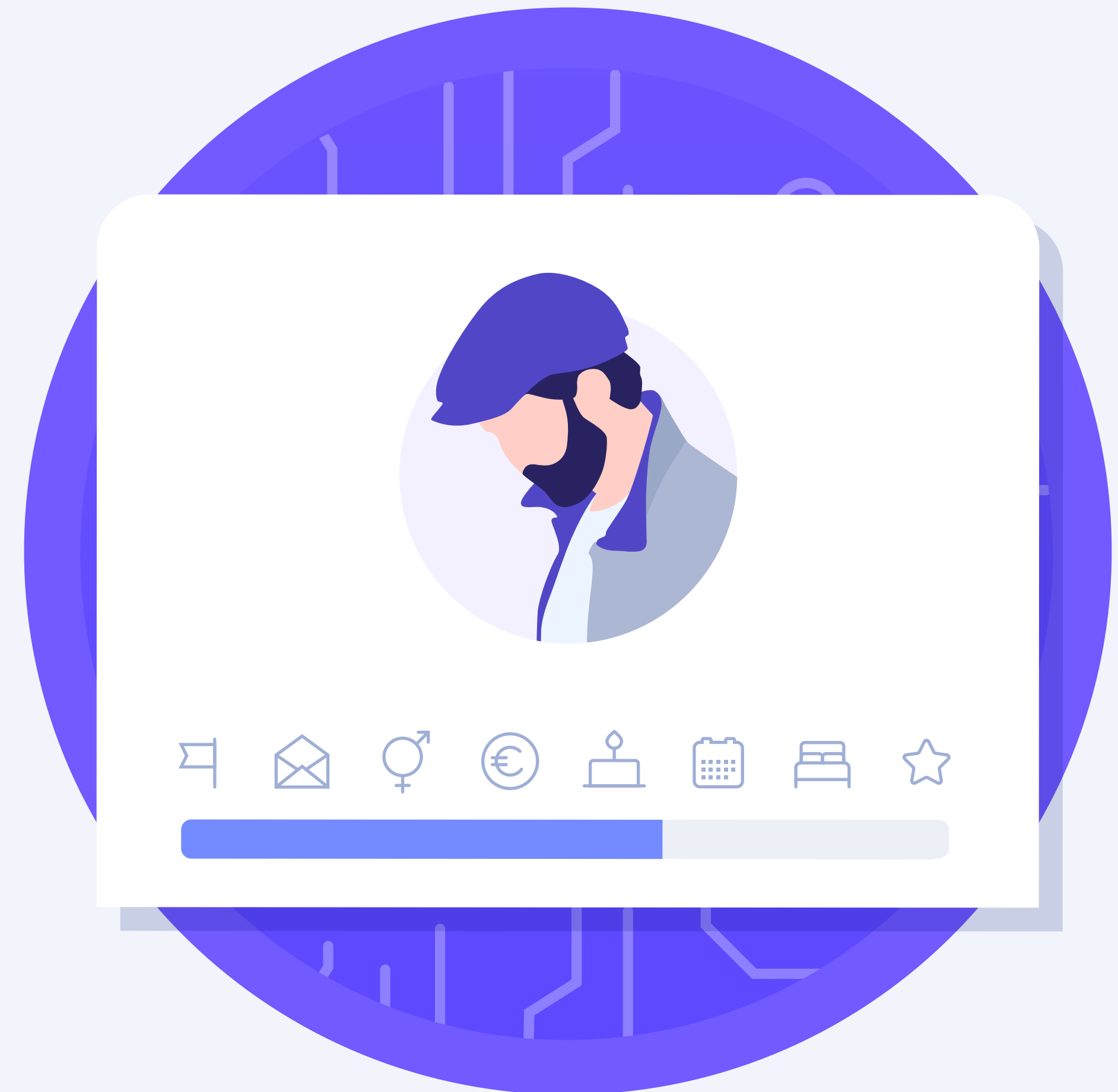


Data enrichment with PMS

Portal Pro and Data Match

hotelinking



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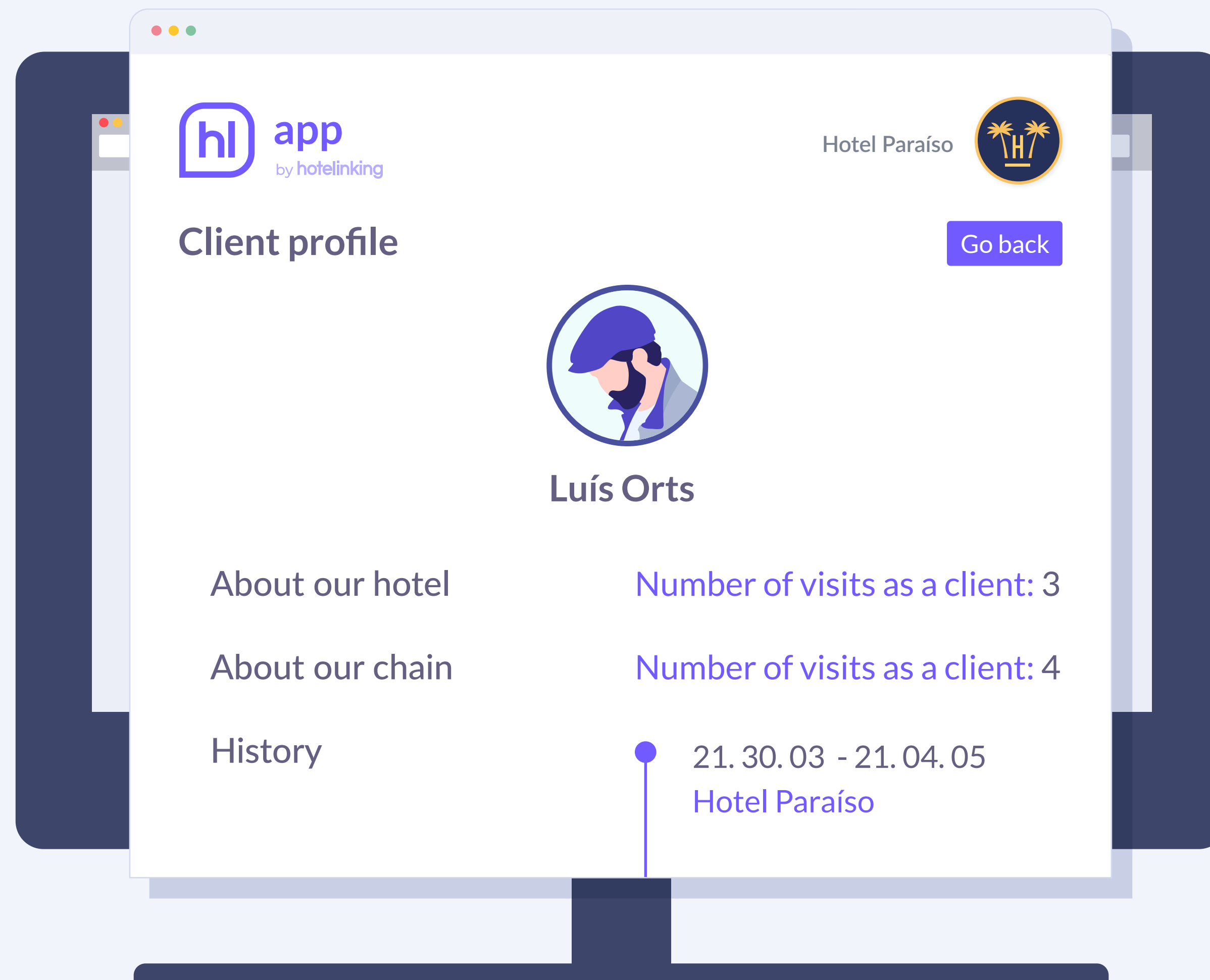
Introduction



Data capture via Hotelinking Wi-Fi is one of the main benefits that we offer our customers. These data are validated and verified in real time, in accordance with **GDPR** regulations.



However, the **PMS** contains highly valuable transactional information that will help to enrich these data even further, allowing segmentation variables to increase. For this reason, we at **Hotelinking** have launched two new services which, via PMS integration, will allow us to enrich our data base: **Portal Pro** and **Data Match**.



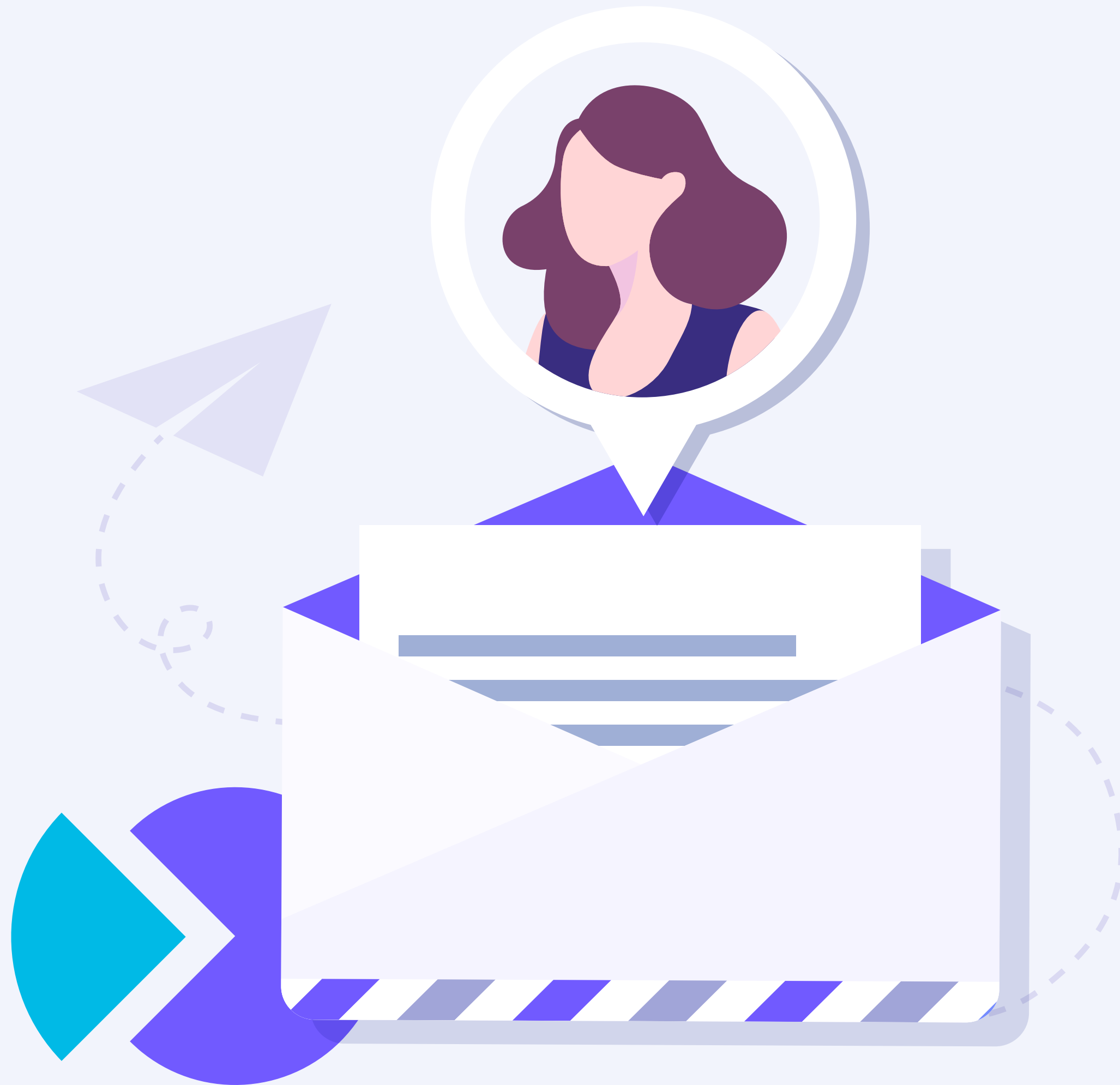
What is PMS integration?

