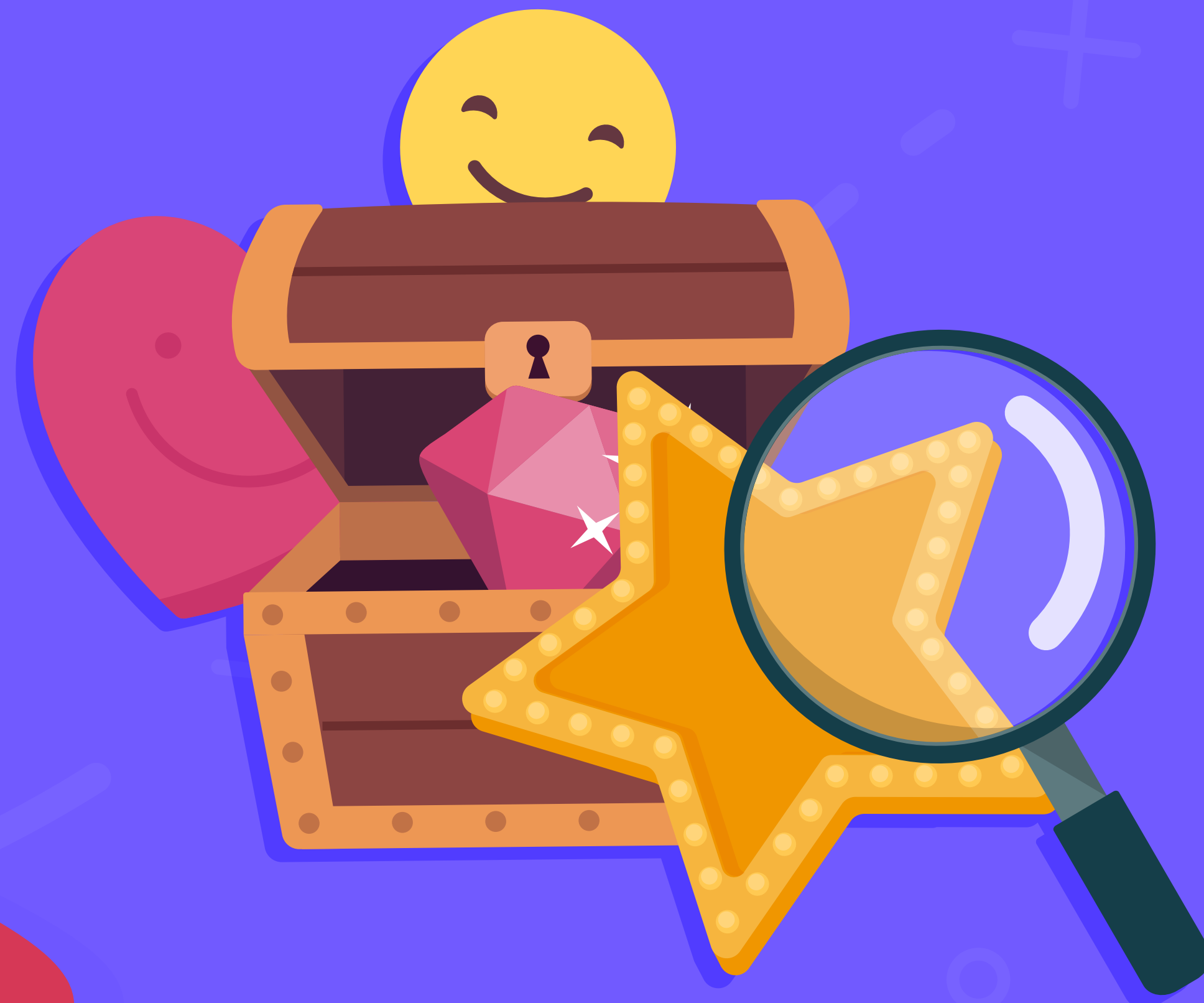


Pro Features.



hotelinking

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Personalised Guest Satisfaction Surveys.





Paradise Hotel

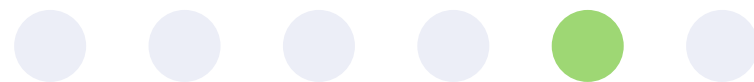
The average score granted by our guests is 8.5

What do you think about the service provided by hotel associates?

MOVE THE CURSOR FROM LEFT TO RIGHT AND SELECT THE SCORE YOU WANT.



Next



Personalised Guest Satisfaction Surveys.

Fostering the loyalty of your guests is essential to increase your direct sales. A satisfied customer can come back and recommend your property.

This is why we introduce a new service to obtain valuable information from your guests: 'personalised guest satisfaction surveys'.





What are they?

It is a kind of survey that completes the current guest satisfaction survey that Hotelinking offers.

This survey can be personalised for each hotel and enables you to ask more specific questions to guests about the property and the services you offer. It can be sent together with the satisfaction survey or at a later stage once this has been sent.

Thanks to these personalised guest satisfaction surveys, you can learn what your guests think about you and implement improvement actions.



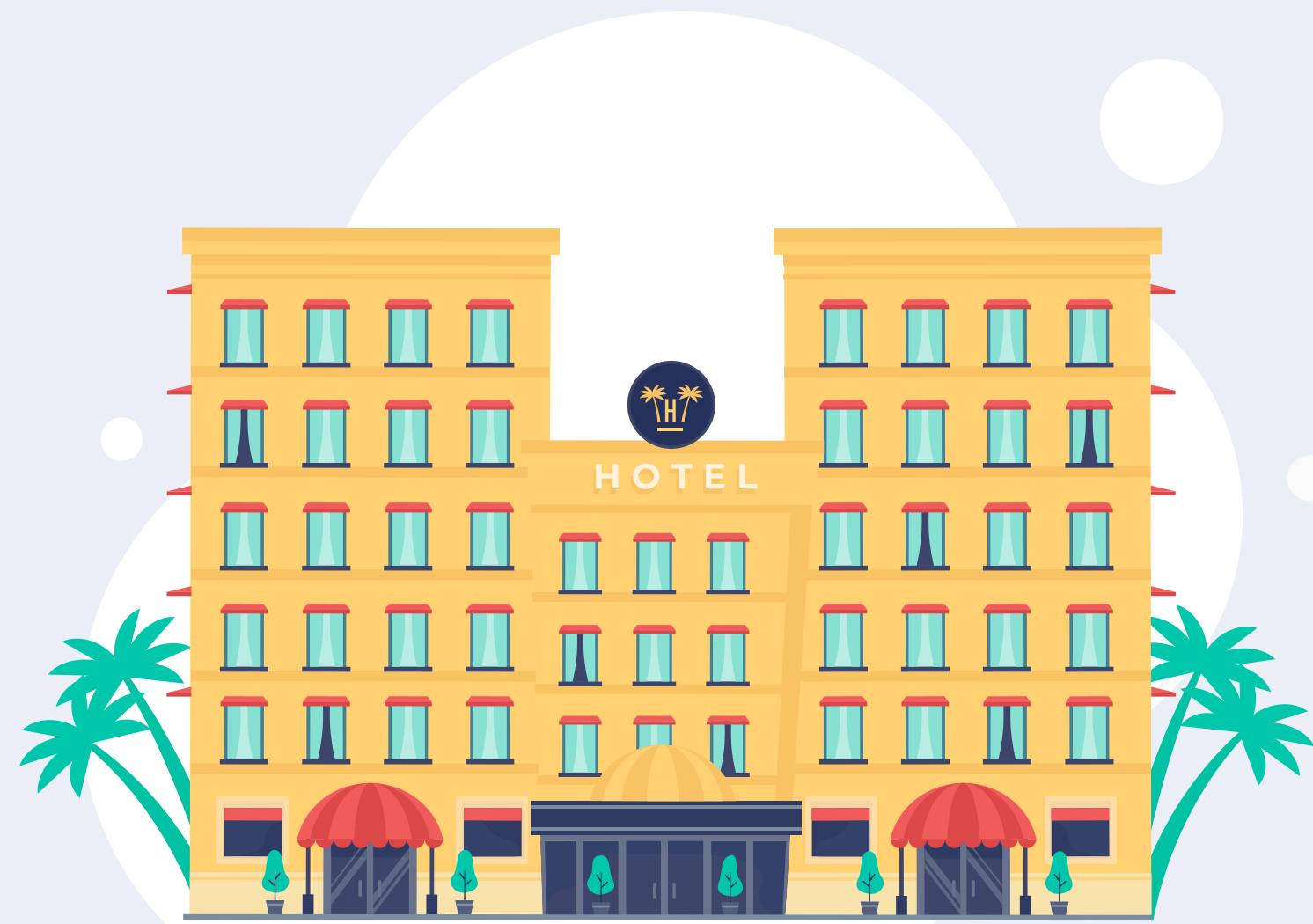
Foster guest loyalty.

