



We are Living **CRM** Philosophy

InSky

Tourism



TourismInSky



Instead of expensive and complicated software, **InSky Solutions** has made a very simple but complex business solution developed on trusted and accepted Microsoft products: Microsoft Dynamics 365, SkypeforBusiness, Office 365, ASP.NET, HTML, Bing maps, Power BI, Team Foundation Server, Exchange, Edge and SharePoint.

The **TourismInSky** business solution has wide market potential that is used and improved by some of the largest hotel chains such as Valamar, Maistra, Remisens or digitally progressive hotel chains such as Aminess, Medora, Njivice Hotels, Cavtat Hotels, Metropol Hotels, Sunčani Hvar, Amadria Park i Arena Hospitality. TourismInSky is an industry-specific business solution bundle, specifically designed and developed for hotel industry digitalization.

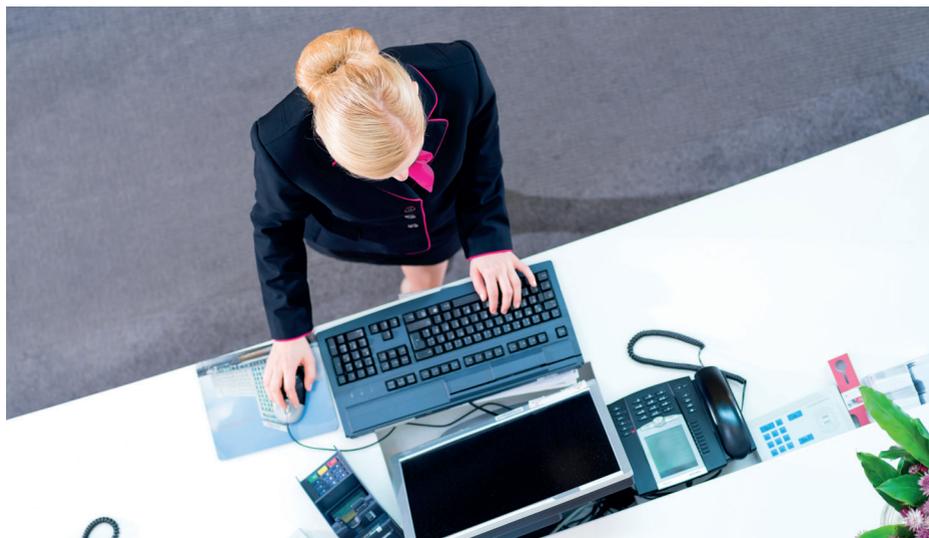
The main modules and functionalities are:

- Contact centre
- MICE
- Allotments and groups
- Marketing automation

- Marketing campaigns
- Geomarketing
- Loyalty programme
- Social
- Mobile application
- Case management
- Portal for Operations
- Internet of Things
- Prediction
- Facility management
- Activity management
- Smart rooms
- Business Intelligence
- Artificial Intelligence

Solution highlights:

- The business solutions package has been specifically designed and developed for application in the hotel industry
- The ContactInSky solution as an integrated part of TourismInSky solution is the winner of the prestigious global European EuroCloud Award



- The TourismInSky solution was selected as the most innovative ICT solution in the hotel industry at the Best Stay conference in 2017: Most Innovative ICT Hotel Solution Award and Highly Commended award selected from IT Europa, European IT&Software Excellence Awards in 2019.
- More than 10% of overnight stays in Croatia were booked through our TourismInSky solution
- TourismInSky is used by the largest hotel chains in Croatia such as Valamar, Maistra, Remisens or digitally progressive hotel chains such as Aminess, Medora, Njivice Hotels, Cavtat Hotels, Metropol Hotels, Sunčani Hvar, Amadria Park i Arena Hospitality.
- Easy to use without the need for special education
- Combining sales and marketing activities as well as operation, customer support activities and social networks
- Centralised support for all functionalities and updates with a new functionality
- The ability to connect an individual guest to their previous group visit, loyalty profile, interests and activities

The benefits of the InSky business solutions for tourism

- A Complete Solution - TIS CRM is the central location of all data and process state-oriented processes with a complete service and unique guest experience
- Using the same database for all modules
- Existing integration with PMS systems

Digital transformation represents an opportunity for businesses to think and operate as digital companies in terms of how they engage their customers, empower their employees, optimize their operations and transform their products. Companies that are doing this are seeing strong results: reduced overheads, preservation of resources, increased profits, and optimized operational efficiency.

Technology is omnipresent, and this access to digital services plays an increasingly important role in everything we do: shaping growth, changing industry landscapes, and providing the catalyst for new business models, prod-

ucts, services and experiences.

Capitalizing on this phenomenon is the key to innovation and growth. From the rise of connected devices and other “things” within the Internet of Things (IoT), the growing quantity of data, and the emergence of advanced analytics, machine learning and artificial intelligence, to augmented reality and the next frontiers, the challenge and opportunity for business leaders is to harness the ubiquitous, disruptive force of technology in order to be more agile, fuel efficient and to ultimately shape their destiny.

The TourismInSky solution is entirely based on Microsoft technologies and it functions as an upgrade to existing products. The first step is usually the Contact Centre: The ContactInSky solution that enables the agents to operate it in a simple and fast manner. The application consists of the server portion, which contains the logic of incoming and outgoing calls, and the supervisor interface, which controls and monitors the operation of all agents. Apart from phone calls, the ContactInSky system

integrates other communication channels and monitors integrally all the activities through various channels. It also has a complex system of analytics and reporting, with all needed reports for specific industry already created and the option of users creating their own reports.

Instead of implementing the organisational CRM, implementation can be started on the business unit level with ContactInSky in an easy and fast manner. Adoption is simple, the solution easy to use and its results will be evident quickly.

The system offers a wide range of security modelling features, and it is important to choose the most appropriate approach to implementing a solution. Each feature offers a combination of characteristics that provide a balance between granularity of access control, administrative ease, and impact on scalability. Understanding the underlying mechanisms supporting each security-modelling feature can be useful when selecting the best approach to solving a challenge, especially when planning to develop a large volume system.



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Za više informacija o EU fondovima link – www.strukturnifondovi.hr



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