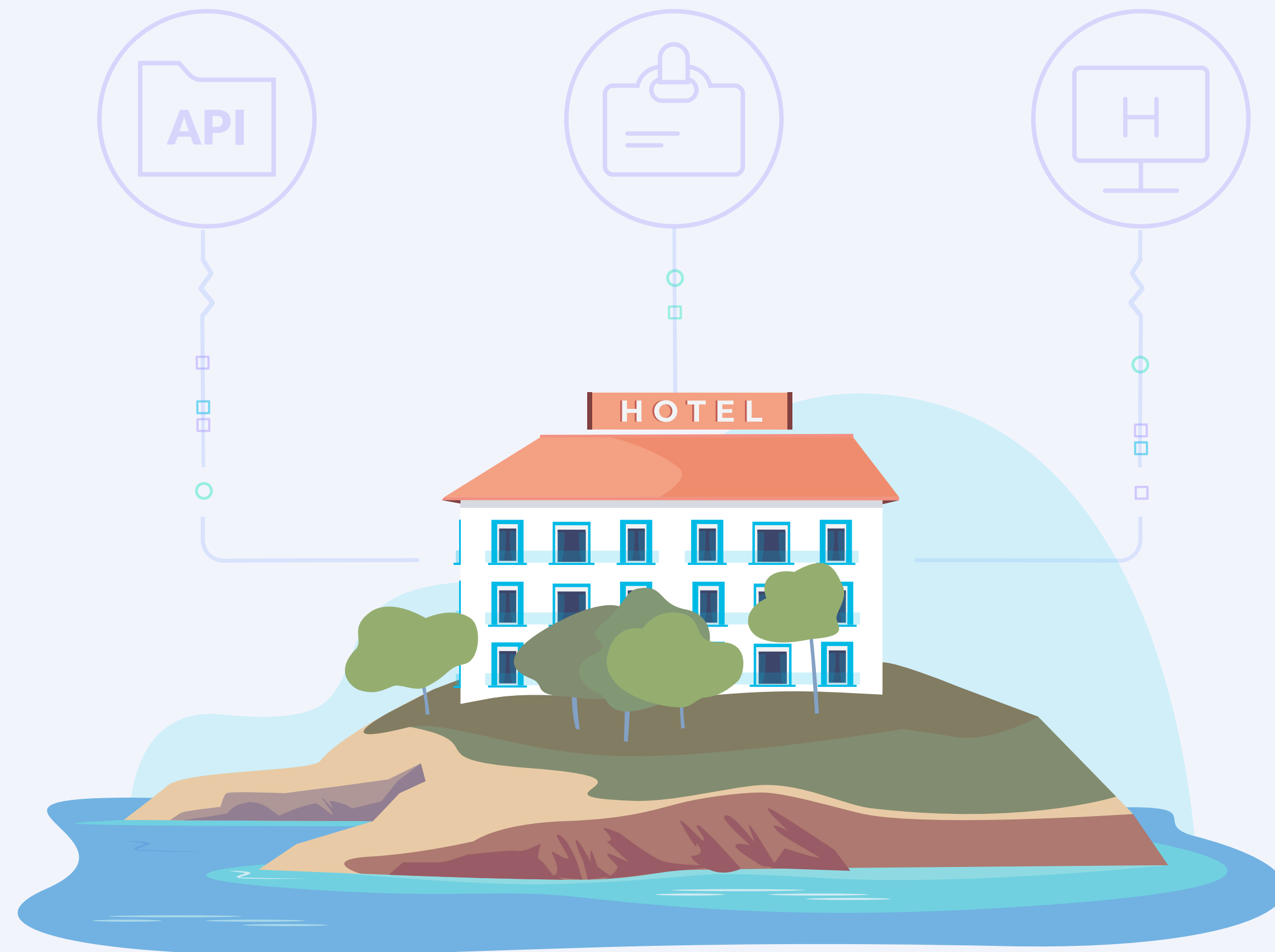




Integration consists of creating a **link between Hotelink and the hotel or hotel chain's PMS**, enabling information to be recovered and cross-checked against the data base obtained through Hotelink and that which already exists in the PMS.

This integration allows us to obtain enriched data about guests, which enables **greater segmentation** when carrying out marketing campaigns.

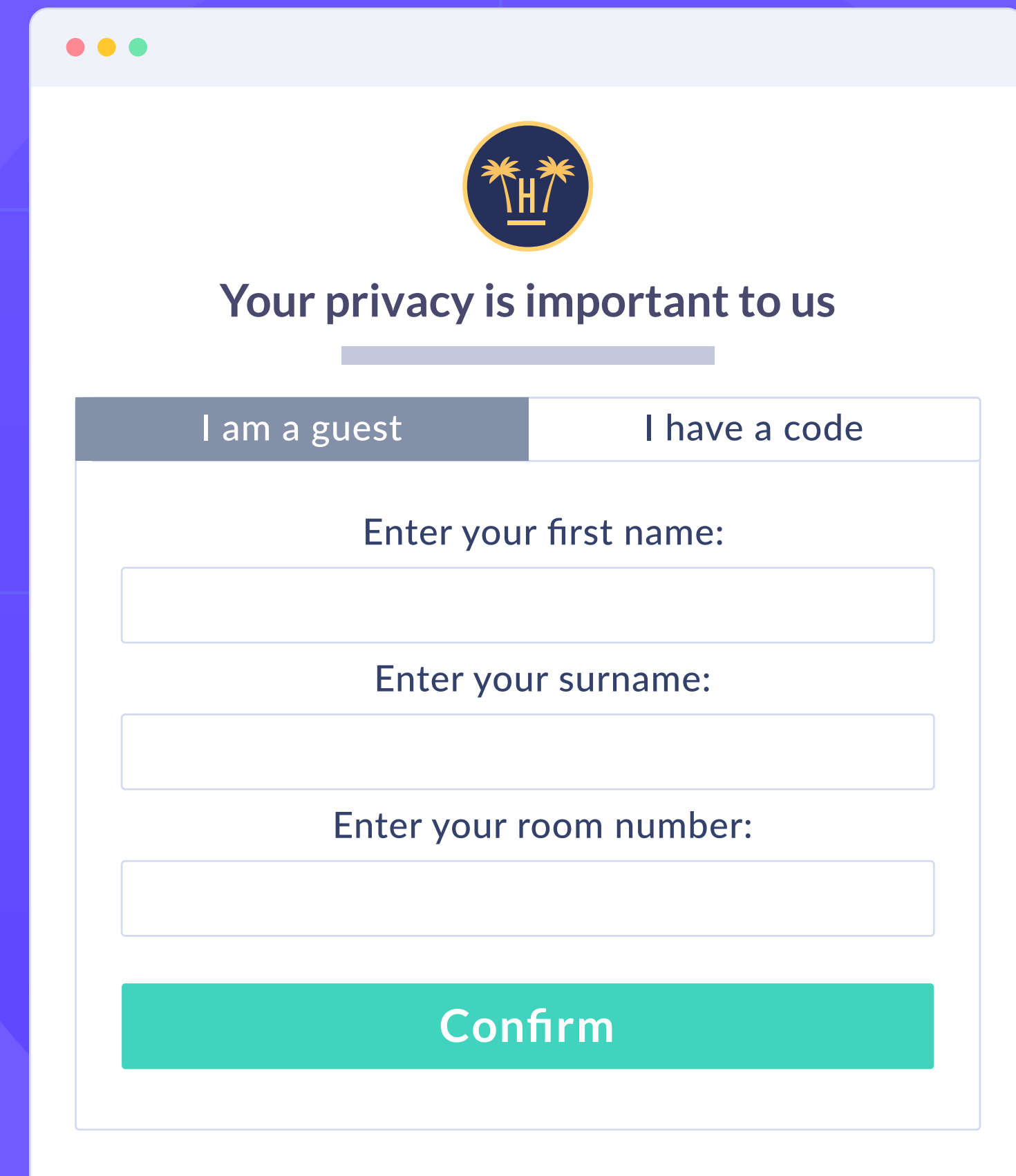




When integrating with a PMS, we need you to send several pieces of data so that we can integrate it with Hotelinking:

- Webservice or **API documentation** to recover data from the PMS.
- Access **credentials**.
- Test **environment**.

Portal Pro



The screenshot shows a web form with a logo at the top center featuring two palm trees and the letter 'H' inside a circle. Below the logo is the heading "Your privacy is important to us". There are two tabs: "I am a guest" (selected) and "I have a code". The form contains three input fields: "Enter your first name:", "Enter your surname:", and "Enter your room number:". At the bottom is a green "Confirm" button.