By asking them for their opinion about the service they have received, you create a feeling of differentiation, showing interest for them, and they will feel closer to your brand. They will possibly keep you in mind for future reservations.



Encourage direct sales.

The feedback you will obtain from your guests will enable you to improve your services, and with this information you will be able to run personalised marketing campaigns that can potentially become new direct reservations.



Attract new customers.

A happy guest comes back and also recommends. By making your guests happy, they will be your best brand ambassadors.





| Grow as a brand.

The information you will receive will enable you to improve your services and grow as a brand:

If you listen to the opinions of your guests and you make the changes they recommend, you will be creating a service tailored to their needs.



I Mailing options.

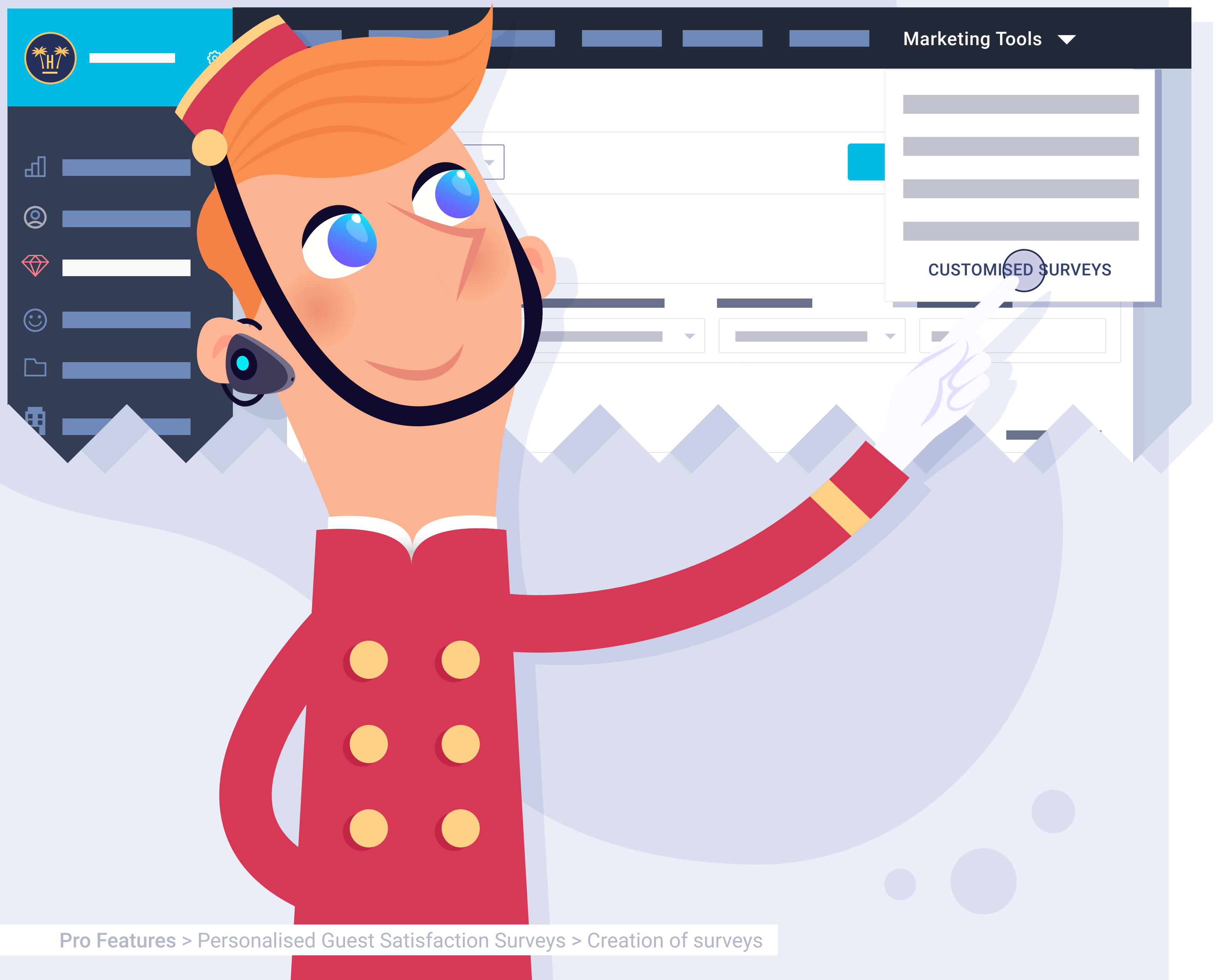
Currently, Hotelinking offers the satisfaction survey that includes just one evaluation and the possibility of leaving a comment with the observations of the guest.

With this new service, on our dashboard we can create personalised guest satisfaction surveys and select if we want to send it to the guest together with the current guest satisfaction survey or send it at a later stage.

Personalised Guest Satisfaction Surveys.

Creation of surveys.





Accessible from my dashboard.

To create the surveys, we will go to our current dashboard, in the upper menu we will select the 'Marketing Tools' option, which will unveil the different options; click on 'customised surveys'.

Custom surveys

Activate personalised surveys

Custom surveys configuration

Allow an optional comment for each question in the customized survey

Send warning email if a question score is found below the minimum score set for satisfaction survey

Time that must pass to send the personalised surveys

Send personalised survey email at the same time as the satisfaction one

Send personalised survey email after than satisfaction one

[Save changes](#)

Use questions by: Chain Hotel

[Create category](#)

Customized satisfaction surveys categories and questions - Hotel

Hotel	Delete category
<p>Questions</p> <p>What do you think about the hotel so far?</p> <p>Add question</p>	<p>Optional <input checked="" type="checkbox"/></p> <p>Delete </p> <p>Language en</p>

General or specific questions by hotel.

It is possible to select the same questions for all the chain or different questions by hotel.

Also, a comment field can be added to each question, which will be showed when checking the survey.

Use questions by: Chain Hotel

Create category

Customized satisfaction survey categories and questions - Hotel

Hotel

Delete category

Questions

What do you think about the hotel so far?

Optional



Delete



Add question

Language



Cleanliness

Delete category

Questions

What do you think about the cleanliness of the rooms?

Optional



Delete



Add question

Language



Comfort

Delete category

Questions

What do you think about the comfort of the rooms?

Optional



Delete



Add question

Language



Creation of categories and questions.

First of all, we must create a category, as many as we like, and then all questions related to that category. We can create up to 50 questions in total.

To facilitate its use, we have a survey by default with a series of categories and questions.

We can eliminate or add new categories or create new questions in addition to the already existing categories.

