

Maestro Resort Wide Guest ID Card

Maestro PMS offers advanced tools and functionality to provide operations with a 360 view of guests at every point of contact. The integrated Maestro modules utilize a single-image database that maintains one record for all guest activity that optimizes accurate account tracking, guest history and enables extensive CRM capabilities for more effective marketing and guest recognition.

Maestro's Resort Wide ID Card feature now encodes personal mag-stripe ID cards that allow resort guests to charge to their account from any authorized outlet or activity venue. All postings are recorded in Maestro's central guest database for accurate revenue tracking.

When a guest is checked in, the clerk will have the option of issuing a magnetic card to identify the specific guest. Additional guests attached to the reservation may also be issued unique cards. In this manner, each in-house guest may have a unique card that can be used to charge items to their reservation folio during their stay. The feature also allows for cards to be assigned without charging privileges and can be used to mark cards which can no longer be active.

The card will only identify the guest for the duration of the reservation. After the guest has checked out, the card will no longer be a valid for identifying the guest.

The Maestro POS system interface will be modified to accept the pre-encoded magnetic number from each card through the interface. Operationally, this will allow a POS cashier to swipe a guest's card and have the relevant guest information displayed on the POS terminal. This will provide the POS cashier the information required to post any purchased items to the reservation folio. For those third party systems not supplied by Northwind, Northwind will provide specification requirements to any third party wishing to support the resort wide guest ID card.

Resort Wide ID Card & Gift/Loyalty Card

Maestro will recognize if the card swiped is either a Resort Wide ID card or a Gift/Loyalty card. The interface will check first to see if the card is a Resort Wide ID card and if it is, it will use the reservation for the results of the inquiry and posting. When posting, the reservation that the card is attached to will be charged the posted amount from the transaction. This will be implemented in the Jencess, Infogenesis, Micros interfaces as well as the Maestro POS system.

If the card is a valid Gift Card then the inquiry will return the name the card is registered to. If the card is not registered, it will return a generic message indicating it is a Gift Card and the balance remaining.

When posting the same logic applies. If the card is a Resort ID card then the posting will be applied to a folio belonging to the reservation. If the card is not a Resort ID card but it is a Gift/Loyalty card then the posting will be taken from the balance remaining on the Gift/Loyalty card.

Damaged, Lost or Stolen Cards

The program also allows the option of replacing a damaged, lost or stolen card. In order to do this, all cards for a reservation must be brought back to the front desk or the cards must be de-activated and a new set activated.

Inactivating a card is done by simply deleting the record for the given card number, reservation number and sequence number. Since the card cannot be swiped if it was damaged, lost or stolen, a list of all cards with names and sequence numbers should display and allow the user to either de-activate one at a time or all cards at once using a special button.

Find Guest by Card Swipe

Another benefit of the card will allow the guest to present to the Front Desk their ID card for finding their reservation. The Front Desk clerk could then use the 'Search Reservation with Card Swipe' program which would check through existing ID cards to find the appropriate guest.

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