I am a guest | I have a code

Enter your first name:

Enter your surname:

Enter your room number:

Confirm

Portal Pro

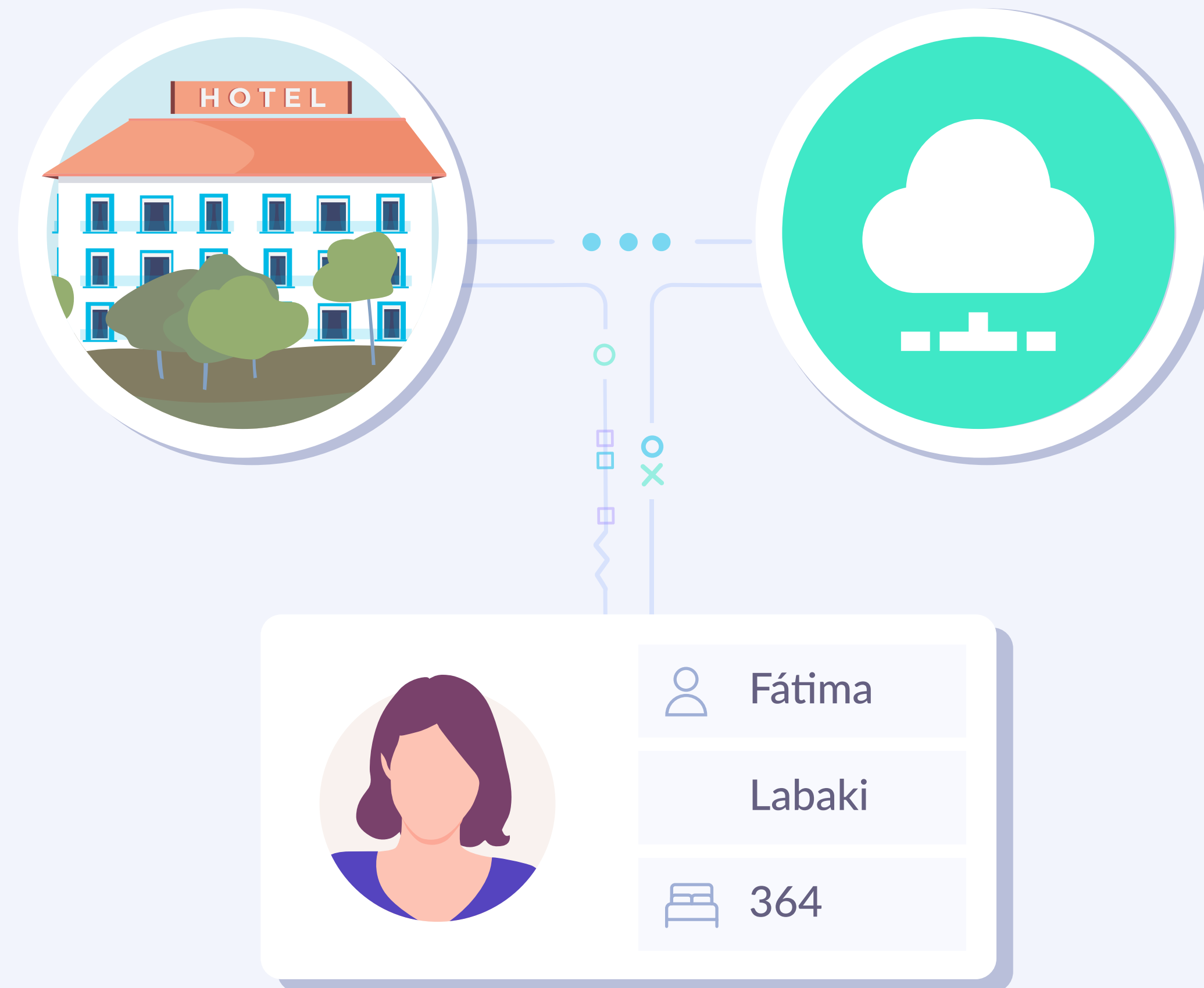
**Services included
with Portal Pro**



Real-time consolidation of data

With the PMS being integrated and Portal Pro being activated, the user connecting via Wi-Fi can be validated in real time.





By entering data such as surname and room number, **this will be cross-checked with the PMS to verify that said user/guest is staying in the property.** To do this, the guest needs to have already checked in.

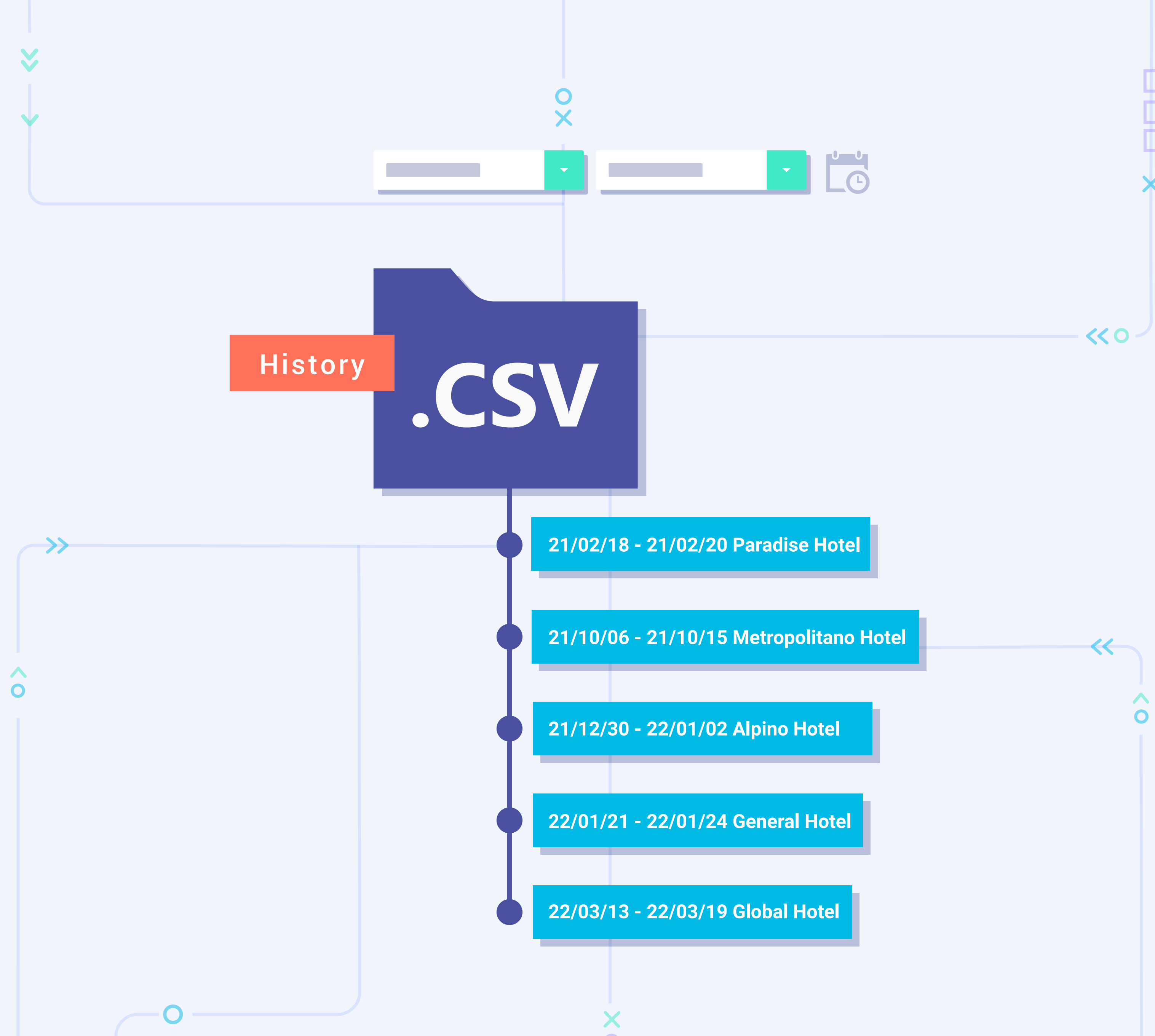
The screenshot shows a web application interface for 'Hotel Paraiso'. At the top left is the 'hl app by hotelinking' logo. At the top right is the 'Hotel Paraiso' name and a circular logo with palm trees and the letter 'H'. Below the logo is the title 'Client profile' and a 'Go back' button. The main content area is titled 'Basic inf.' and contains a profile card for 'Luís Orts'. The card includes a profile picture, the name 'Luís Orts', and the text 'Last room: 007'. Below the name are several fields of personal information: 'Personal information', 'Email: l.orts@gmail.com', 'Nationality: Es', 'Gender: Man', 'Date of Birth: 1980.05.23', and 'ID: 43110012L'. At the bottom of the card, it lists 'Devices connected to our WiFi' with details: 'Windows 10', 'Registered from: Form', 'First login: 31.03.21', and 'Last connection: 14.04.22'.

After validation, in a parallel process, **Hotelinking will import the designated fields of interest** (booking channel, room type, etc.) and the user profile in the Hotelinking system.



These data are available at all times for the hotel, whether to download or to import them into the CRM, allowing them to be used in marketing campaigns.

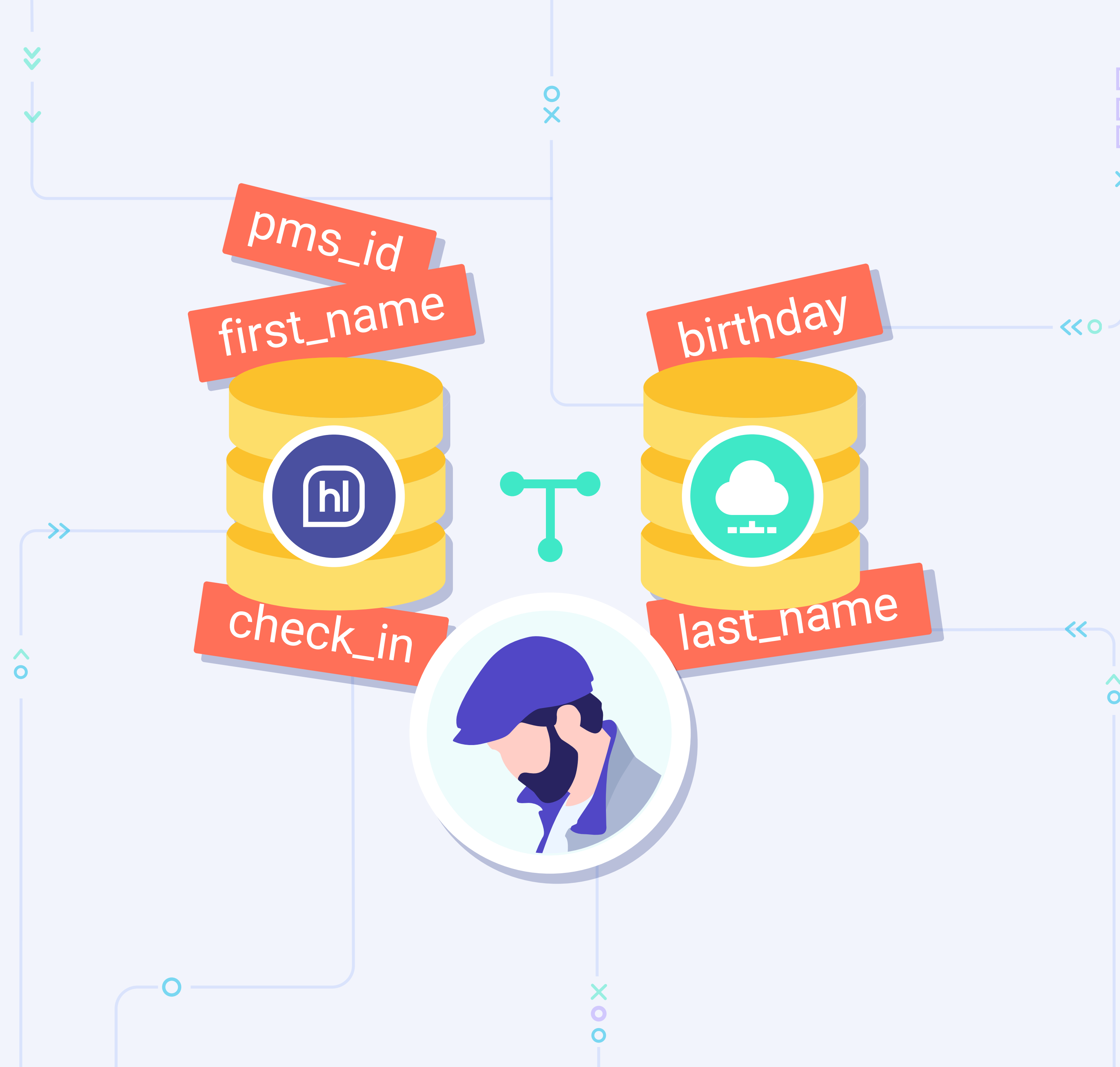
Nota: With the PUSH function offered to us by the PMS, we can send key Hotelinking data (such as email address, social details, etc.) back to the PMS' cardex.