Create questions



Questions are asked depending on language



Questions are asked depending on language



Questions are asked depending on language



Questions are asked depending on language



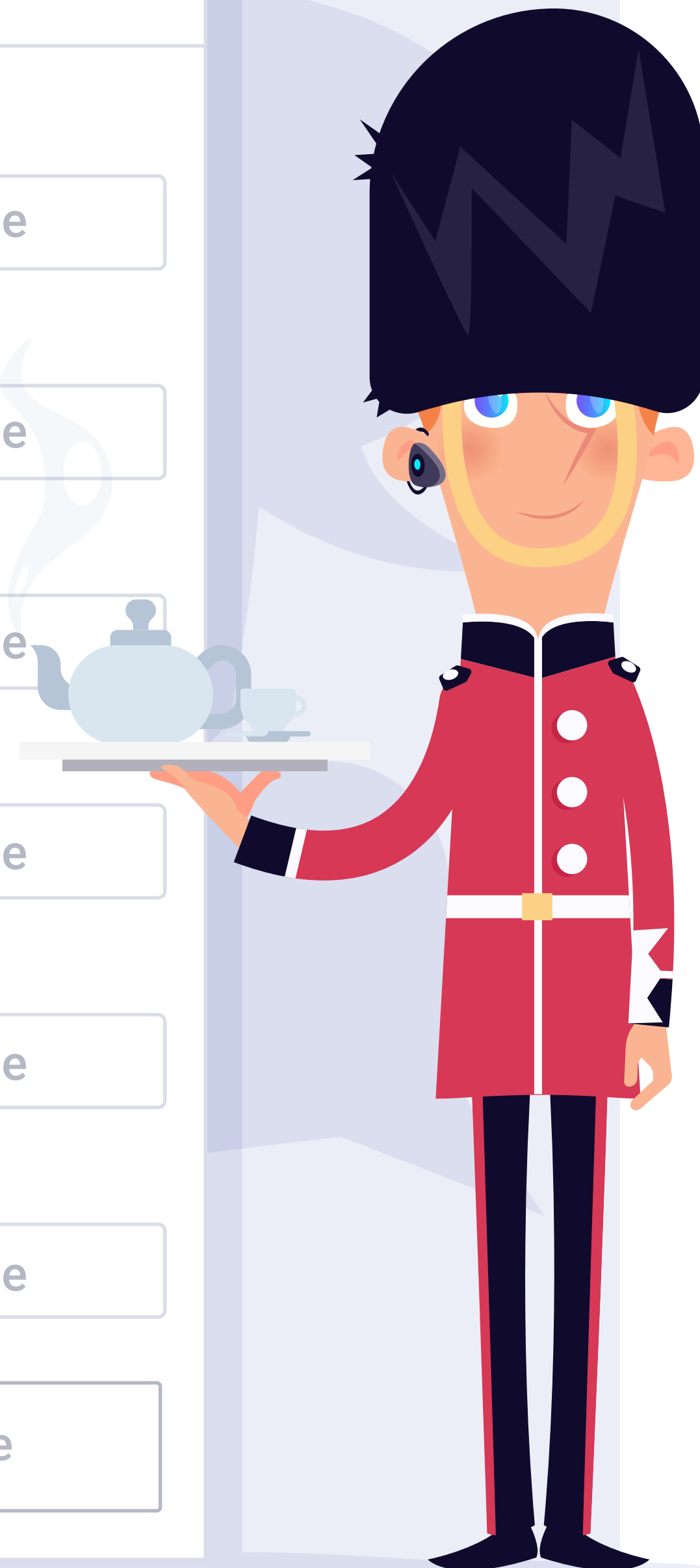
Questions are asked depending on language



Questions are asked depending on language

Create questions

Close



Languages.

Both the categories and the questions can be created in the different languages that the dashboard currently supports:

- Spanish.
- English.
- German.
- French.
- Italian.
- Catalan.

1 Time that must pass to send customised surveys

Send personalised survey and satisfaction survey at the same time

2 Time that must pass to send customised surveys

Send personalised survey and satisfaction survey at the same time

6 days 5 hours



When shall I send the survey?

Option : if we keep the box active, the personalised survey will be sent together with the guest satisfaction survey.

Option : we can choose to send the survey a few days after the guest satisfaction survey has been submitted, in this case we only have to indicate the number of days and hours afterwards when we would like it to be sent.

Personalised Guest Satisfaction Surveys.

How it works.

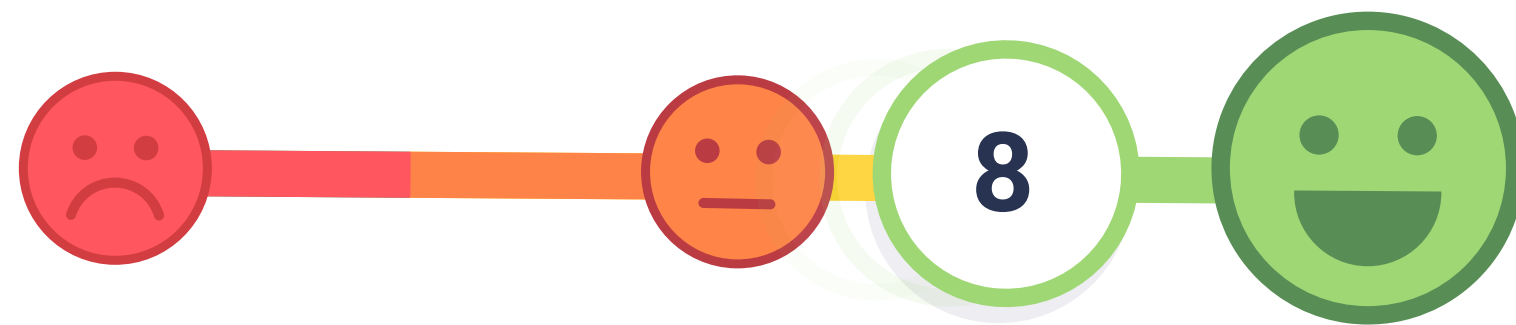




Paradise Hotel

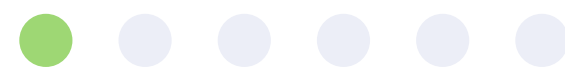
What do you think of the hotel so far?

MOVE THE CURSOR FROM LEFT TO RIGHT



 Leave a comment.

Next



Sending the 'personalised survey' together with the 'satisfaction survey'. (1/3).

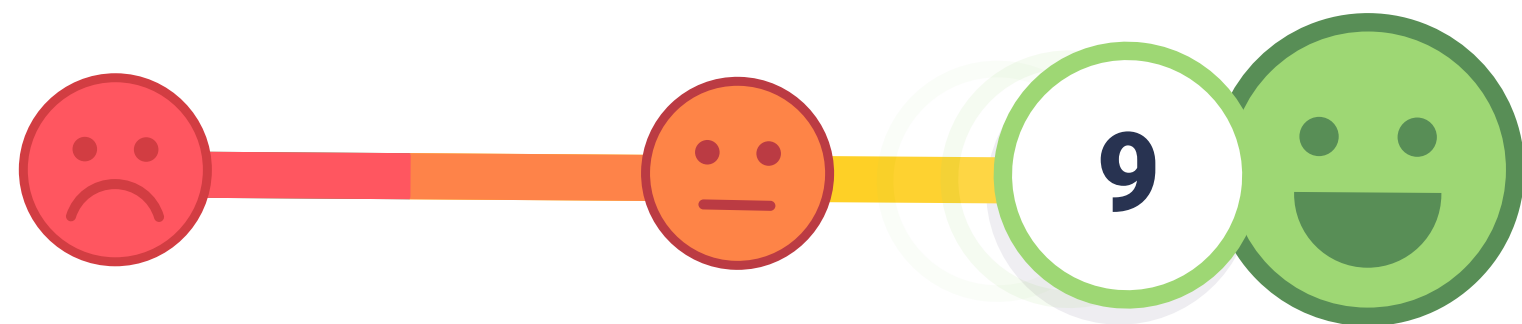
If the satisfaction survey is active, the detailed survey will appear just after adding the comment and clicking on 'next'.



