



dailypoint™
Central Data Management
by Toedt, Dr. Selk & Coll. GmbH

PRESEINFORMATION

PRESS RELEASE

**dailypoint™ - software made by
Toedt, Dr. Selk & Coll. GmbH**

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kissCRM - keep it simple and smart!

TS&C announces the launch of kissCRM, a modular entry solution for professional and sustainable customer relationship management for the hospitality industry.

Munich, June 2016 –Toedt, Dr. Selk & Coll. GmbH (TS&C) is the leader in the field of Central Data Management (CDM) for the hospitality industry. TS&C launches kissCRM, an easy to implement and affordable customer relationship management (CRM) solution for smaller hotels, based on TS&C's broad dailypoint™ software platform.



kissCRM
keep it simple and smart

With kissCRM TS&C launches a "smart and simple" CRM starter package for the hospitality industry, which combines all advantages of an intelligent and sustainable CRM solution. kissCRM is solid and **easy to use**. Users are rapidly able to independently operate all features, which are vital for modern marketing, ranging from sending e-mail newsletters within 5 clicks to automated activities such as pre- and post-stay or birthday mailings.

The monthly license fee is highly attractive as well: **800 € and no set-up fees**

kissCRM is cloud-based. The intuitive user interface makes working with the software enjoyable. It comprises all essential features for optimal customer relationship, including data cleansing, campaign management, guest surveys with social media integration, dashboard and reporting. The centralized guest profile enables the user to see all relevant guest information such as number of stays, interests, revenue, communication details, and survey results at a glance.

The system can go **live within 72 hours** thanks to adaptable templates in responsive design for e-mails and surveys as well as flexible import functionalities for existing data.

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TS&C is a Gold Partner of Oracle. **Licensed interfaces** to all significant PMS systems ensure secure data transfer and optimal access to the hotel PMS.

Dr. Michael Toedt, Big Data expert and Managing Partner of the Munich based software provider, on the launch of kissCRM: "We have supported the development of kissCRM with dailypoint™, our comprehensive software solution for central data management. With this new product we are now able to offer an expandable modern CRM solution, which gives hoteliers easy access to the data highway and assist them in tapping the full potential of their guest data."

All advantages at a glance:

- Go-live in 72 hours
- No set-up fees
- Easy-to-use tools
- Compatibility with all important PMS systems
- Certified interfaces
- Attractive license fee of 800 € per month

Special introductory offer valid until 31.07.2016: 699 € per month*

*For the first 12 months, after that 800€.

About Toedt, Dr. Selk & Coll. GmbH:

TS&C is the leader in the field of holistic data management (Big Data) for the hospitality industry offering the software solution dailypoint™. Over 850 individual as well as chain hotels trust in the comprehensive know-how of TS&C.

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