The possibility of importing old date with Data Match

Hotelinking also offers users the chance to **import old data**, dating back to before the data capture, via Wi-Fi.

For this, we need a CSV file with an old data base covering the period between the date of interest to the most recent date possible of all the hotels.



The Data Match process will cross-check the information of both data bases, obtaining a **single user with enriched data**.

Portal Pro

Portal Pro operation





Your privacy is important to us

To prove that you are a guest of this hotel,
please enter the following data:

I am a guest	I have a code
Enter your first name:	
<input type="text"/>	
Enter your surname:	
<input type="text"/>	
Enter your room number:	
<input type="text"/>	
<input type="button" value="Confirm"/>	

Portal Pro for hosted guests

Portal Pro: It is the portal that will appear before the classic captive portal when the guest connects to the WiFi, through which we will do a data check.

If the guest is staying at the hotel, they will have to fill in the 3 fields that are requested in the first tab (name, surname and room).



Your privacy is important to us

To prove that you are a guest of this hotel,
please enter the following data:

I am a guest	I have a code
Enter your first name:	
<input type="text" value="Carlos"/>	
Enter your surname:	
<input type="text" value="Martínez"/>	
Enter your room number:	
<input type="text" value="127"/>	

The data you have entered do not match our records.
If you are a guest of this hotel, please try again later or talk to reception staff.

Incorrect data

If the data you have entered are not valid, you will be returned to the **Portal Portal Pro** and asked to fill in the 3 obligatory fields once again.

The guest must request Wi-Fi access after they have checked in, as if their data are not found in the PMS they won't be able to follow the Internet connection process.



Your privacy is important to us

To prove that you are a guest of this hotel,
please enter the following data:

I am a guest	I have a code
Please enter your access code:	
<input type="text"/>	
<button>Confirm</button>	

Portal Pro for non-hosted clients

In the case where we want to provide WiFi access to non-staying clients, the second tab gives the option to enter a password that will be provided by the hotel staff.



Your privacy is important for us

Hotelinking S.L. collects and processes your personal data during the WiFi connection about the begin as the data controller and as established in our [Privacy Policy](#).

We collect the data to guarantee a secure connection. The legal basis for this is the data controller's legitimate interest in preventing unauthorised access, detecting incidents and preventing attacks. The data collected will only be assigned to the hotel where you're staying to enable access to this WiFi service. The purpose thereof is to send you commercial communications related to the services contracted. The legal basis is the contract you signed with the hotel. You may contact us and exercise your rights of access, rectification, erasure, restriction of processing, objection and portability at dataprotection@hotelinking.com or as established in our [Privacy Policy](#).

I agree. Continue

[Go back](#)

Hosted guests

Non-guest customer



Your privacy is important for us

Hotelinking S.L. collects and processes your personal data during the WiFi connection about the begin as the data controller and as established in our [Privacy Policy](#).

We collect the data to guarantee a secure connection. The legal basis for this is the data controller's legitimate interest in preventing unauthorised access, detecting incidents and preventing attacks. If you consent, The data collected will only be assigned to the hotel where you're staying to enable access to this WiFi service. The purpose thereof is to send you commercial communications related to the services contracted. The legal basis is the contract you signed with the hotel. You may contact us and exercise your rights of access, rectification, erasure, restriction of processing, objection and portability at dataprotection@hotelinking.com or as established in our [Privacy Policy](#).

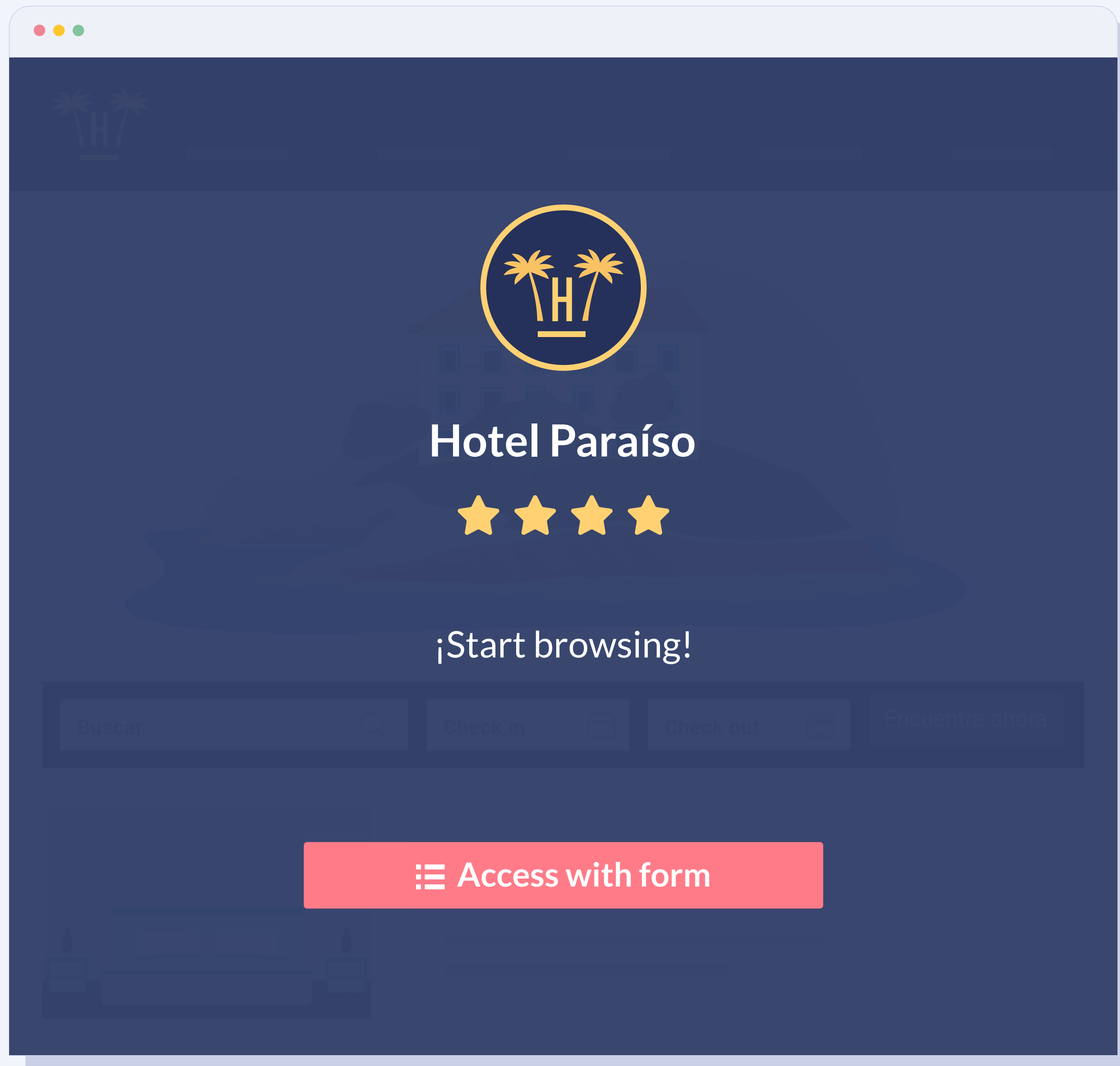
I agree to the assignment of my data to Paradise Hotel to send commercial communications on their service

I agree. Continue

[Go back](#)

Privacy

If they are not a guest, the user will have to accept the privacy terms and conditions to continue the process; if they are a guest, they will simply have to indicate that they agree to the legal notice and press 'continue'.



Requesting Wi-Fi access

When the user fills out his/her data, the portal will send this information to Hotelinking, who will in turn send it to the PMS (to check that the data are valid).

If the PMS tells us that the data are correct, we will allow **the guest to proceed to the classic Hotelinking portal**, where he/she will be given the option of connecting to Wi-Fi via form.

Guest Wi-Fi access

If the guest connects to Wi-Fi by filling out a form, we will only ask them for their email address. All other data will have been provided to us beforehand.

Should an empty field come to us from the PMS, such as their date of birth, gender, or nationality, the form will automatically ask for those fields so that the complete information can be entered.

The advantage of this service is that it allows us to cross-check the data in real time against the PMS, with 100% data accuracy.

Authenticate to access WiFi

Email* (required)

Access WiFi

Authenticate to access WiFi

Name* (required)

Carlos Martínez

Email* (required)

Tu email aquí...