Paradise Hotel

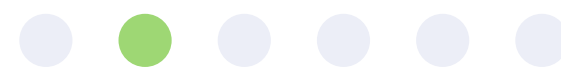
Satisfaction with hotel cleanliness.

MOVE THE CURSOR FROM LEFT TO RIGHT



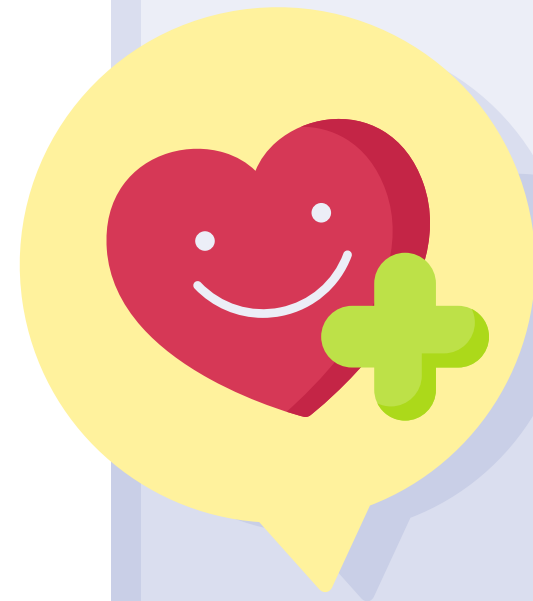
 Leave a comment.

Next



**Sending the
'personalised survey'
together with the
'satisfaction survey'.
(2/3).**

The guest will have to rate the rest of the questions.



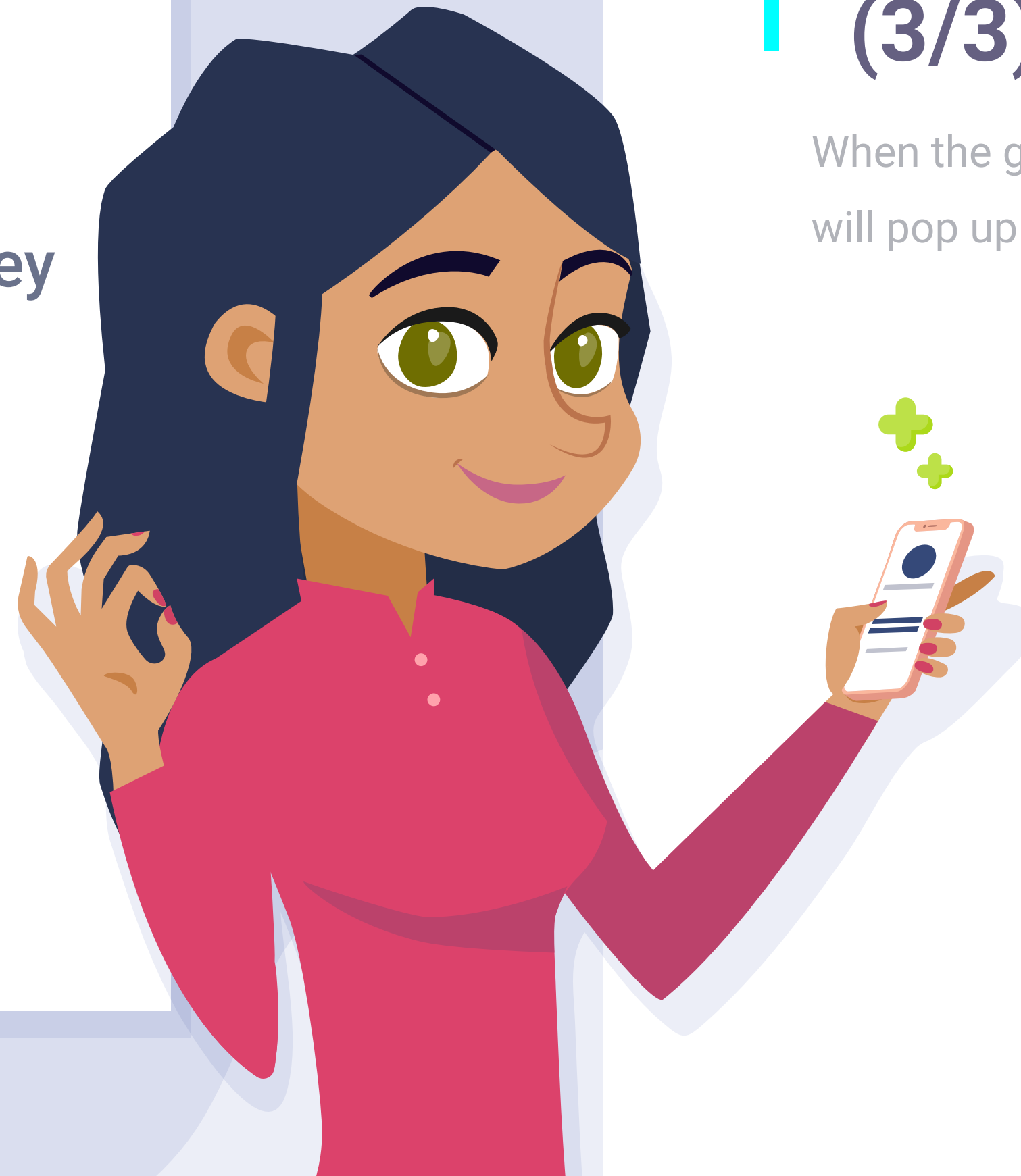
Thank you for completing the survey

Your answers will help us
to improve our services

YOU MAY NOW CLOSE THIS WINDOW

Sending the 'personalised survey' together with the 'satisfaction survey'. (3/3).

When the guest rates the last question, a screen will pop up thanking them for their opinion.





From: Paradise Hotel

Subject: Dear Miss Labaki, please send us your comments

Dear Miss Labaki,

Thank you for taking a few seconds to provide us with your detailed comments on your stay with us.

During your stay, you granted us a score of 8.7, and you also published the following comment:



Please, help us to understand better how satisfied you were with the following areas: cleanliness, comfort, facilities, staff, value for money and location.

[Go to survey](#)



Sending the 'personalised survey' at a later stage.

As we have previously indicated, from the dashboard we can also program the survey to be sent 'x' days after having received the satisfaction survey.

The satisfaction survey must always be sent before. In this case, a second e-mail will be sent reminding them that they already submitted a satisfaction survey and a second button that will take them to the personalised survey. Once it is completed, they will receive a thank you e-mail.



From: Paradise Hotel

Subject: Dear Miss Labaki, please rate your satisfaction and help us to improve.



**Dear Miss Labaki,
remember to evaluate your degree
of satisfaction and help us to improve
your stay.**

We hope that you are having a delightful stay with us. We remind you that you can rate your level of satisfaction from 0 to 10 and leave a comment so that we can improve your stay (should it be necessary).

[Rate your satisfaction](#)

Thank you very much, Paradise Hotel.



Reminder.

Should the user not have completed any of the surveys, we have the option of sending a new e-mail in which they can add the overall evaluation and the comment of the satisfaction survey to then fill in the personalised survey.

When they finish, they will receive a confirmation e-mail thanking them.

AUTOMATED NOTIFICATION SATISFACTION SURVEY

One guest has rated **Hotel Paraíso** below the cut-off mark (8) in the personalised satisfaction survey.

