CTI_Smart Turism

Customer Proximity and Resource Optimization

It enables businesses to enhance their profits through resource optimization and increased customer satisfaction. It extracts, analyzes, and shares information in real-time, resulting in better experiences for customers, thereby ensuring higher footfall rates.

It provides a greater and improved customer experience by grouping all the needs that may arise during their vacation in a single app.

Benefits

Customer

- ✅ Management and customer-company contact **pre, during, and post.**

- ✅ **Quick and easy access** to all resources and services.

- ✅ **Geolocation** to move around all facilities without complications

- ✅ **Notification and warning** of information of interest: agenda, changes, regulations, activities... To all customers and in instantly

- ✅ **Allows reservations** for catering services, activities, workshops, classes directed...

- ✅ **Click & collect** service for stores and take away.

- ✅ Allows the creation of an **internal network between customers** to share both opinions and activities.

- ✅ **Increases the sense of community.**

Management company

- ✅ Management and customer-company contact **pre, during, and post.**

- ✅ **Flow and noise map.** Improves the efficiency of security or organization services.

- ✅ Allows for **resource optimization**: customer receives the information we want directly to their phone.

- ✅ **Improvement in marketing.** Allows reaching the customer at any time of the year.

- ✅ **POST-experience analysis:** What have been the most recurrent interactions among our customers? What should we improve?

- ✅ A greater sense of customer well-being **increases footfall**. Customers want to repeat the experience and recommend it to their acquaintances.