

# **5 Questions You Should Ask Before Buying a Hotel CRM Solution**



**You know that owning your guest data is the key to delivering personalized experiences and cultivating loyalty. But, to take action on that data, you need to invest in the right Customer Relationship Management (CRM) solution. When considering the purchase of a CRM platform for your hotel, don't get too far before asking yourself a few questions. Use this guide to help you determine what your needs are and how the right CRM will meet them.**

5 Questions You Should Ask

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**1. What will you  
be using it for?**

Will you be using your CRM purely for outbound email marketing or would you like your CRM to do more? CRM systems come in all shapes and sizes. Some have basic functionality, others cover additional functions like data collection or guest surveys. It's important to be realistic about what you would use, but also consider the cost savings by using a provider that would help you eliminate other systems you already use that do the same thing.

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**2. What kind of cost model will work best for you?**

Hotel CRMs have a variety of pricing types, so it's important at the point of purchase to understand what the pricing covers to eliminate the risk of getting stuck with unexpected costs in the future. Is the pricing a flat fee for all systems and services, or are there incremental costs based on the number of emails you send or bookings you drive with your marketing? These considerations can help you plan a realistic budget based on how you will use the system.

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**3. What about  
installation,  
deployment,  
and service?**



Let's face it, changing systems within a hotel can be a headache. A good CRM should help you and your staff do your jobs more effectively and efficiently. Evaluate a CRM by understanding its installation process, test its interface for ease-of-use, and ask about how it will integrate with systems you currently use. Also investigate the onboarding process to determine how long it will take and how much support you will be given.

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**4. Will you get help when you need it?**

Even the most user-friendly technology provokes questions sometimes. Find out what the CRM vendor offers for service and support. Good customer support and professional services can often have value far beyond what you are getting in just the software and technology.

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**5. How will  
you track  
your return on  
investment?**

A hotel CRM is a significant investment, so tracking engagement and revenue generated by your marketing campaigns will be key to validating your purchase. You may have systems for doing this already, or you may want to consider a CRM with integrated reporting that can attribute booking revenue to specific campaigns.

To learn more about how Revinate can help you determine your guest CRM needs, contact us at [info@revinate.com](mailto:info@revinate.com).



