



## JAYBEE Launches SmartClub

October 2002

*Tool to manage Customer and Loyalty Clubs uses SMS technology for two-way communication with members.*

JAYBEE Systems, the developer of the hotel Guest Service Centre Software - SmartButler, has announced the release of a new product. The launch version of SmartClub, a tool to manage and communicate with members of Customer and Loyalty Clubs, was released this month.

This product has the ability, not only to manage all the important information concerning the members of a Customer Club, but also to generate contact with the members using Short Messaging Service (SMS). Subject to co-operation with the local cellular provider, SmartClub also has the ability to receive commands and enquiries from members using mobile-originated SMSs (so-called MOs). The product allows sending manual as well as event-driven SMSs to an individual, selected groups or to all members of database.

Commenting on the release of SmartClub, Mr Joseph Ron, JAYBEE's Managing Director, said "SmartClub is the ideal tool for staying in regular contact with members, and also allowing them to enquire about information on the system. Examples of enquiries open to members are specials of the day/week/month; own member details held on the system; number of points currently on the system and many more. "Mr. Ron emphasized that, in light of the current economic situation, SmartClub is the ultimate tool to allow SmartClub's customers to direct their advertising effort at their target customer group in a very focused way and at low cost.

In addition to containing its own proprietary database, SmartClub can also be interfaced to existing databases containing member details.

For more information about this, or any other JAYBEE products, please contact JAYBEE on phone +972 2 561 1018 or via the website [www.jaybee4u.com](http://www.jaybee4u.com).

P.O.B. 71011 Jerusalem, Israel 91710  
Tel: +972-2-5611018 , Fax: +972-2-5637030  
E - mail: [mail @ jaybee.co.il](mailto:mail@jaybee.co.il)  
Website: [www.jaybee.co.il](http://www.jaybee.co.il)