

# Oracle Hospitality OPERA Central Sales Cloud Service



Designed to maximize sales for hotel chains at large, Oracle Hospitality OPERA Central Sales Cloud Service is a central sales application for regional or national sales teams. Thanks to its integration with Oracle Hospitality OPERA Property Cloud Service, sales managers can access pertinent account information quickly and conveniently. With Oracle Hospitality OPERA Central Sales Cloud Service, hotels can easily manage and measure the efficiency of their sales force.

## KEY FEATURES

- Account and contact management with a complete revenue production overview
- Lead management with an automated process for managing and distributing leads for sales
- FIT contracts to streamline the annual negotiated hotel rate process

## KEY BENEFITS

- Provides sales teams the tools to manage daily activities, improve productivity, generate new business, and manage existing accounts
- Maximizes sales across the enterprise
- Equips sales teams with easily accessible account information

## Increase Sales Effectiveness

Oracle Hospitality OPERA Central Sales Cloud Service allows hotels to set and compare targets for accounts and sales staff. Managers can keep track of account performance and support sales teams to meet deadlines and project milestones. Because the system is integrated with Oracle Hospitality OPERA Property Cloud Service, central and local sales teams can manage and exchange company, travel agent, and contact profile information and activities. The extensive rate handling features in Oracle Hospitality OPERA Property Cloud Service can be used centrally to determine discounts and distribute the appropriate rates to all your properties.

## Lead Management Made Simple

Oracle Hospitality OPERA Central Sales Cloud Service communicates prospective business leads to all—or selected—chain properties based on customer preference and hotel features. Hotels running Oracle Hospitality OPERA Sales and Catering Cloud Service or Oracle Hospitality OPERA Property Cloud Service can receive leads directly into their systems. Hotels without the Oracle Hospitality OPERA system can receive leads via the Web Lead Reply feature. Lead analysis reports are also provided.

## FIT Contracts to Streamline Rates and Production

The powerful FIT contract module in Oracle Hospitality OPERA Central Sales Cloud Service streamlines the yearly negotiated hotel rate process and production monitoring. Key functionality includes

- A dedicated user interface that presents FIT production information supporting smart decisions.
- Chainwide discount-level assignment per hotel, based on a company's room night or revenue production.

## RELATED PRODUCTS

Oracle Hospitality OPERA Central Sales Cloud Service for hotels works in conjunction with the following products:

- Oracle Hospitality OPERA Property Cloud Service
- Oracle Hospitality OPERA Sales and Catering Cloud Service
- Hospitality OPERA Advanced Reporting and Analytics Cloud Service
- Oracle Hospitality OPERA Room Reservation System

- Presentation of contract dates, potential and production per hotel, rate code, and discounts. Information is distributed from the central system to the hotel, and production figures are reported back from the hotel to the central system.
- Display of account production for the previous two years. As projected production is entered, the system automatically proposes the correct rate code and discount level.
- Once the FIT contract rate code is sent to the desired properties, subsequent reservations will automatically update the contract's statistics, which are sent back to the central system so contract production can be monitored throughout the year.

## Efficient Event Data Capture

The Food and Beverage (F&B) Meeting Agenda feature in Oracle Hospitality OPERA Central Sales Cloud Service enables outbound sales to quickly capture clients' high-level meeting and F&B requirements. This information becomes part of the lead that is distributed to the hotels—providing lead recipients the catering details they need when deciding how to respond. The feature also allows the prospect to specify details such as the type of event being planned, number of attendees, proposed dates, budget, and additional resource needs. It acts as an event template, turning the F&B Meeting Agenda record automatically into an event record upon lead confirmation.

## Oracle Cloud Solutions





Oracle Cloud solutions eliminate the hassle of software installation, monitoring, patching, and upgrading—freeing IT resources to perform more value-added tasks and allowing food service providers to focus on business processes and innovation. Oracle offers subscription-based payment terms, eliminating the need for a significant up-front capital investment.



## CONTACT US

For more information about Oracle Hospitality OPERA Central Sales Cloud Service, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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## Hardware and Software, Engineered to Work Together

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