Gender* (required)

Hombre

Date of birth* (required)

1975

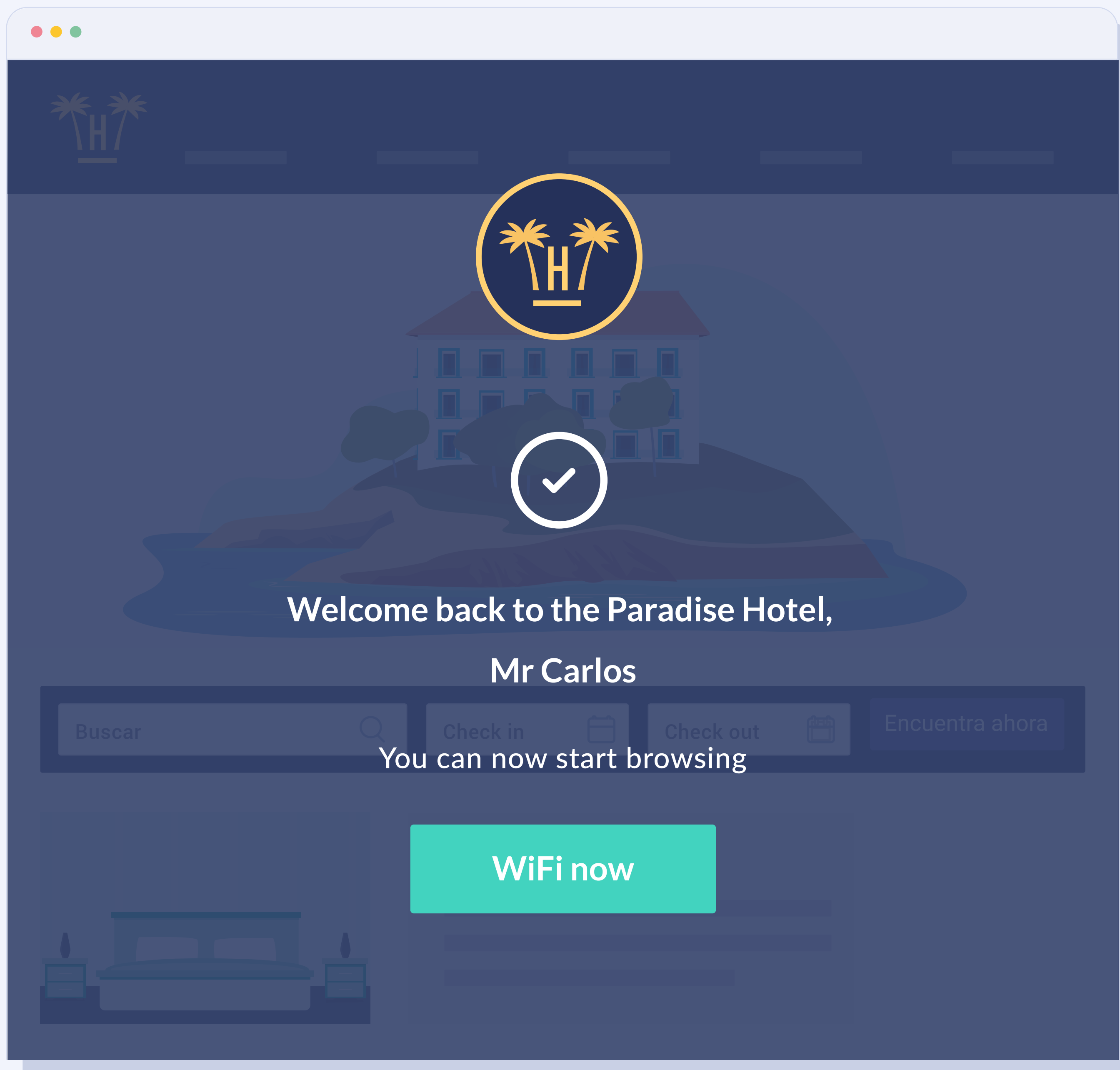
01

03

AccessWiFi

Non-guest Wi-Fi access

Non-guests are asked for more data, as this information does not exist in the PMS. This data will allow us to include them in our data base.



Completed Wi-Fi access

Portal Pro is a more restrictive, but more secure service.

Guests will only be able to connect to Wi-Fi after they have checked in and reception staff have entered their data in the PMS.

Your privacy is important to us

To prove that you are a guest of this hotel,
please enter the following data:

I am a guest	I have a code
Enter your first name:	
<input type="text" value="Carlos"/>	
Enter your surname:	
<input type="text" value="Martínez"/>	
Enter your room number:	
<input type="text" value="127"/>	
<input type="button" value="Confirm"/>	



Your privacy is important for us

Choose your profile:

Name: Carlos Martínez Date of birth: 03 / 01 / 1975
Name: Carlos Antonio Martínez Date of birth: 15 / 05 / 1980

People with similar names

Sometimes, two people will have a similar (e.g. father and son). In this case, **the guest will be asked to choose their personal profile from a list of similar results.**

Authenticate to access WiFi

Name* (required)

Julia Sanz

Email* (required)

Your email here...

Gender* (required)

Woman

Date of birth * (required)

2006

11

07

Based on your date of birth, you are not old enough to provide consent for the processing of your data. Do you have the consent or your parents or legal guardians for this?

Access WiFi

Minors

If a minor connects to the Wi-Fi, his/her parents will need to provide their **consent** for the child's data to be processed by ticking a checkbox.

RETRIEVED DATA	THE DATA SOURCE IS HOTELINKING	THE DATA SOURCE IS THE PMS
NAME		✓
SURNAME/S		✓
VERIFIED EMAIL	✓	
PHONE NUMBER		✓
PASSPORT/ID NUMBER		✓
GDPR CONSENT STATUS	✓	
DATE OF BIRTH		✓
NATIONALITY		✓
COUNTRY OF RESIDENCE		✓
CITY		✓
ADDRESS		✓
POSTAL CODE		✓
LANGUAGE	✓	
GENDER (M/F)		✓
DEVICE BRAND	✓	
DEVICE MAC	✓	
DATE OF CONNECTION TO CAPTIVE PORTAL	✓	
UNIQUE HOTELINKING ID	✓	

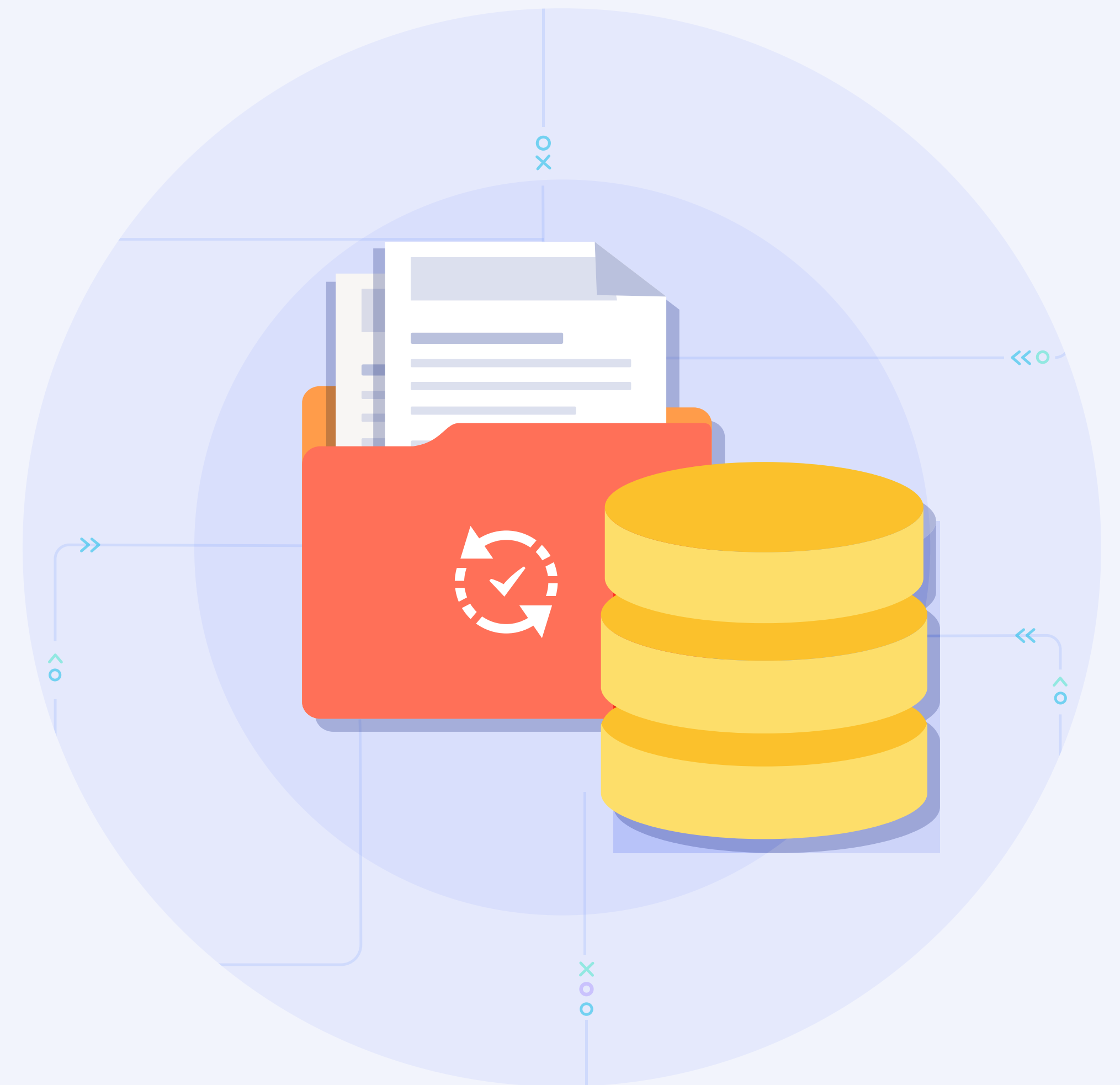
RETRIEVED DATA	THE DATA SOURCE IS HOTELINKING	THE DATA SOURCE IS THE PMS
USER SATISFACTION SCORE	✓	
TOTAL HOTEL/CHAIN VISITS	✓	
LAST HOTEL VISITED	✓	
ROOM NUMBER		✓
ROOM TYPE		✓
NAME OF HOTEL ROOM		✓
BOARD TYPE		✓
ADULTS IN BOOKING		✓
CHILDREN IN BOOKING		✓
BOOKING CODE		✓
BOOKING DATE		✓
CHECK-IN DATE		✓
CHECK-OUT DATE		✓
BOOKING CHANNEL		✓
BOOKING COMMENTS		✓
TOTAL NIGHTS OF STAY		✓
TOTAL BOOKING VALUE		✓
TOTAL EXPENSES DURING STAY		✓

List of fields retrieved by Portal Pro from the PMS, together with the data generated by Hotelinking itself

NOTE: The data retrieved from the PMS may be empty if the PMS does not have this data. Hotelinking only retrieves fields with data if the PMS contains that information beforehand.

