh bookings, amendments and cancellations can be sent to guests and concerned contact persons	✓	✓	✓
Thank you message - “Thank You for staying with us. Visit Again” Message can be sent to GUESTS after Checkout	✓	✓	✓
Product Features – Standard Edition			
Alerts based on Guest Status -Alerts in-house managers about check-ins, check-outs and room transfers based on guest status (eg: VIP check-in)	✗	✓	✓
Hourly Alerts - Alerts on room position & occupancy status and current ARR positions can be sent to in-house managers. Periodicity of alerts can be defined in the system. Example – Every 2 hours during working hours	✗	✓	✓
Daily Alerts -Delivers Night Audit information (revenue, OCC% , ARR) everyday at specified time to owners/managers	✗	✓	✓
Discount Alerts - Notifies in-house managers with details of discount percent / amount	✗	✓	✓
Fraud prevention Alerts - Alerts in-house managers on high bills as well as VOID bills	✗	✓	✓
Guest Messages - Delivers received guest messages directly on their mobile	✗	✓	✓
Guest Complaints – Delivers received complaints directly to concerned department / persons. Ensures speedy resolution of guest complaints.	✗	✓	✓
Product Features – Advanced Edition			
Reservation enquiry – Allows hotel to receive Room Reservations Enquiry through SMS. Hotels can advertise about this innovative feature to target customers. Example: - For Reservation Enquiries SMS RES to 98XXX XXXXX. The system instantaneously alerts the reservation department by SMS, email, Pop-ups and allows the reservation staff to call back and convert the enquiry into a booking	✗	✗	✓
Auto Dialer – This feature when installed, automatically dials the mobile phone number from which the reservation enquiry originated and connects to the Reservation staff for further action / reservation confirmation	✗	✗	✓
Computer telephone integration(CTI): The CTI feature when linked to the Reservation enquiry feature, allows the system to Pop-up the complete Guest Profile along with previous visit details on the computer screen when an SMS is received from a Guest who has stayed with the hotel before.	✗	✗	✓
Mass SMS – This feature is used for promotions and announcements like Food Festivals, Special offers etc. Selection criteria are vast and can be based on Geography / Pincode, Past Visit history, Spending pattern etc. This marketing tool can be effectively used to generate more business and to run “keep in touch” campaigns	✗	✗	✓
Scheduled Messaging - The software allows scheduled mass SMS. For example : SMS to be sent to all customer residing in Bangalore on 25th of December informing them about New year party at the Hotel and followed by a reminder SMS on 31st.. This can be setup in the software many days in advance and the system will conduct the SMS Blast on the specified Date and time	✗	✗	✓
Pull Services – This ON DEMAND service allows senior management to get real time information on hotel position, revenue etc by just sending an SMS to the hotel's number. The system sends out the requested information after authenticating the credentials of the user/requestor as defined in the security module of the database	✗	✗	✓
Guest Relation Executive(GRE) functions - The GRE module automatically greets your guests (previously as well as presently checked-in guests) on their birthdays, anniversaries etc. through SMS by taking information from the guest history module of PROMIS	✗	✗	✓

General Features

PROMIS Integration - Integrates seamlessly with LUCID PROMIS Hotel management Software to effortlessly keep you in touch with Hotel guests and staff.

In-built SMS gateway – The required hardware / GSM modem/Router is supplied by LUCID along with the software

SMS Templates - Allows formatting of messages as per the Hotels requirements. No messages are hard coded in the system. This allows great flexibility by permitting to choose database fields along with the required text

Driven by RULES – SMS is sent to Operational staff and management based on the “Rules” defined in the system. These rules can be modified or deleted as per the requirement at any time. This feature allows notification and escalation and implements the concept of “management by exception” by sending alerts only for events defined in the system

Customizable – More functions /features can be added based on the requirements of the hotel. These features can be used as a strategic tool to differentiate from competitors

Message Log- All messages sent out are stored in the Sent Items table for future review. Old messages can be purged periodically

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LUCID Suite of Software Products

<p>LUCID PROMIS® [Property Management & Information Systems]</p>	<p>LUCID IRIS® [Internet Reservation & Information Systems]</p>	<p>LUCID POSIBILL® [Point of Sale Information & Billing]</p>
<p>LUCID BUSINESS ANALYTIX® [Business Analysis & Intelligence System]</p>	<p>LUCID PROMIS REMOTE ACCESS® [Remote Web Access]</p>	<p>LUCID Messenger® for hotels [Automated SMS System]</p>