RATING AND SCORE

6.5

Not bad, but it can be improved

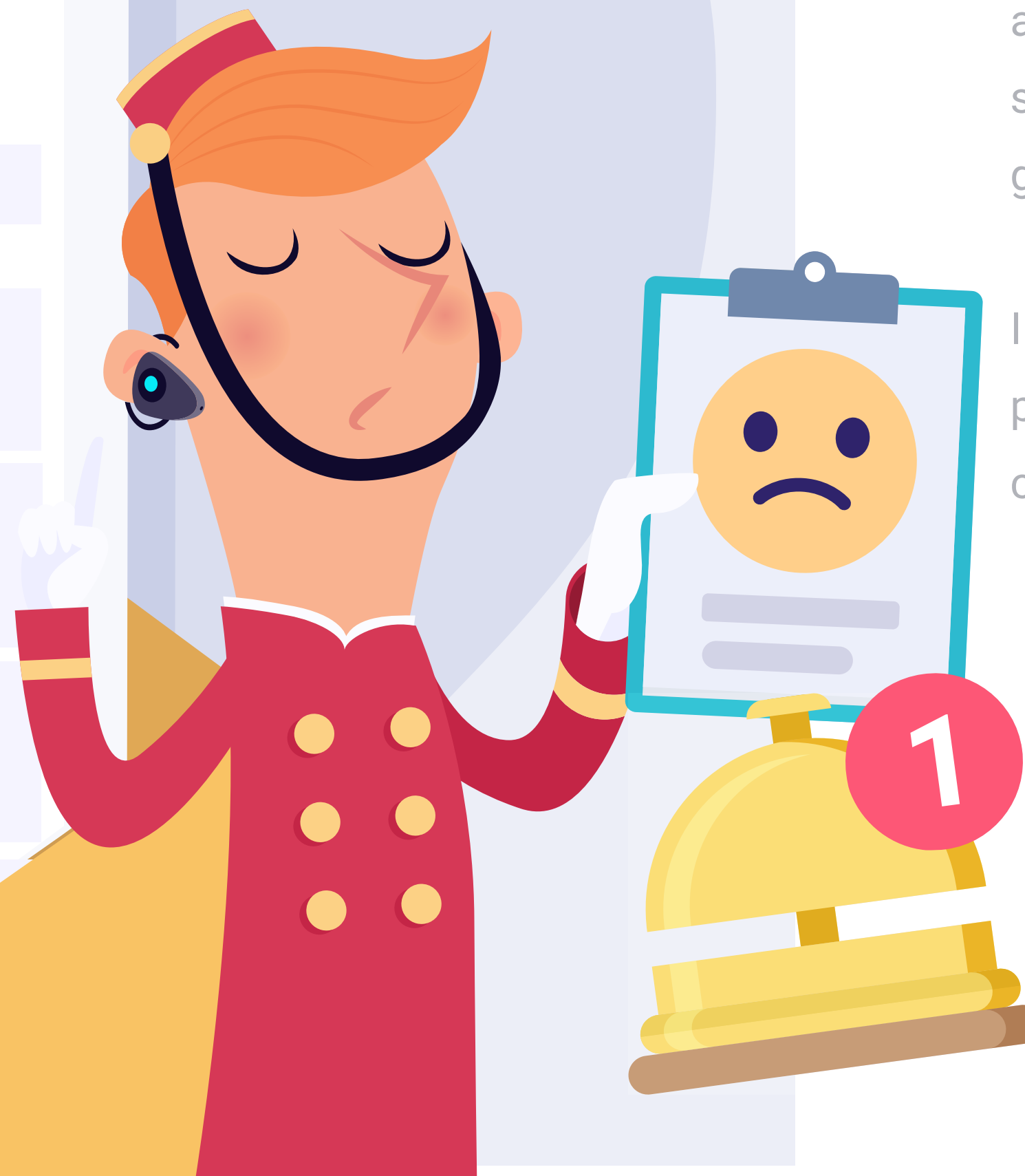
ANSWERS TO THE PERSONALISED SURVEY

Question	Answer	Category
Degree of satisfaction with the cleanliness of the hotel Comment: DK/NA	6.5	Cleanliness
Degree of satisfaction with the comfort of the facilities Comment: DK/NA	6.3	Comfort
Degree of satisfaction with the maintenance of the facilities Comment: DK/NA	5.7	Facilities
Degree of satisfaction with the attention of Comment: DK/NA	6.6	Staff

Notifications of the results of the survey.

If the results of the satisfaction survey are below the established cut-off mark, the hotel staff will receive an email with the guest rating and comments.

In the event that the hotel has activated the personalised surveys and the rating is below the cut-off mark, an email will also be sent..



Personalised Guest Satisfaction Surveys.

Dashboard.





Custom surveys configuration

Go back

Warnings

When user satisfaction score is under 5 send a warning email to staff emails listed below



When user satisfaction score is higher than 9 send review email to user



Send a notification warning email to staff in this list (separated by comma)

Use this email for all hotels

Cut-off marks.

Two different cut-off marks can be configured:
If the clients give a score below the established mark in the satisfaction survey, a notification email is sent to the personnel indicated in the field below.

If the clients give a scores above the established mark in the satisfaction survey, a [review email](#) will be sent to the clients

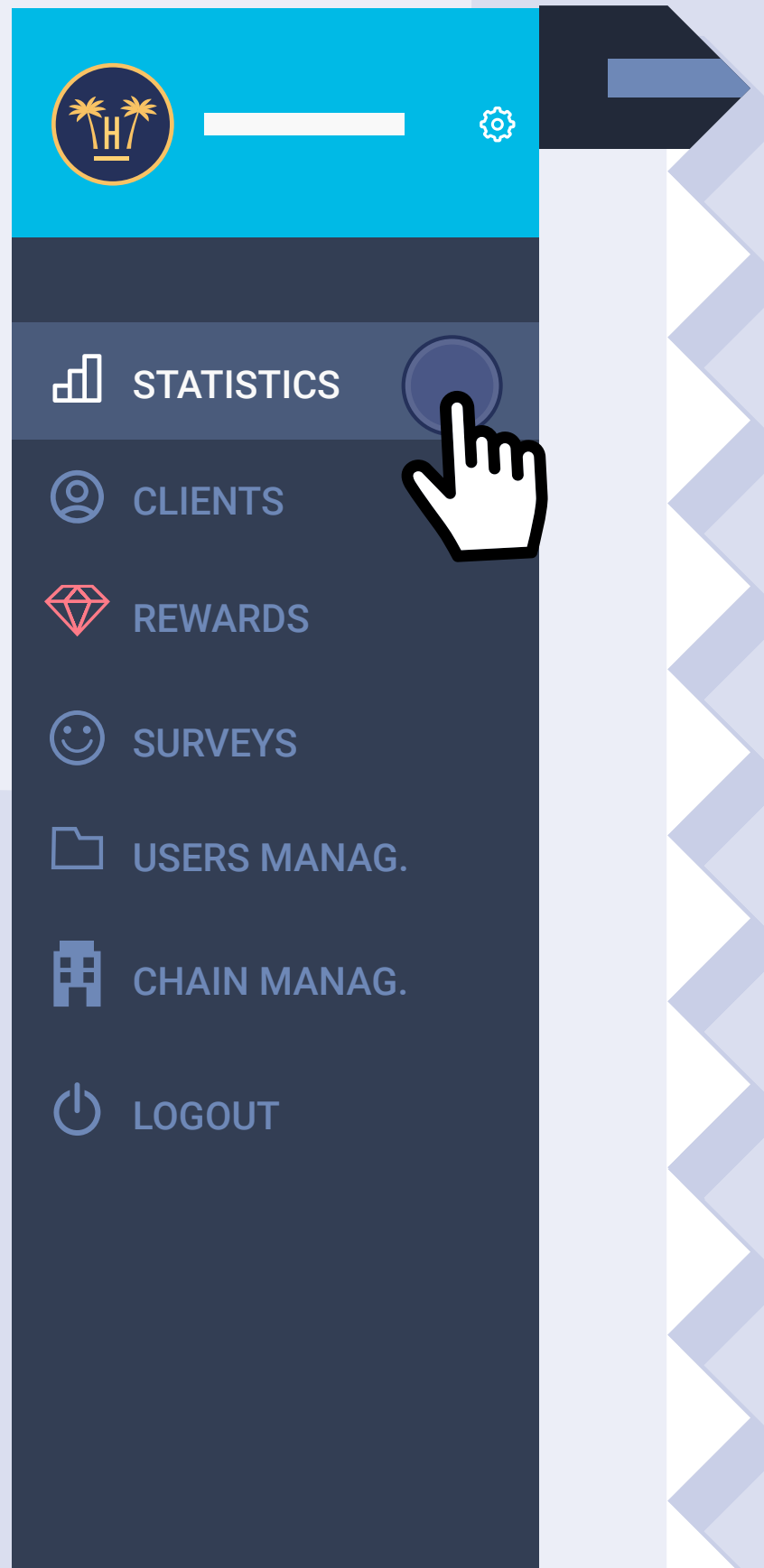
How to see surveys (1/2).