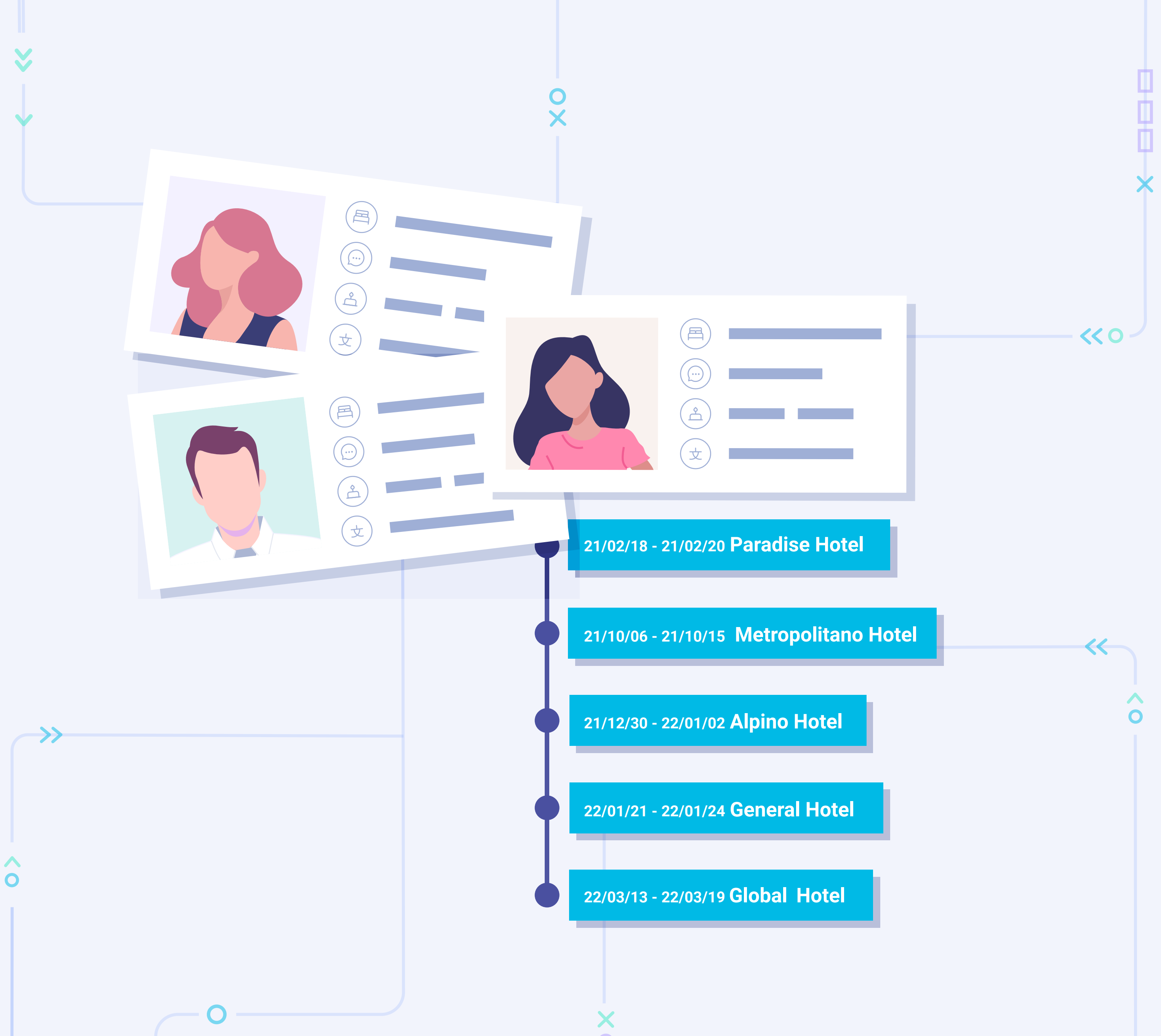
Portal Pro

Data Match operation for importing old data



Data Match operation

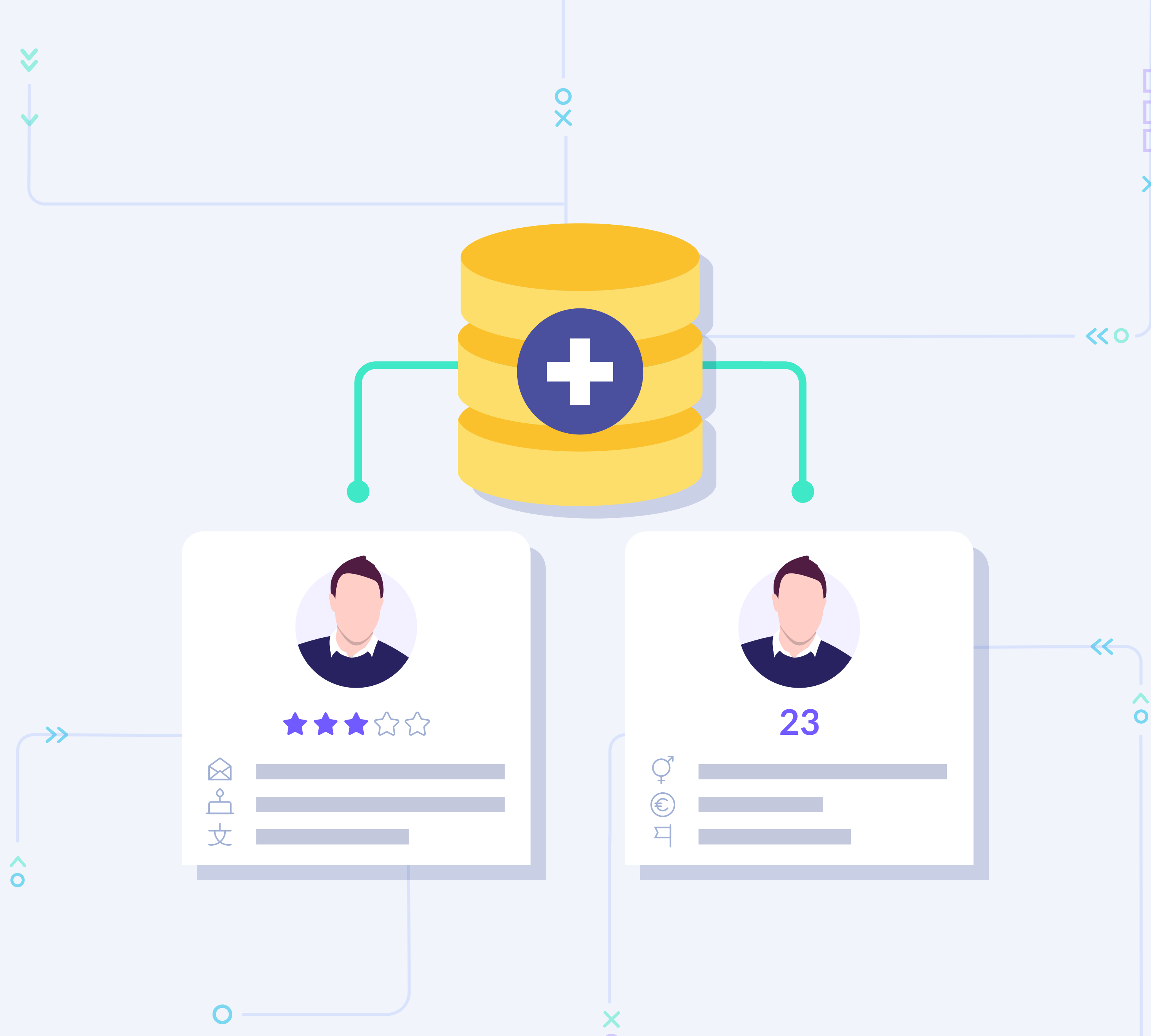
We will only use Data Match linked to the Portal Pro service when we want to obtain **old guest data before the service is launched.**



| Data enrichment with PMS

This is the process through which both data bases are compared (the Hotelinking database and the PMS data base). The aim is to find and identify the same user in both data bases. This allows us to **enrich both data bases**.

This is a system of probabilities in which a set of approximations provides us with a result. As this is not an objective system, we are unable to attain 100% of the data.



hl app by hotelinking

Hotel Paraíso

Datamatch

Go back

For more details, you can make a click in a register.

Search Show entries Previous 1 Next **Export**

Consolidate data							
E-Mail	Name	First name	Gender	Birthday	Nat.	Checkin	Checkout
s.garcia@gmail.com	Sara	García	Mujer	22.06.83	ES	04.07.21	08.07.21
██████████	██████	██████████	██████	██████████	██	██████████	██████████
██████████	██████	██████████	██████	██████████	██	██████████	██████████
██████████	██████	██████████	██████	██████████	██	██████████	██████████
██████████	██████	██████████	██████	██████████	██	██████████	██████████

.CSV

We are able to import old data automatically (if the PMS so allows) or manually.

If we opt to carry out a manual importation, we will need the hotel or the PMS to send us a CSV with the old data base that adheres to the aforementioned requirements, using the CSV that can be downloaded [here](#) as a reference.

In any case, Portal Pro needs the PMS to be integrated with Hotelinking.

Data Match

The image displays three user profile cards arranged horizontally. Each card contains a circular profile picture, a row of seven icons, and a progress bar below. The icons represent different data attributes: a flag, an envelope, a female symbol, a Euro symbol, a person icon, a calendar, and a bed. The progress bars are partially filled with blue, indicating the level of data enrichment for each user. The middle card is slightly offset forward, overlapping the others.



What is Data Match?

