

## **IDS NEXT Delivers Guest Dynamix on the Salesforce Platform for Loyalty and Feedback Management**

*IDS NEXT selects Salesforce Platform to tap into the power of social and mobile cloud technologies and connect with customers, partners and employees in entirely new ways*

**Bangalore – January 16, 2013** – IDS NEXT, global leader in providing ERP and total technology solutions for the hospitality and leisure industries, today announced the launch of Guest Dynamix – a Loyalty and Feedback Management solution developed for the special needs of hotels, resorts, restaurants, spas, clubs and others. Guest Dynamix is built on the Salesforce Platform, the world’s leading cloud platform for social and mobile business apps. Guest Dynamix offers browser-based access to users 24/7, streamlines and simplifies loyalty and feedback processes, and helps guest relationship personnel in the hotel to improve customer acquisition.

“25 years of domain expertise in the hospitality technology industry enables us to create a solution like Guest Dynamix from the ground up. This application has been designed to empower our customers with a Loyalty and Feedback Management solution that helps them stay in constant touch with their guests, personalize the guest experience and serve them better,” said Binu Mathews, President and COO, IDS NEXT.

“The future of enterprise apps is social, mobile and connected,” said Ron Huddleston, Senior Vice President, ISV & Channel, salesforce.com. “Partners such as IDS NEXT are leveraging the power of the Salesforce Platform to give customers the tools they need to accelerate customer success in the social era.”

### **Product Key Features**

Guest Dynamix is power-packed with features that allow hotels - be it standalone properties or independent chains - to serve guests better. Being a cloud based solution; Guest Dynamix does not require a hospitality property to additionally invest in hardware or software, and works on a subscription model.

The Loyalty Management module of Guest Dynamix allows users to easily create loyalty programs, set loyalty point conversion and point redemption slabs, define point redemption methods, and more. The Feedback Management module provides a variety of email templates and guest satisfaction reports, and can be easily integrated with SMS and social media to allow for paperless feedback.

The central guest information feature of Guest Dynamix is excellent for chain hotels to track guests across their properties. This module helps with the analysis of guest spend, point accumulation, and reward redemption. The application's guest portal allows guests to create their own log-in for anytime portal access to view accrued points and redeem them for free nights and suite upgrades.

### **About the Salesforce Platform and the AppExchange**

The Salesforce Platform is the world's most trusted and comprehensive cloud platform for building social and mobile cloud apps. It powers Salesforce CRM, more than 2.3 million custom apps built by customers and more than 1,700 apps developed by partners in its ecosystem. Social apps for business built on the Salesforce Platform can be easily distributed and marketed through salesforce.com's [AppExchange](#).

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### **About IDS NEXT**

IDS Softwares Pvt. Ltd. "IDS NEXT", is a global leader in providing ERP and total technology solutions for the Hospitality and Leisure industries. With a track record that spans over 25 years, we have earned the trust of over 3000 customers globally with a strong presence in 40 countries across South Asia, Middle East, Asia Pacific and Africa. IDS NEXT's clients include a host of prominent hotel chains including Sarovar Hotels & Resorts, ITC Fortune Group, Royal Orchid Hotels, Pride Hotels, Ramada Hotels and others.

IDS NEXT's portfolio of capabilities include Strategic Consulting, Business Outcome Services, Internet and Mobility Solutions, Total Technology Solutions and a range of next generation software products that addresses the hospitality industry, such as independent hotels, chain hotels, business hotels, resorts, clubs, service apartments, limited service, spas, cruise liners and restaurants.

For further information please visit <http://idsnext.com/>

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