SNOWSTORM TECHNOLOGIES / EIP + INSIDER

Managing Customer through the journey

The confirmation page closes. The guest relationship continues.

NORTH STAR

100%

email opens — ambition, not a forecast

01 / USEFUL EMAIL · DOCUMENT · LIVE EIP · RELEVANT COMMERCE

Give guests a reason to come back.

1

BOOKING

Confirmation

Booking details

Calendar + itinerary

Trip essentials ↗

Insider, cars, protection

2

7 DAYS BEFORE

Pre-arrival

Arrival preparation

Itinerary + travel docs

Complete the trip ↗

Transfers, cars, activities

3

CHECK-IN

Arrival

Check-in information

Voucher / stay details

Make arrival easier ↗

Transfers, parking, dining

4

DURING STAY

In-stay

Booked-service updates

Booked-service voucher

Explore the destination ↗

Activities, dining, events

5

AFTER STAY

Post-stay

Folio ready [1]

Hotel-issued folio

Continue the relationship ↗

Next-trip planning, Insider

6

NEXT BOOKING

Return

New booking details

New trip documents

Repeat the journey ↗

Hotels, air, Homes & Havens

02 / ONE LIVE TRIP HUB

EIP

Guest · Member · Insider

BOOKING ENGINES

Hotels · Air · Cars · Transfers
Activities · Homes & Havens · Protection

PARTNER EXPOSURE + INSIDER

Dining · Parking · Events · Cruises · Ripley's

Relevant placement. More return visits.

03 / SCALE IN SEQUENCE — PROPOSED ROADMAP, NOT A RELEASE SCHEDULE

A Establish the return path

- Connect trusted document sources
- Send expected service emails
- Link securely to the live trip

B Activate the stay lifecycle

- Trigger at seven days / check-in
- Suppress cancelled or stale trips
- Resolve locale + audience rules

C Expand conversion + reach

- Prioritise relevant verticals
- Place Insider in the trip context
- Measure partner reach + bookings

PROVE THE FUNNEL

Delivered → unique trip returns → document access → vertical clicks → bookings → Insider conversion

Service emails only; commercial offers live in EIP. [1] Hotel folios require hotel delivery/access; never platform-generated.
Open tracking is imperfect; verify engagement with unique trip visits. Document integrations and stage triggers are proposed; availability varies.