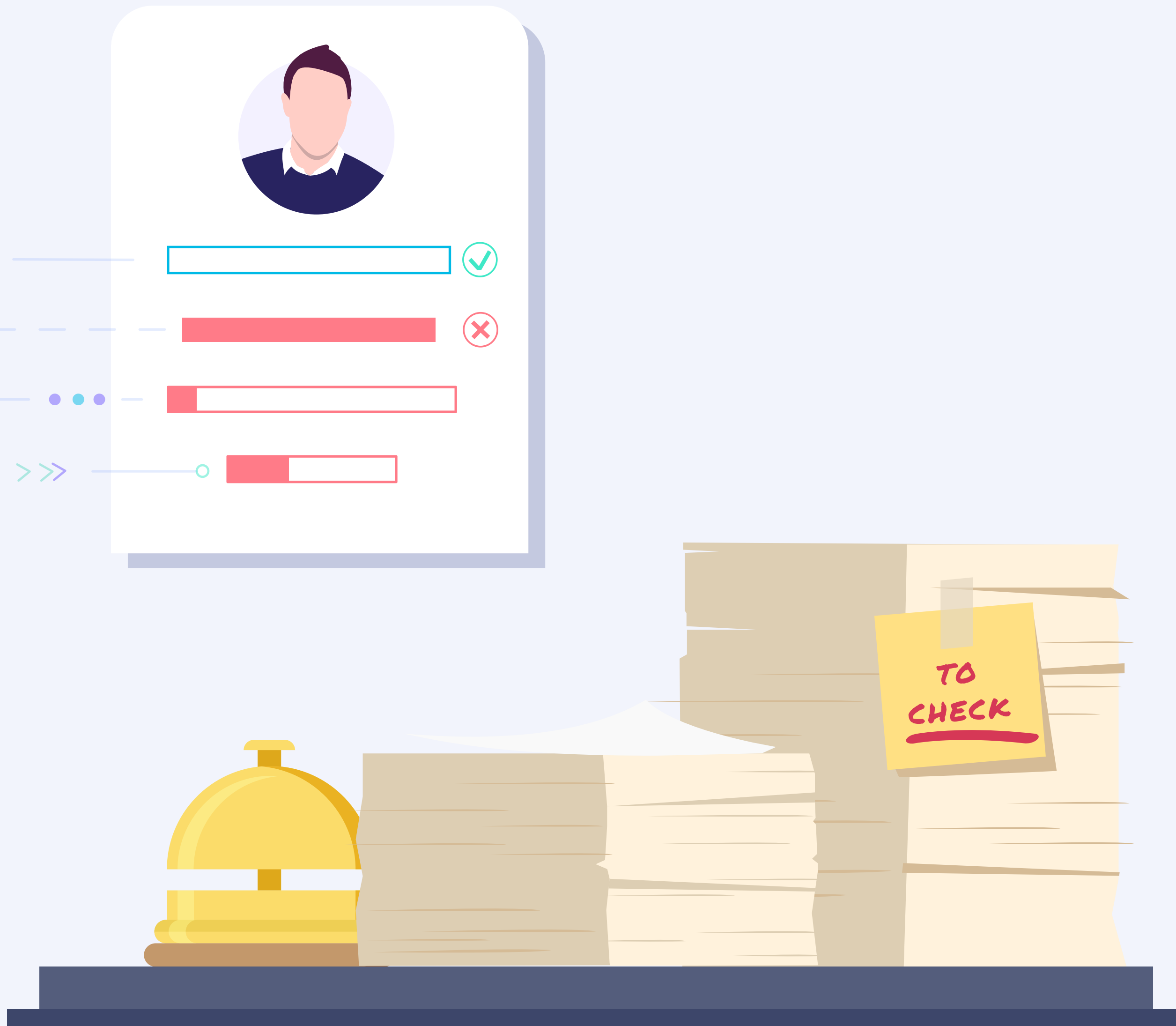
This service can be acquired as an alternative to Portal Pro when we don't want to capture information through Hotelinking's Captive Portal.

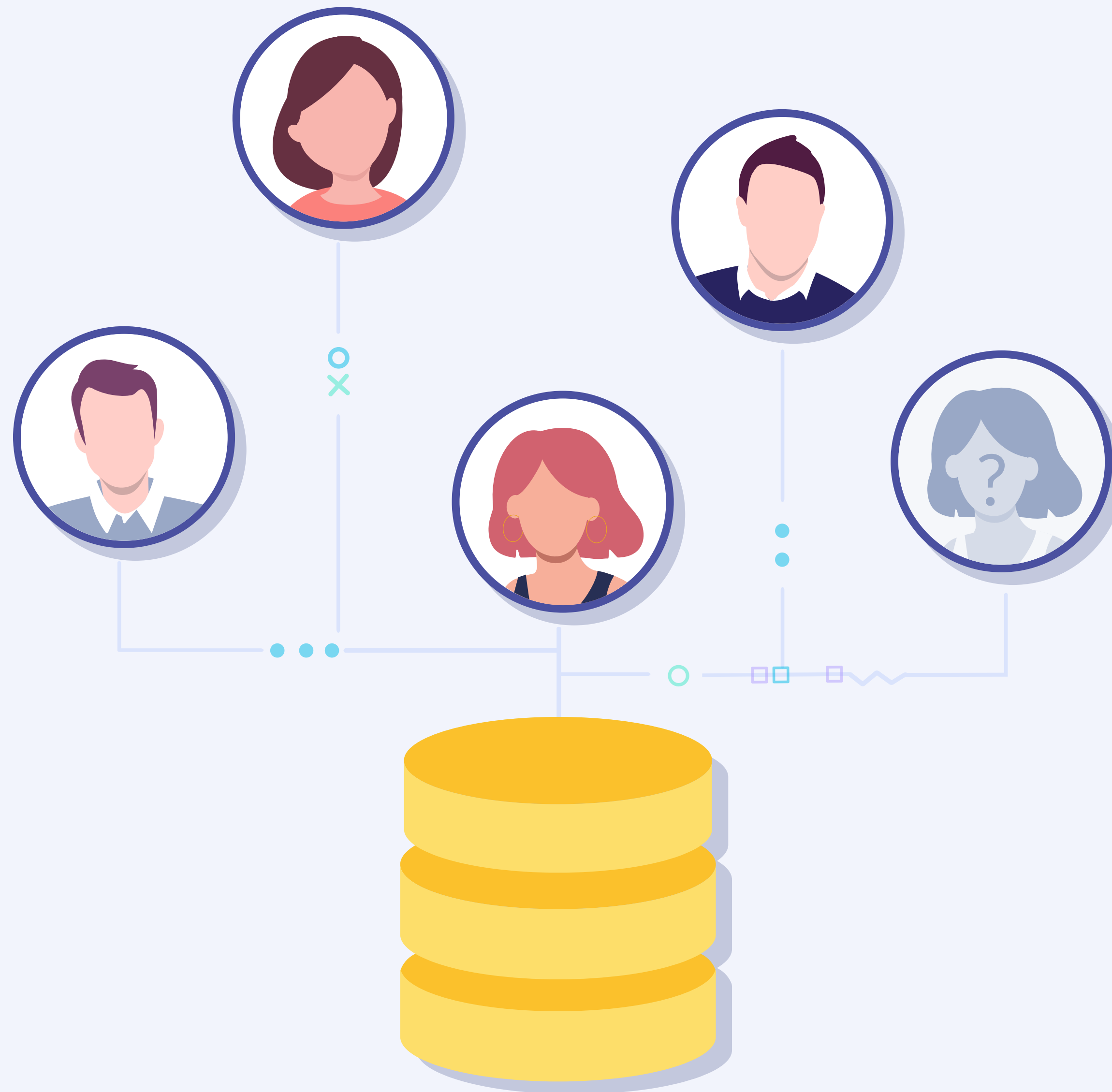
In this case, we can opt to periodically match the data, periodically connecting to the **PMS**. Once the integration is complete, we can set the frequency with which we want to cross-check the data obtained via the hotel's **Wi-Fi** with the **PMS**. For old date, we will use the same system mentioned above in this document

Prerequisites to be considered

The risks are that reception staff fail to enter the guest's information in the PMS cardex 100% of the time; that their companions run out of mobile internet; different criteria when entering data; forgetting information, etc.

The PMS must have a means of integration that Hotelinking can use to regularly and automatically extract guest data.





This is most commonly done via **API** or **Webservice**.

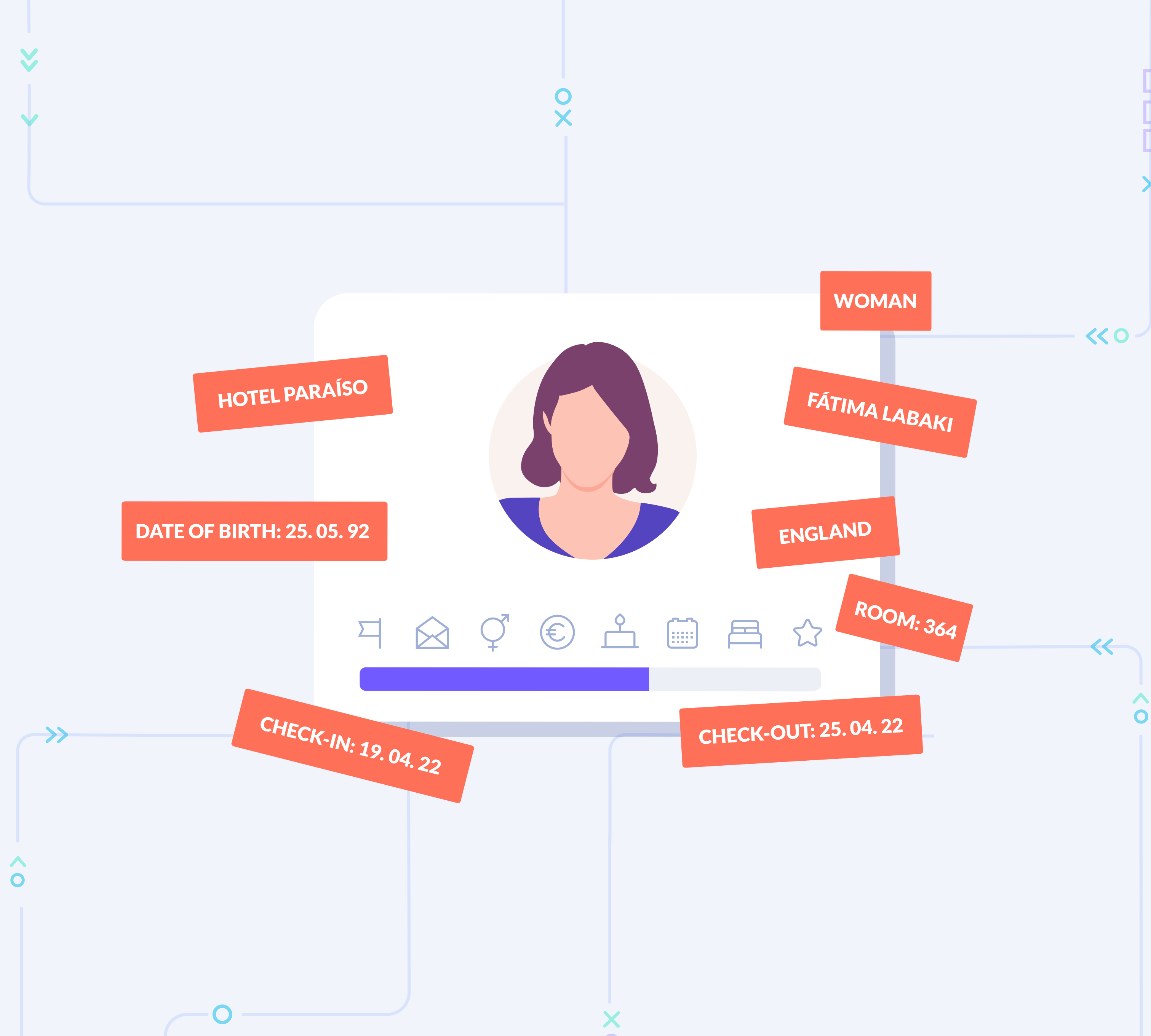
As such, if high-quality data are not obtained from the PMS, it will be difficult to attain a high success rate with Data Match.

Data quality

The success of the Data Match process will primarily depend on the quality of the data for each guest that are stored in the PMS.

