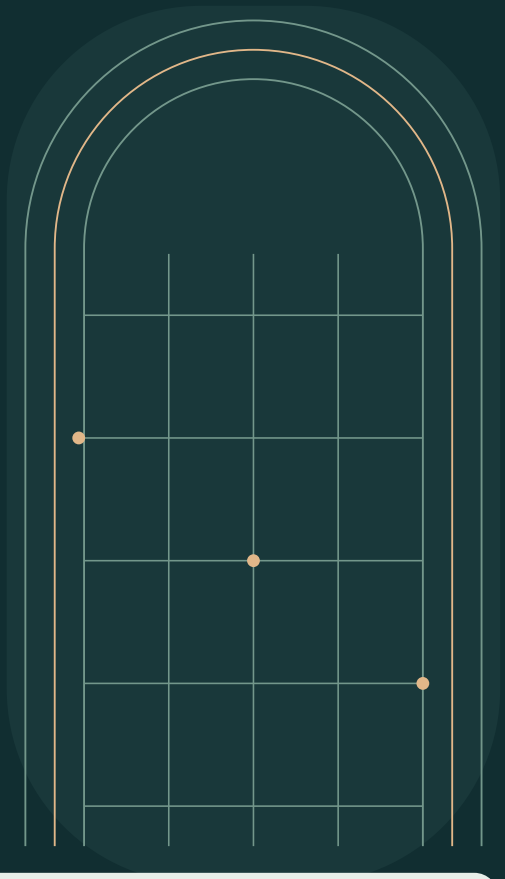
COMMERCIAL PROPOSAL

Hotel Consulting

Manage reservations, guest services and daily hotel operations through a single CRM.



BASE PLAN

20,000
ILS per month, excluding VAT

24/7
Support included

Sales

Reservations, pricing, a direct-booking website and hotel marketing.

Guests

Multilingual AI reception, arrival support and guest reviews.

Team

HR, housekeeping, procurement, accounting, legal and IT support.

Property and room counts, telephony terms, third-party services and advertising budgets are defined in the hotel proposal.

Reservations and Guests

Reservations, calls, reviews and marketing in one system. We configure CRM actions around your hotel's policies.

Reservations and direct sales

We connect Booking.com, Airbnb, the hotel website and suitable sales channels. Through the property management system (PMS) and channel manager, we synchronize reservations, availability and rates, including changes and cancellations. Where required, we build a direct-booking website and connect payments.

Pricing and revenue management

We check comparable hotel rates hourly if the source supports that update frequency. We compare dates, room types, meals and cancellation terms, taking occupancy, demand, events and commissions into account. In the pilot, the CRM proposes changes. Once rules are approved, it updates prices automatically within those limits.

Management sees occupancy, average rate, revenue net of commissions and the direct-booking share.

Personal AI reception

A multilingual AI concierge answers calls, helps with check-in and check-out and explains hotel services. After departure, it collects feedback. For ratings of **8/10 or below**, it offers approved solutions or escalates complex cases to the duty manager. We invite all eligible guests to leave honest reviews, regardless of score, and prepare replies under each platform's rules.

Review policies: Google / Booking.com / Airbnb

Hotel marketing

We prepare weekly content for Instagram, Facebook, TikTok, X, YouTube and LinkedIn. We promote the hotel in travel communities that allow business posts and run Meta and Google campaigns within the approved budget. We develop SEO, update the hotel's Google profile and improve visibility in AI search through current information, useful content and relevant publications.

Team and Operations

Staff records, room operations, documents and hotel IT, with clear tasks and responsibilities.

Human resources

- Maintain employee records, handle onboarding, plan shifts and track hours, leave and absences.
- Prepare employment contracts and amendments and manage approvals. An authorized hotel representative signs the documents.

Rooms and procurement

- Assign housekeeping tasks after check-out. Record cleaning time, inspections and room readiness for the next guest.
- Track linen and consumable stock, prepare purchase requests and manage maintenance tasks.

Accounting and payroll

- Reconcile payments, channel commissions, deposits and refunds. Calculate payroll from approved hours.
- Prepare reports for the relevant bodies. During the pilot, the accountant checks reports before submission.

Legal support

- Draft and review supplier and other business contracts. Prepare amendments and track renewals.
- Prepare draft demand letters and dispute documents. The package excludes court representation by a lawyer.

Hotel IT

- Configure networks, Wi-Fi, workstations, telephony and access. Connect the CRM to the PMS, website, point of sale and accounting.
- Monitor systems, install updates, back up data and handle recovery. Support is available 24/7.

Personal secretary

- Manage business email, route enquiries to the right person and prepare draft replies.
- Send replies after management approval. Record deadlines and follow-up tasks in the CRM.

For hotel management

Group and corporate bookings, guest enquiry history, shift handovers and planned maintenance.

Sales Channels in Israel

We select channels by hotel type, target guests and commissions. We check onboarding terms and integration options for each property.

International platforms

Booking.com / Expedia / Hotels.com / Agoda / Trip.com

Boutique hotels, apartments and hostels

Airbnb Hotels / Vrbo / Hostelworld

Israeli platforms

Issta / Eshet Tours / Gulliver / Walla! Tours

Metasearch

Google Hotels / trivago / Tripadvisor / KAYAK / HotelsCombined / Skyscanner

Additional markets

lastminute.com / eDreams / MakeMyTrip

Wholesale and group channels

Hotelbeds / HBX / WebBeds / HRS / HotelPlanner

The hotel website remains a direct-booking channel. Metasearch can refer guests to the hotel website or to a booking platform.

How We Launch

Initial review	Review occupancy, commissions and direct bookings. Map the hotel systems and required permissions.
Pilot	Verify test reservations, rate changes and cancellations. Connect voice reception and room tasks.
Rollout	After verification, connect the remaining modules, train the team and agree support response times.

Let's Discuss Your Hotel

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