

Host CRM Feature Comparison

Compare [PowerHost](#) with other solutions for Host CRM - Customer Relationship Management

Generic CRM Features	Generic CRM	PowerHost CRM	PowerHost Play	PowerHost Goals
Cloud Based	✓	✓	✓	✓
Mobile and Desktop	✓	✓	✓	✓
Control 'who can do what' (Role Based)	✓	✓	✓	✓
Name/Phone/etc. for People	✓	✓	✓	✓
People synchronized with Player Tracking System	Load List	Load List	✓	✓
Notes	✓	✓	✓	✓
Tasks	✓	✓	✓	✓
Alert to upcoming/today's Birthday	✓	✓	✓	✓
Quick way for Host to track contact with guest (Met Guest, Called Guest, Booked Room, Gave Comp etc.)	✓	✓	✓	✓
Management knows Hosts contacting coded guests	?	✓	✓	✓
Enter Guest Preferences (Which Slots? Which Tables? Tournaments? F& B?)	?	✓	✓	✓
Management knows Hosts entering preferences.	?	✓	✓	✓
Training included for current/new Hosts	?	✓	✓	✓
Recommends 'who to call' based on no Contact	?	✓	✓	✓
Management knows Hosts are contacting guests	?	✓	✓	✓
Customized to your Markets	?	✓	✓	✓
Enable Player Club staff to also call players. Drive trips from deeper in your Club,		✓	✓	✓

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Coding synchronized with Player Tracking System	?	Load List	✓	✓
Gaming profile (ADT, ADW, game preference, ADT, incliner/decliner etc.)	☒	☒	✓	✓
Gaming License (User can only see ADT etc. if they are licensed.)	☒	☒	✓	✓
Recommends 'who to call' based on Last Trip	☒	☒	✓	✓
Identifies new valuable players to Host	☒	☒	✓	✓



Host CRM Features	Generic CRM	PowerHost CRM	PowerHost Play	PowerHost Goals
Classifies Players Based on Play/No Play/Worth	☒	☒	✓	✓
Compares Host Coding to Guest Potential (Identify valuable/invaluable and frequent/infrequent guests and whether they are coded.)	☒	☒	✓	✓
Player Development dashboards and reports (Revenue from coded vs non-coded guests etc.)	☒	☒	✓	✓
Custom Gaming Management reports (Emailed daily, weekly, monthly, quarterly)	☒	☒	✓	✓
Customized to your Club and your PD program.	☒	☒	✓	✓
Profitability of Player (Reinvestment in points, comps, POS, Hotel Room etc.)	☒	☒	✓	✓
Comps Exception Reporting	☒	☒	✓	✓

Strategic Approach to Player Development	Generic CRM	PowerHost CRM	PowerHost Play	PowerHost Goals
Managers set complex Host Goals (Goals to drive revenue, contact guests, control expenses...)	☒	☒	☒	✓
Dynamic Host Coding (Identifies and codes players at start of each quarter as Active, Inactive, Growth, Incliner/Decliner etc.)	☒	☒	☒	✓
Daily Pace (Hosts can see their goal status each day)	☒	☒	☒	✓
Strategic Classifications of Players (Players coded to a Host are broken down into different custom Classifications related to their Goals. E.g. "Active Players who have not played this Quarter.")	☒	☒	☒	✓
Drive revenue from a Strategic Approach to PD	☒	☒	☒	✓

With PowerHost, you can upgrade as you grow!
 Contact our Customer Relations Manager, Paul Cutler
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