The main data required to ensure a positive Data Match are:

- The guest's first name and surname.
- Date of birth.
- Gender.
- Nationality.
- Room number.
- The hotel the guest stayed in.
- Date of check-in.
- Date of check-out



Data Match

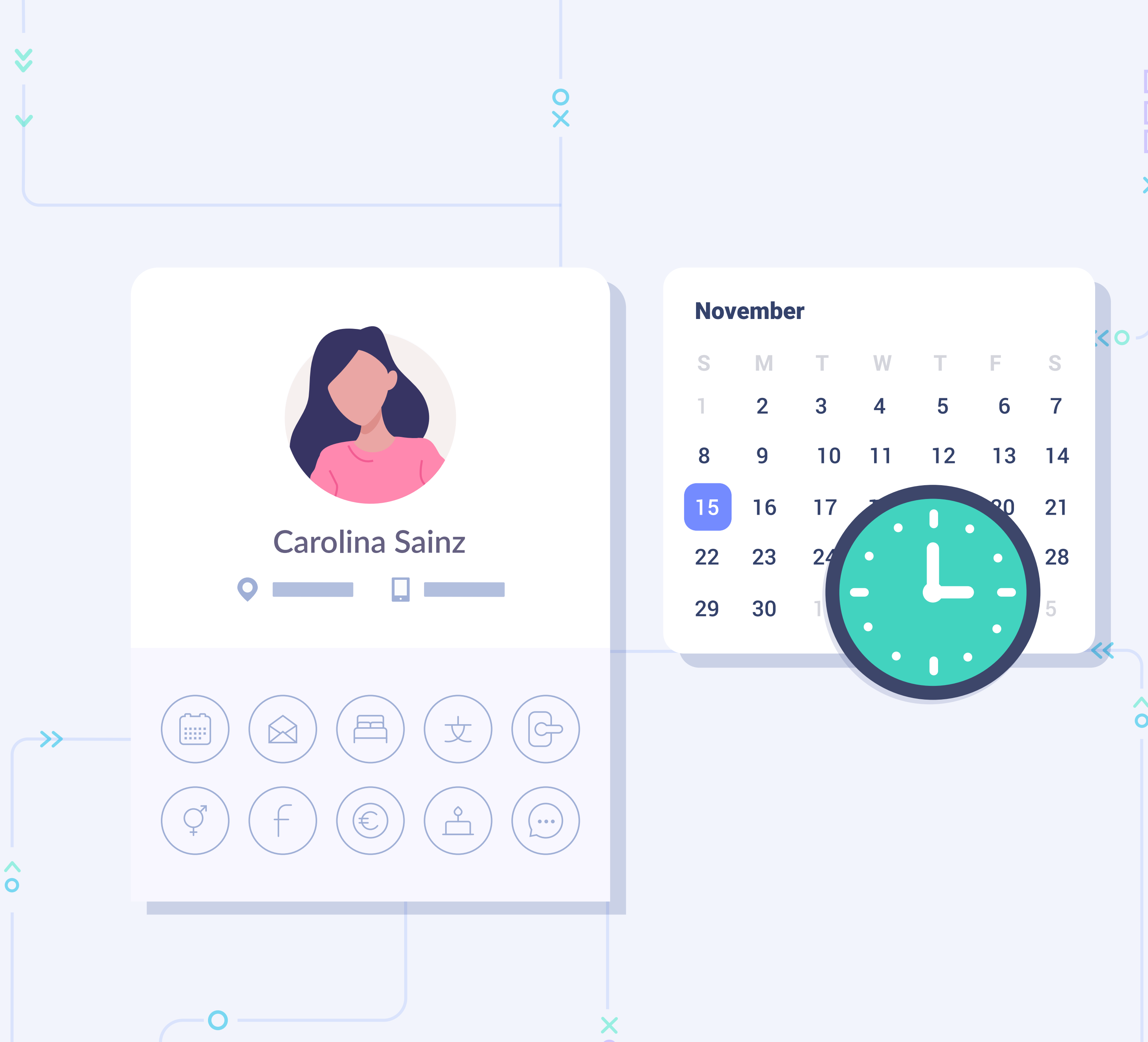
Data Match operation



Automatic process

Once the PMS has been integrated with Hotelinking for regular and automatic data collection, Hotelinking's matching tool shall cross-check the data between both data bases.

The frequency of automatic matching can be set to every day, week or month. Once the matching process has finished, the system generates a CSV file that is stored in the same system as a copy of the cross-checked data base.



The CSV file about the platform user will be available to download. Prior to launch, you will need to reach an agreement with the guest about the other fields to import from the PMS to enrich the guest profiles (booking channel, room type, production, consumption, children, etc.).



Lastly, if you have subscribed to a CRM (Salesforce, Cendyn, Hubspot, Mailchimp, etc.), **the results can be automatically imported into it.**

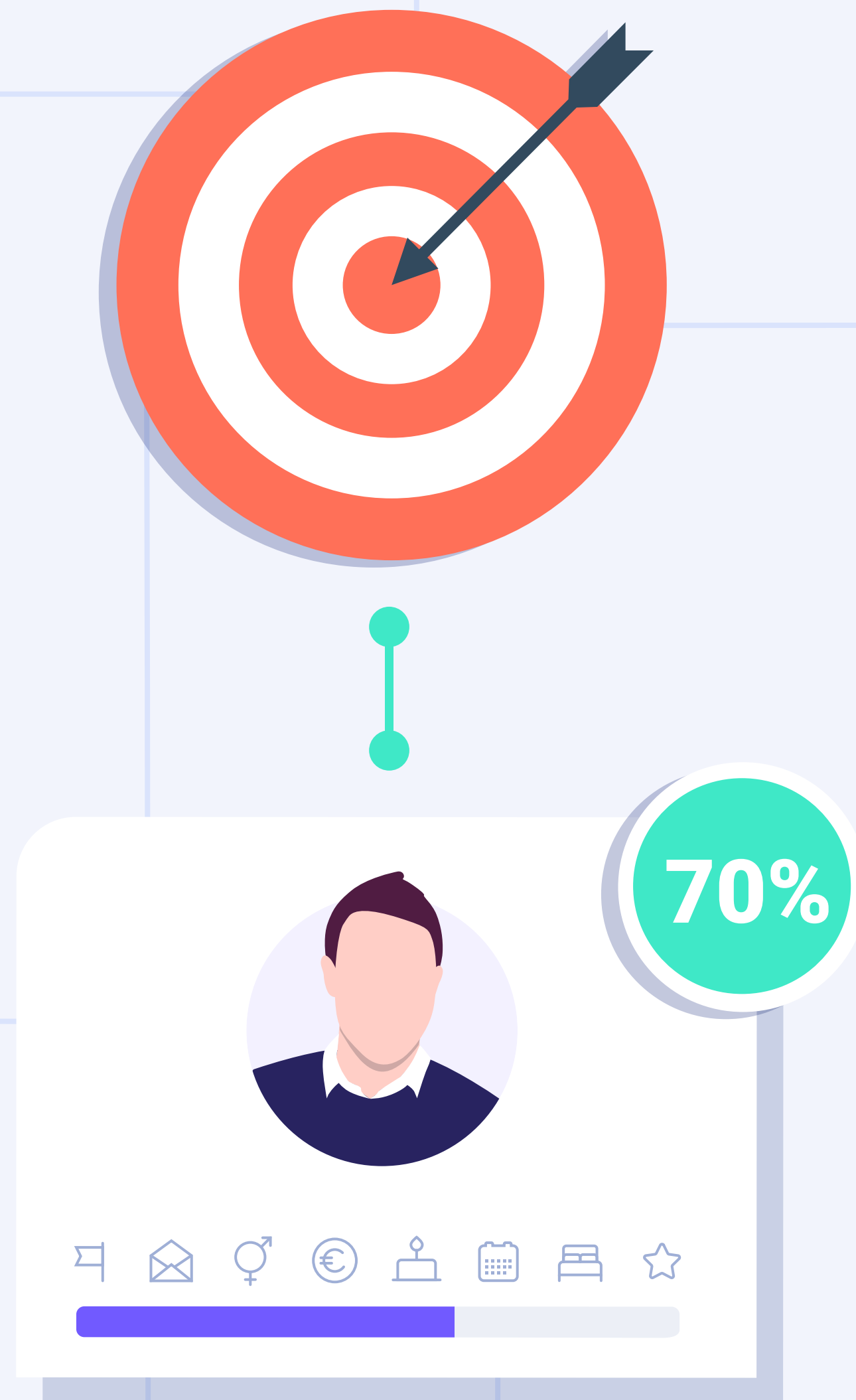
Suppose the CRM already had a contact to which the WiFi module had previously sent information, but thanks to the Data Match, new data from the PMS has been generated. In that case, the profile will be automatically updated.



Expected results

Data Match's expected average success rate is 70%.

Based on prior experience, the **Wi-Fi** data base often contain a percentage of guest who have used the **Wi-Fi** connection but have never stayed in the hotel: hotel employees, external visits, etc.



Of this group of people, who may occasionally represent 10-20% of the total users who have connected to the **Wi-Fi**, none of them will be included in the **PMS** data base as they have not checked in to the hotel.

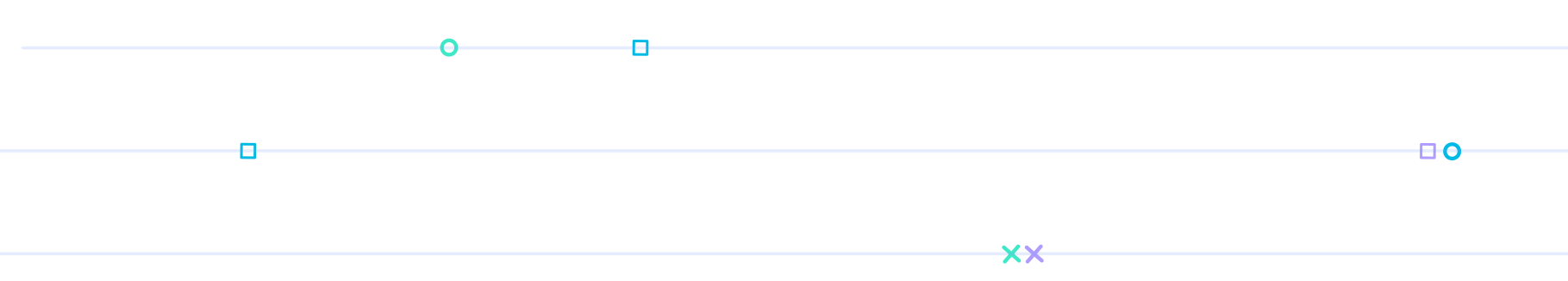


Related content

Portal Pro. Data enrichment with PMS

Portal Pro operation

Suite of contactless tools for hotels



hotelinking

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Carretera de Valldemossa, Km. 7,4 Parc Bit. Edifici Disset 3^a Planta Puerta D7, 07120

www.hotelinking.com | help@hotelinking.com