We can see the surveys completed by our guests on the dashboard, where the satisfaction surveys are.

The dashboard displays a table of guest ratings and comments. The table has the following columns: Widget choice, Assisted, Guest, Hotel, Room id, Location, Rating, Comment, Time-lapse to respond, When, and Actions. The first row shows a 5-star rating for Sarah Labaki at Paraiso, with a comment 'I very much enjoyed my stay' and a response time of 2 days and 4 hours on 2019-04-30 at 10:35:05. The 'SURVEYS' menu item is highlighted in the left sidebar.

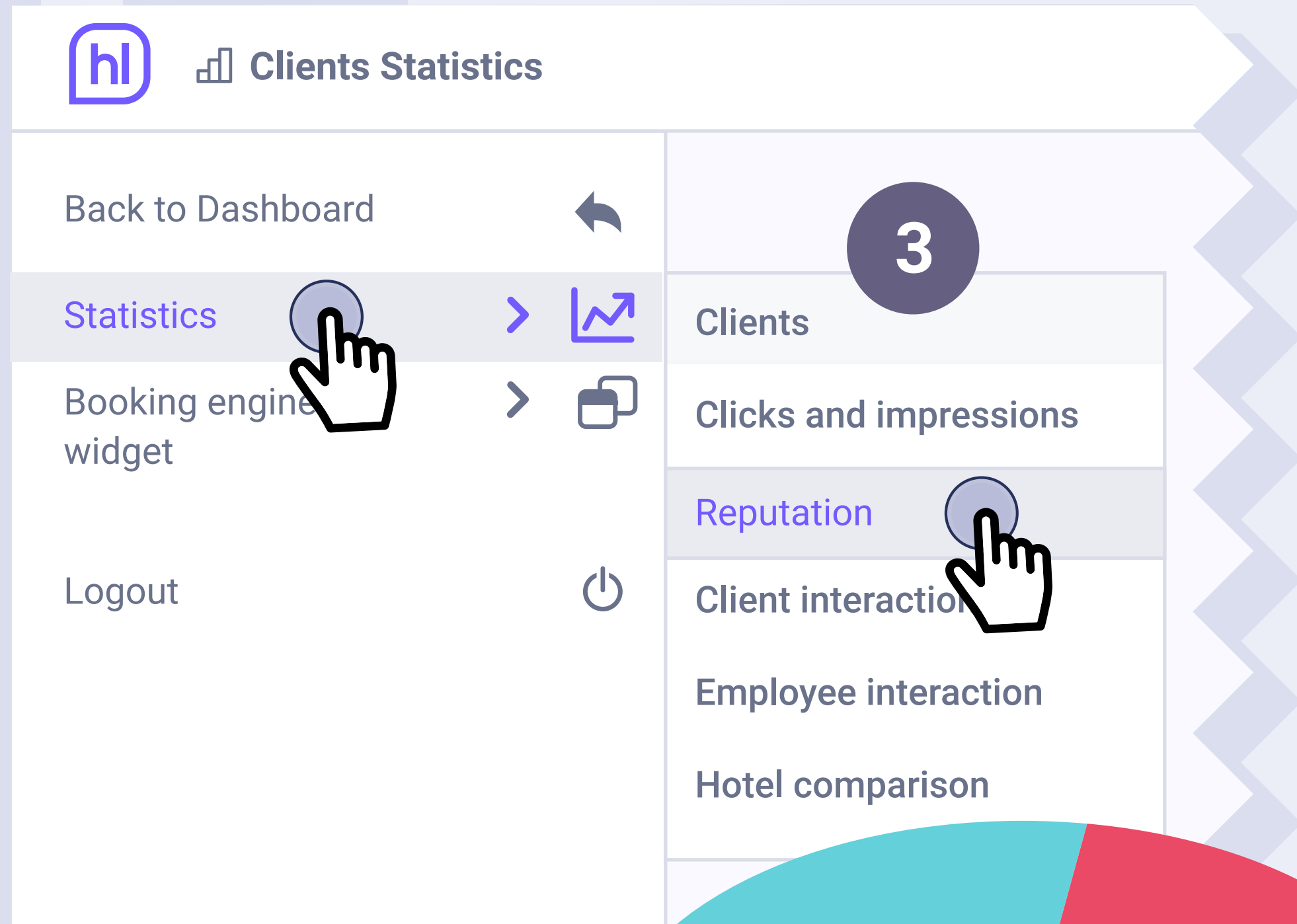
Widget choice	Assisted	Guest	Hotel	Room id	Location	Rating	Comment	Time-lapse to respond	When	Actions
★	●	Sarah Labaki	Paraiso	124	es_ES	8.5	I very much enjoyed my stay	2 days and 4 hours	2019-04-30 10:35:05	✉️ 👁️
★	●									✉️
★	●									✉️ 👁️
★	●									✉️
★	●									✉️
★	●									✉️
★	●									✉️

