NAVIS
Narrowcast™ Cloud

Transform Reservations Teams into Empowered Revenue-Makers

NAVIS Narrowcast Cloud is a reservation sales performance solution that transforms agent teams of all sizes from reservation-takers into revenue-makers.

Arm your reservations team with the tools and guest insights to capture and convert more direct bookings that dramatically increase your revenue and profit.

Narrowcast Cloud is *fully configurable* to your needs via *three integrated sets* of functionality *available together or individually.*

1 | Lead Management

Capture and convert more direct revenue from inquiries you've already paid to generate

New Intelligent agent hub smartly routes reservation calls and emails with advanced, configurable priority and agent proficiency routing rules to increase conversion and improve guest service; threaded team chat for backchannel collaboration; 30% faster call delivery and system performance for greater agent productivity.

Unify your leads from email, OTA, contact form, chat and phone into a single, easy-to-use and easy-to-manage database. You won't miss another lead, even if they don't book the first time.

Respond instantly by email or initiate a follow-up call with a single click.

Deliver actionable lead intelligence to agents at the point of sale before they open the email or answer a phone call, including which marketing campaign generated the inquiry, is this a repeat or VIP guest, and a complete contact history for this stay inquiry including notes from the last contact.

Schedule lead follow-up and set a day/time reminder to chase down every unbooked lead.

Alert staff to leads going cold, easily re-assign scheduled follow-up if an agent calls in sick, and avoid missing revenue opportunities.

2 Agent Performance

Improve your reservations team's ability to sell more

Skills coaching module with configurable templates for scoring recorded guest calls, setting goals, and reporting agent and team performance.

Call recordings encrypted for PCI security; available by agent, day/time, call type, marketing campaign, call result, turndown reason, and more.

Key Performance Indicator reporting including agent conversion rates, monthly goal tracking, revenue per booking by agent, accountability alerting and more.

Workforce Management reporting including call volume, handle times, agent occupancy, and more.

3 Campaign Revenue Tracking

Measurable ROI so you invest more wisely

Phone & Digital Booking measurement; unique to NAVIS - measure how much revenue each marketing campaign generates online and by phone. (This complete picture often changes the most steadfast opinions on what's working and what's not!)

Google Adwords, Facebook and Bing integrations connect online activities with actual revenue performance by campaign.

Website and Booking Engine integration via dynamic coding and unique toll-free numbers connects the omni-channel dots since guests contact you in multiple ways.

Client Advocates – Your personal hospitality consultant. As a Narrowcast Cloud client, you're assigned a NAVIS Client Advocate to work closely with your team. Their combined 280 years of experience guarantees your team delivers more performance and more profit.

NAVIS University – Education and certification that fuels performance. Every NAVIS client has access to comprehensive product training and skills development via on-demand courseware, a robust knowledgebase, and a playbook of 100+ proven best practices.

Premier Technical Support – Every minute, every hour, every day. US-based, live support is always available because we know serving guests is a 24/7 job.

Technology Integrations:

Atrium	FRS/AV Main	InstantSoftware	MSI Nite Vision	ResortSuite	Total E Golf Integrated
Barefoot	HMS by Infor	IQWare	Opera	RoomKey	V12
Entech	Innfinity	LiveRez	Property Plus	Silverbyte Optima PMS	Victorex
Epitome	Innquest roomMaster	Maestro	Rental Management Four (RMIV)	SMS Host	Virtual Resort Manager (VRM)
Escapia	Inntopia	Maxxton	Rental Network Software (RNS)	SPI Tools	Visual One (V1)
FareHarbor	InstaManager	Megasys HMS	Resort Data Processing (RDP)	Streamline	Zaui

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Schedule a Tour Today

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