

serenata hospitality CRM wins prestigious World Travel Awards™

serenata hospitality CRM, a leading centralized customer relationship management system designed exclusively for hotels voted Leading Hotel CRM Technology Provider for 2015.



In 2016, serenata hospitality CRM will celebrate its 20th anniversary in the hospitality technology industry. Winning the [World Travel Awards™](#) Leading Hotel CRM Technology Provider is the best way the Serenata team could imagine kicking off this celebration. The World Travel Awards is one of the most prestigious, comprehensive and sought after awards in the global travel and tourism industry. To be voted a World Travel Award™ winner is an accolade noted in the hospitality industry as a badge of excellence.

Founded in 1993, the World Travel Awards are presented by an international jury of hospitality experts and peers. Companies are nominated for these awards based on three primary criteria:

- Separating the good from the outstanding.
- Identifying companies that consistently excel beyond expectation.
- Taking customer expectations to a new, unparalleled high.

World Travel Awards primary goal has been to encourage world-class competition, stimulate innovation and creativity as well as ensure travelers receive exceptional value.

serenata hospitality CRM was awarded the World Travel Award for their innovative [NetHotel® CRM solution](#). Installed in some of the most luxurious or renowned properties around the world, NetHotel provides hoteliers a sophisticated CRM tool which integrates all guest related systems including the PMS (Property Management Systems) and CRS (Central Reservation System), marketing initiatives and guest reviews. At each step of the guest experience the system is designed to recognize and anticipate the guests' behaviors and needs.

“The Serenata team is so honored to receive the World Travel Award for leading Hotel CRM technology provider. To be recognized as best in class by your customers and peers is truly gratifying. We are always striving to deliver innovative solutions but more importantly, excellent customer service. The team is very excited to be recognized going above expectations for our clients, “said Dieter Dirnberger, president of Serenata.

About Serenata:

Combining 20 years of hospitality experience with the energy of a start-up! serenata hospitality CRM turns big data into smart useable data. Serenata is one of the leading providers of e-marketing and CRM solutions for the hospitality industry. By integrating guest information from the property management system (PMS), central reservation system (CRS), websites and more, Serenata NetHotel CRM develops a 360° view of the guest. At each step before, during and after their stay the product ensures guests receive the most targeted, dynamic and relevant communication. Founded in 1996, Serenata has grown a prestigious international client list including: Belmond, COMO Hotels, Constance Hotels & Resorts, Dorint, Dusit International, Four Seasons, Lindner Hotels & Resorts, LUX* Resorts & Hotels, Kempinski Hotels & Resorts, Mövenpick, Oberoi Hotels & Resorts, Oetker Collection, One & Only Resorts, Red Lion Hotels, Shangri-La, Steigenberger, Taj Hotels & Resorts, Trump Hotel Collection and Warwick International Hotels. For further details please visit www.serenata.com

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