1

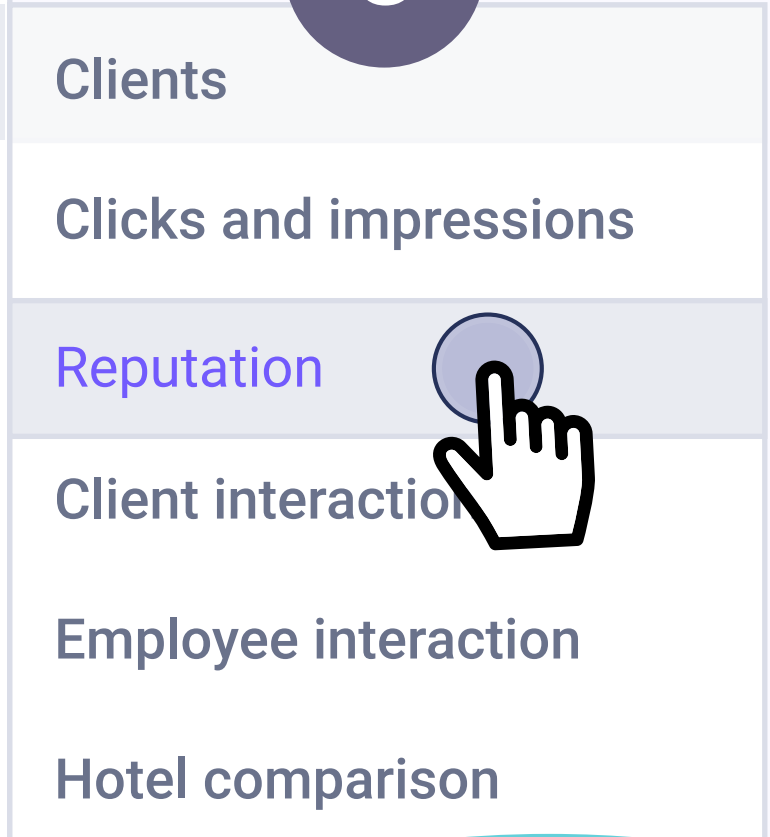


DASHBOARD

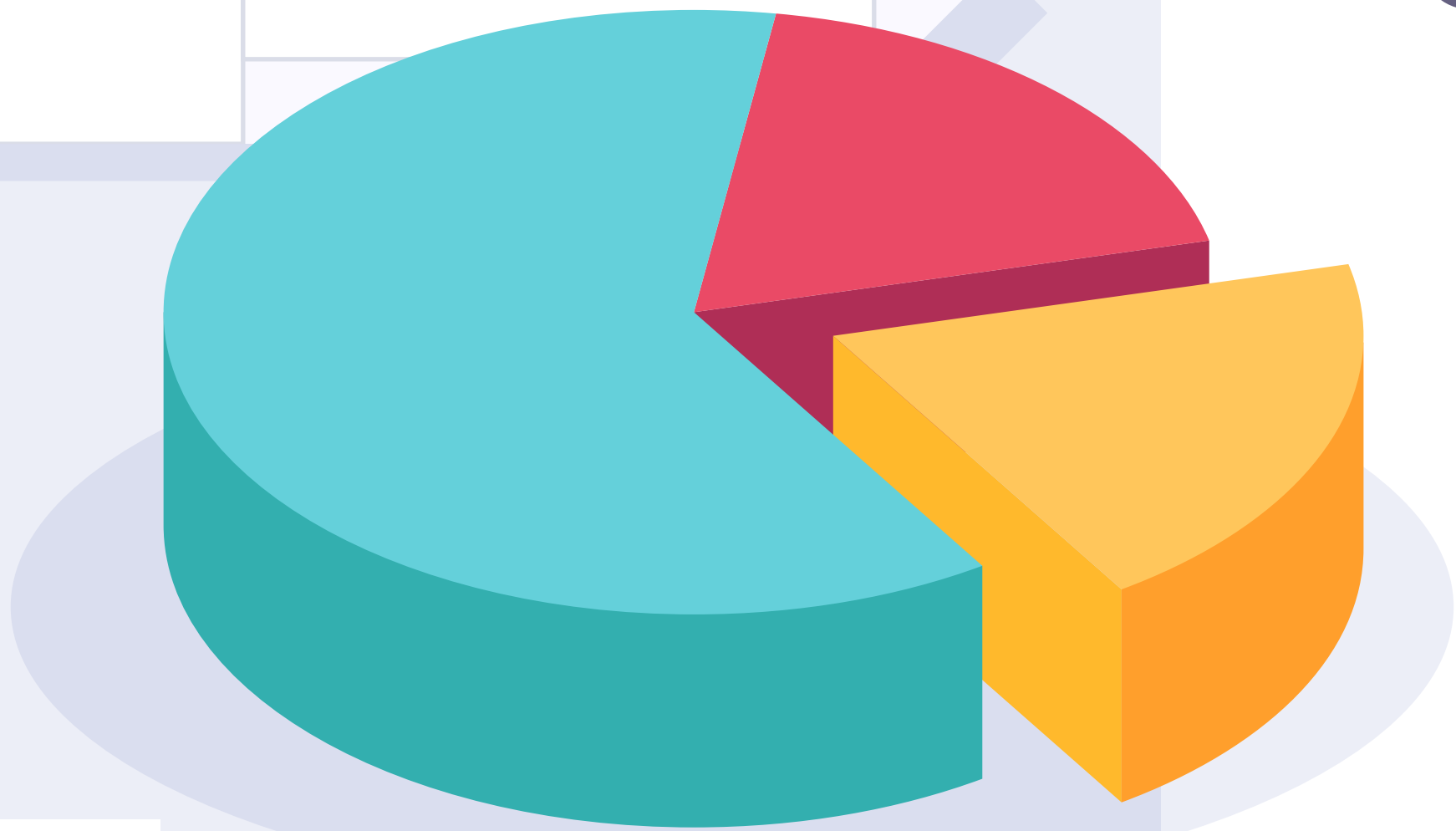
2



3



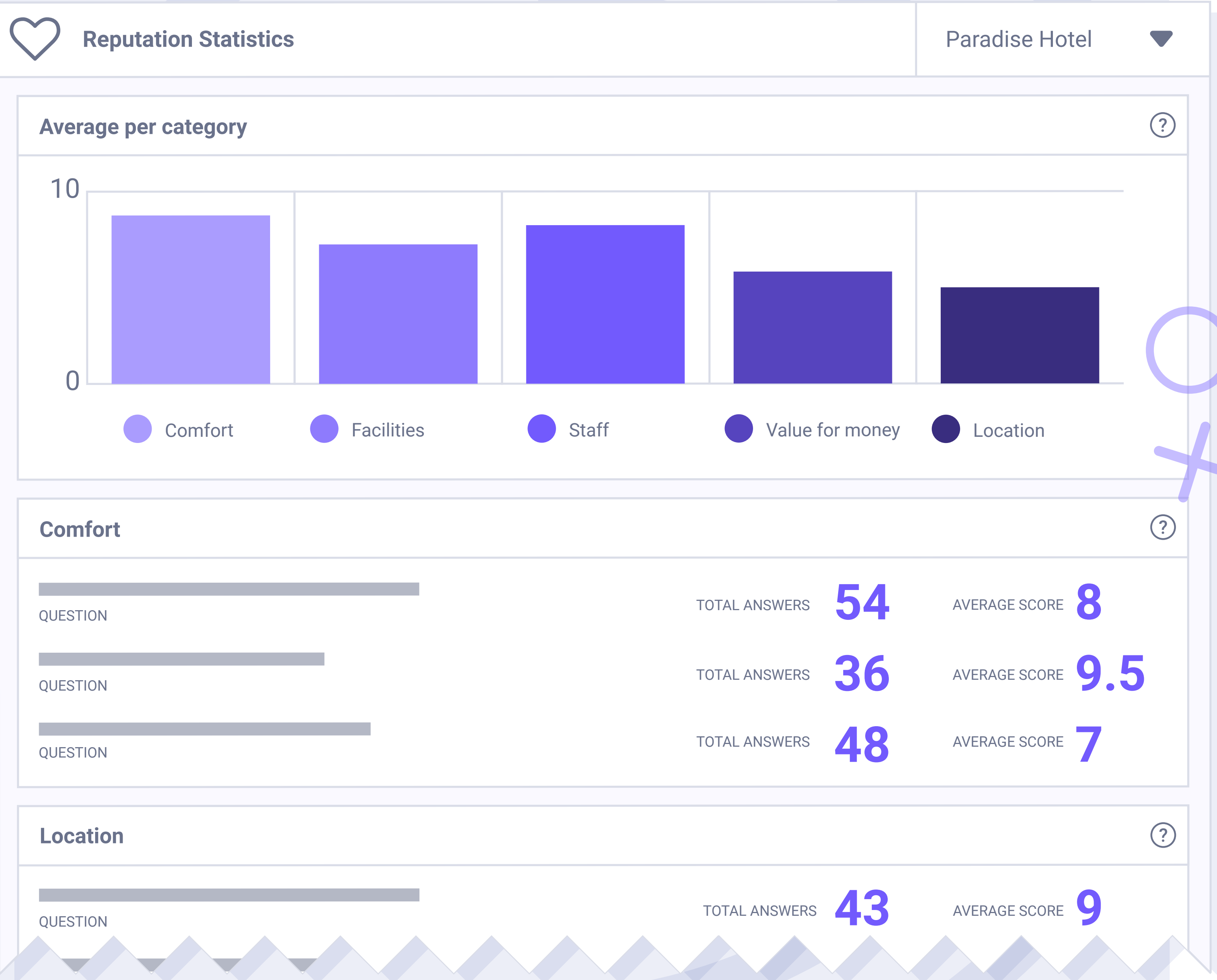
STATISTICS



Statistics (1/2).

