

# ORACLE HOSPITALITY OPERA CLOUD

## THE GUEST PROFILE



ORACLE | Partner

### ✓ Get a complete overview of your guests

Gain rich insights into your guests' preferences, including their communication choices, spending habits, and marketing data, to help grow loyalty and deliver exceptional guest service.

### ✓ Manage companies and travel agents

Track the performance of your company and agent business with detailed statistics and link to contracted rates. Add contacts to offer personalized service and build relationships that gain more business.

### ✓ Centralize across all properties

If you operate more than one property, centralized profiles provide a single, comprehensive view of each guest, tracking stays and preferences at all properties and helping create highly personalized experiences.

