

## News

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### eccos pro and icon sign partnership agreement

Suhl, 16.04.2010 – eccos pro and icon resolve far-reaching cooperation at this year's eccos pro User Meeting in Suhl, Thuringia. eccos pro is one of the leading system houses for integrated guest management systems in hotel and leisure facilities. Both companies have developed a standard within the industry sector in the field of customer loyalty and in the allocation of gift coupons and prepaid cards and are now offering it jointly on the market.

A mutual interface between the CLIP customer loyalty system and the eccos pro mafis systems was implemented for this. Consequently, the booking data of the customers that have been recorded in the payment systems are transmitted directly to CLIP and evaluated extensively by the operating companies. In the process, the individual bookings of the guests in the reception, catering, wellness and shop areas are taken as a basis for the evaluations.

Continuous, individual communication with the guests among other things is possible for this reason (e.g. by means of a regular newsletter, invitations to interesting events, special offers etc.). In addition the guests can also profit from the offers of the operating company in different arrangements in groups (e.g. VIPs, regular gold customers, regular silver customers, gift coupon customers etc.).

Andreas Oos, managing director of eccos pro said on this: "From our point of view, the CLIP evaluations of the actual behaviour of the guests at recreational facilities make up an outstanding, recommendable basis in order to get to know the customers better and to adjust oneself better to their wishes and requirements".

Volker Hölzer, POS and CLIP consultant at icon said: "Systematic customer loyalty is the recipe for success in order to be able to set oneself apart positively in the competitive environment and to be successful with one's company in the market in the long-term. It is the top priority of the marketing department and the key to the success of the company. We look forward to successful cooperation with eccos and are sure that with CLIP we will contribute toward active customer loyalty and the acquisition of new customers for the companies operating the mafis systems.