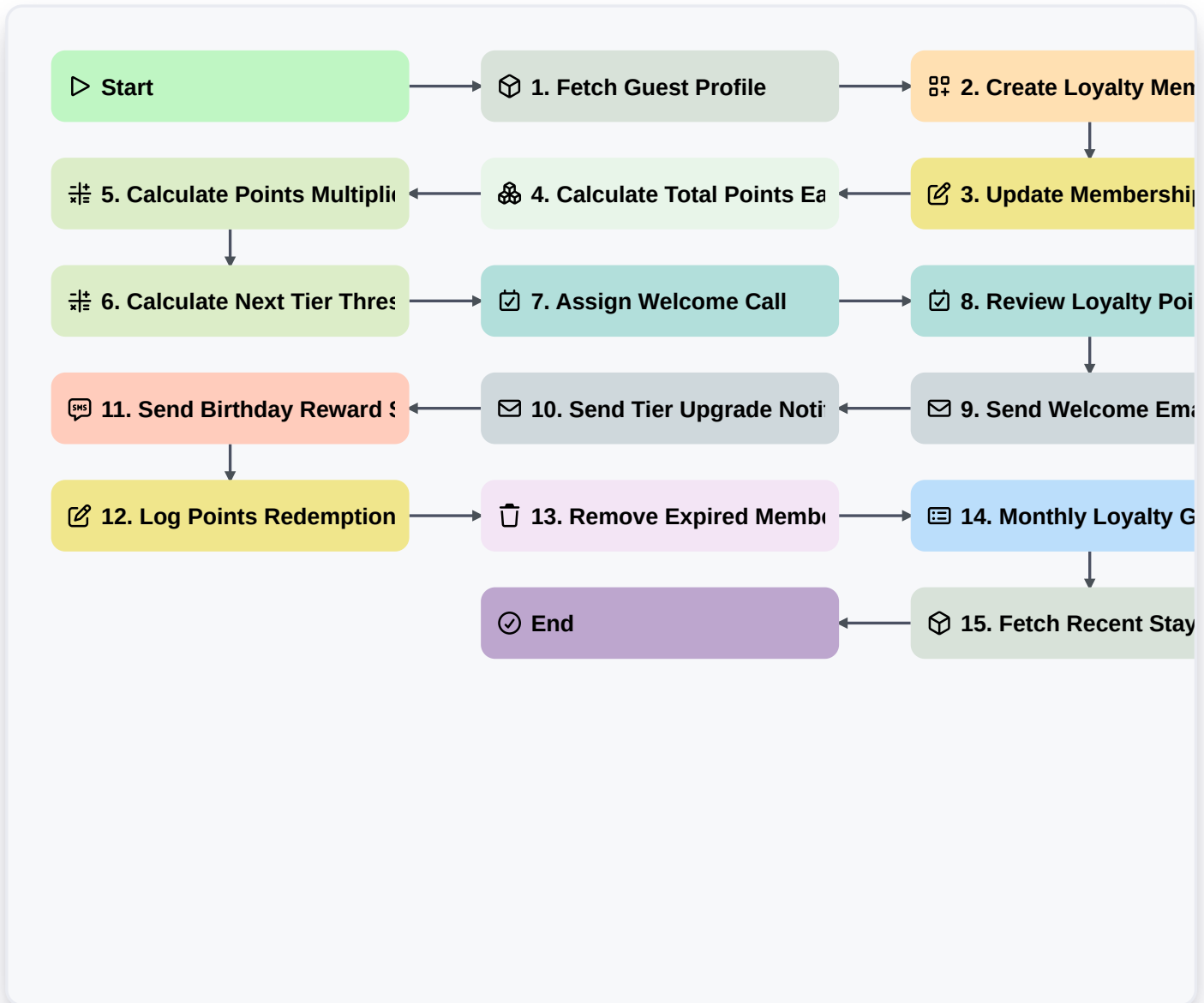


Hotel Guest Loyalty Program And CRM Workflow



▷ **Start**

Start of the Workflow/Process.

 **1. Fetch Guest Profile**

Retrieve existing guest data from the CRM Data Model using Email or Member ID.

 **2. Create Loyalty Membership**

Generate a new entry in the Loyalty Program Data Model for a new member.

 **3. Update Membership Tier**

Update the 'Tier Status' (e.g., Silver, Gold, Platinum) in the Guest Profile entry.

 **4. Calculate Total Points Earned**

Sum all 'Points' from historical stay entries associated with the guest.

 **5. Calculate Points Multiplier**

Apply a formula to determine the multiplier based on the current Tier (e.g., Gold Tier = 1.5x).



6. Calculate Next Tier Threshold

Determine how many points are remaining until the next membership level upgrade.

7. Assign Welcome Call

Create a task for the Front Desk Manager to call new Platinum members.

8. Review Loyalty Points Discrepancy

Create a task for the Finance team if an automated point update fails validation.

9. Send Welcome Email

Send a branded welcome email with membership details to the guest's email address.

10. Send Tier Upgrade Notification

Send a congratulatory email when a guest reaches a new loyalty tier.

11. Send Birthday Reward SMS

Send an automated SMS with a special discount code on the guest's birthday.

12. Log Points Redemption

Update the guest's total points balance after a reward is redeemed.

13. Remove Expired Member

Remove entries from the active loyalty list if they haven't stayed at the hotel in 24 months.

14. Monthly Loyalty Growth Report

Generate a report summarizing new sign-ups, churn rate, and total points issued.

15. Fetch Recent Stay History

Get all recent 'Stay' entries to calculate the frequency of visits.

End

End of the Workflow/Process.