SMS|HOST® AND FUEL GMS INTERFACE

Interface Functionality & Benefits

Springer-Miller Systems' Guest Messaging Solution interface provides seamless integration with Fuel Travel's Fuel GMS application.

Fuel GMS is an intelligent, cross-channel marketing solution to communicate with guest via email and SMS. Send out transactional emails, triggered by actions in the PMS to enhance the guest journey pre and post stay. Create marketing campaigns with the easy-to-use drag and drop editor.

Using the Jonas ARC Platform, SMS|Host's integration to Fuel GMS eliminates discrepancies in data that can lead to inaccurate information, poor customer response times and missed opportunities.

The interface allows both systems to have improved accuracy of information and overall efficiency through:

- Flexible Segmentation: Market to guest based on spending history, location, and profile detail.

- Drag and Drop Templates: Design beautiful emails with no technical expertise needed. Create one-off emails as well as templates for reuse.

- Pre-Built Templates: We will get you started with email marketing by creating five email templates for the most commonly used triggered emails.

- Measure Success: Track campaign performance in real-time with visual reports. Measure open rates, click through, and campaign performance.

Communicated Information

Your SMS|Host system and the Fuel GMS guest messaging solution interface supports but is not limited to:

INTERFACE FUNCTIONALITY
Import of past, current, and future lodging reservations
Guest updates for newly created reservations
Guest updates for modified reservations
Guest updates for cancelled, checked-in, and checked-out reservations

Coming Soon: Fuel GMS will support Resort Scheduling and SMS|Golf Tee Times bookings!

Software and Hardware Requirements

The product is compatible with, and requires, the following:

- Latest SQL release of the SMS Product Suite

Please contact a Fuel Travel representative to learn more about their requirements.

Version 1.0

For More Information

To learn more about Springer-Miller Systems and our integrations with our ˢᴹˢ|Host Hospitality Management System, please visit our web site at www.springermiller.com or call 802.253.7377.

To learn more about Fuel Travel and their products and services, please visit https://www.fueltravel.com/ or email info@fueltravel.com.