We also have a statistics panel.

- 1 We access it from the menu option on the left: 'statistics'.
- 2 Once inside, the 'statistics' option appears again, we click on it, and a new drop-down menu appears.
- 3 We select the 'Reputation' option.

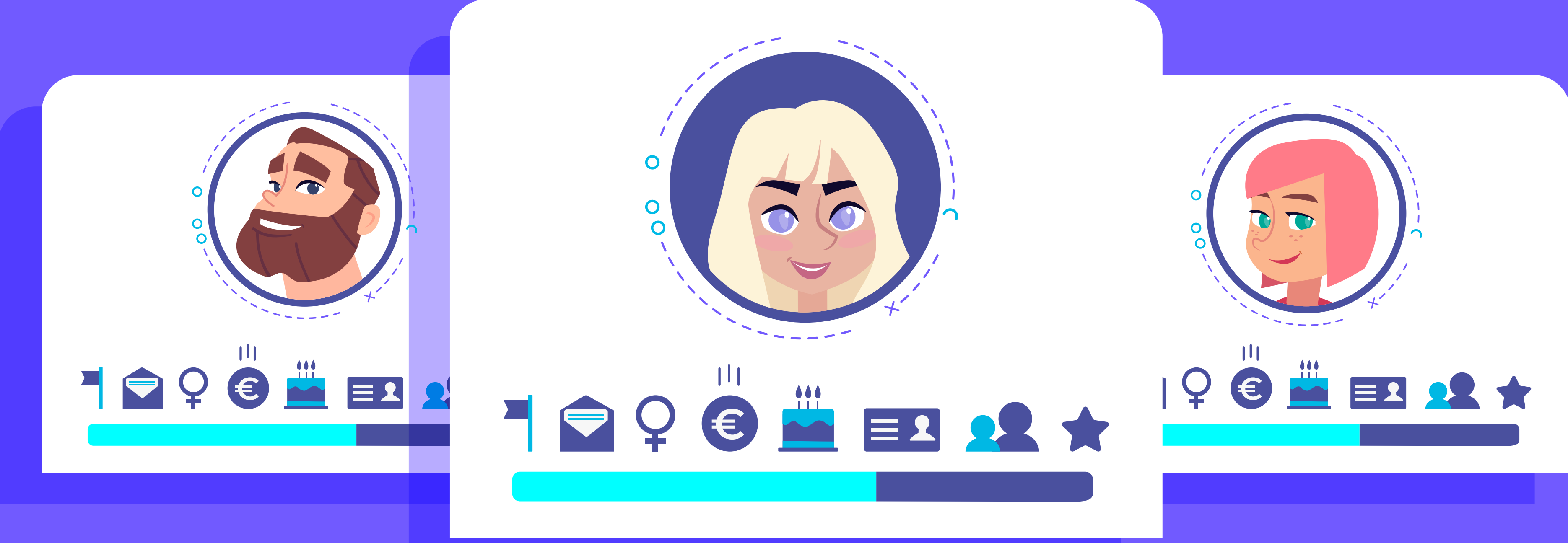


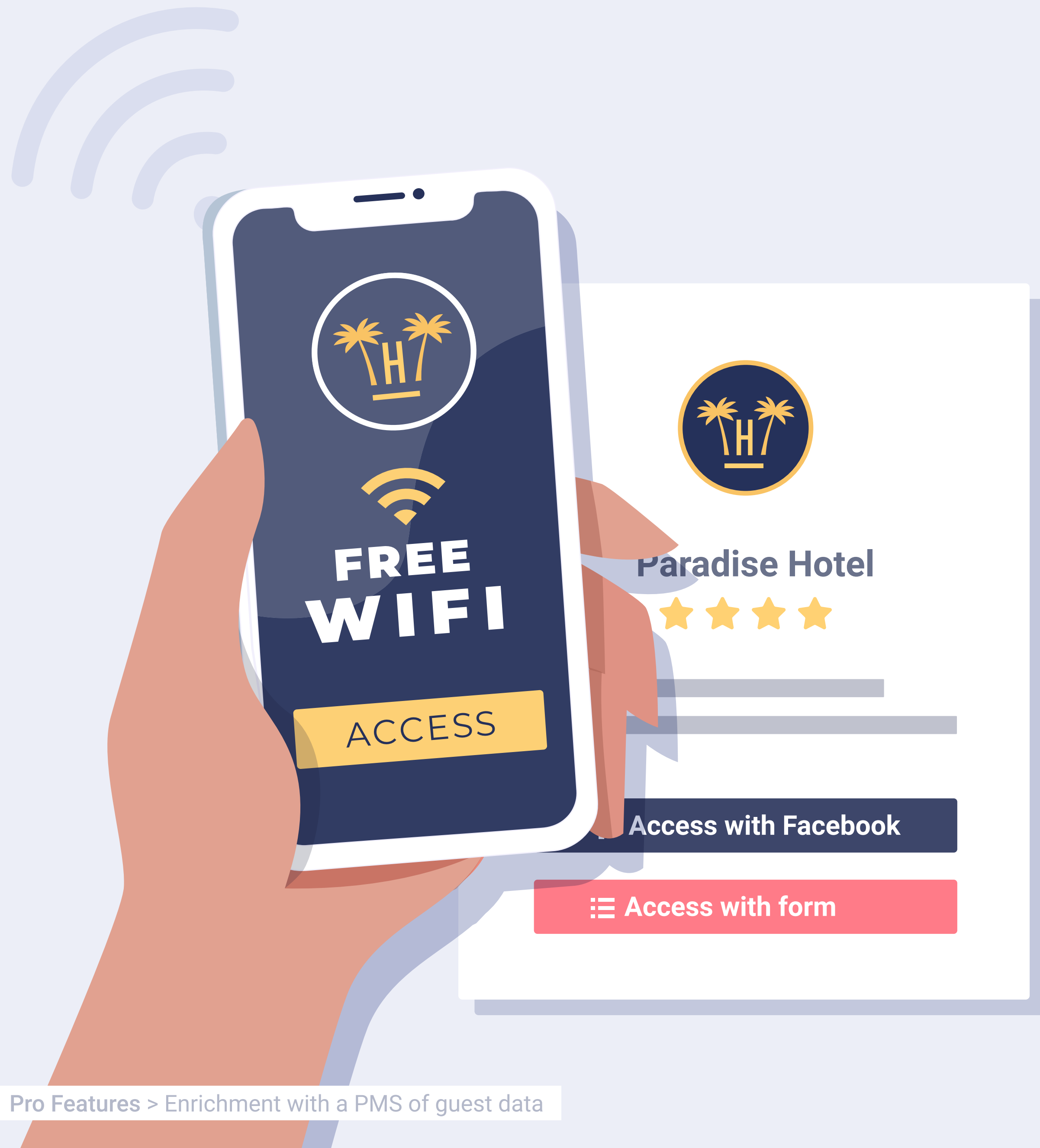
Statistics (2/2).

On this panel, we can see the overall score we have obtained per area. And a detail of the number of answers obtained per question.



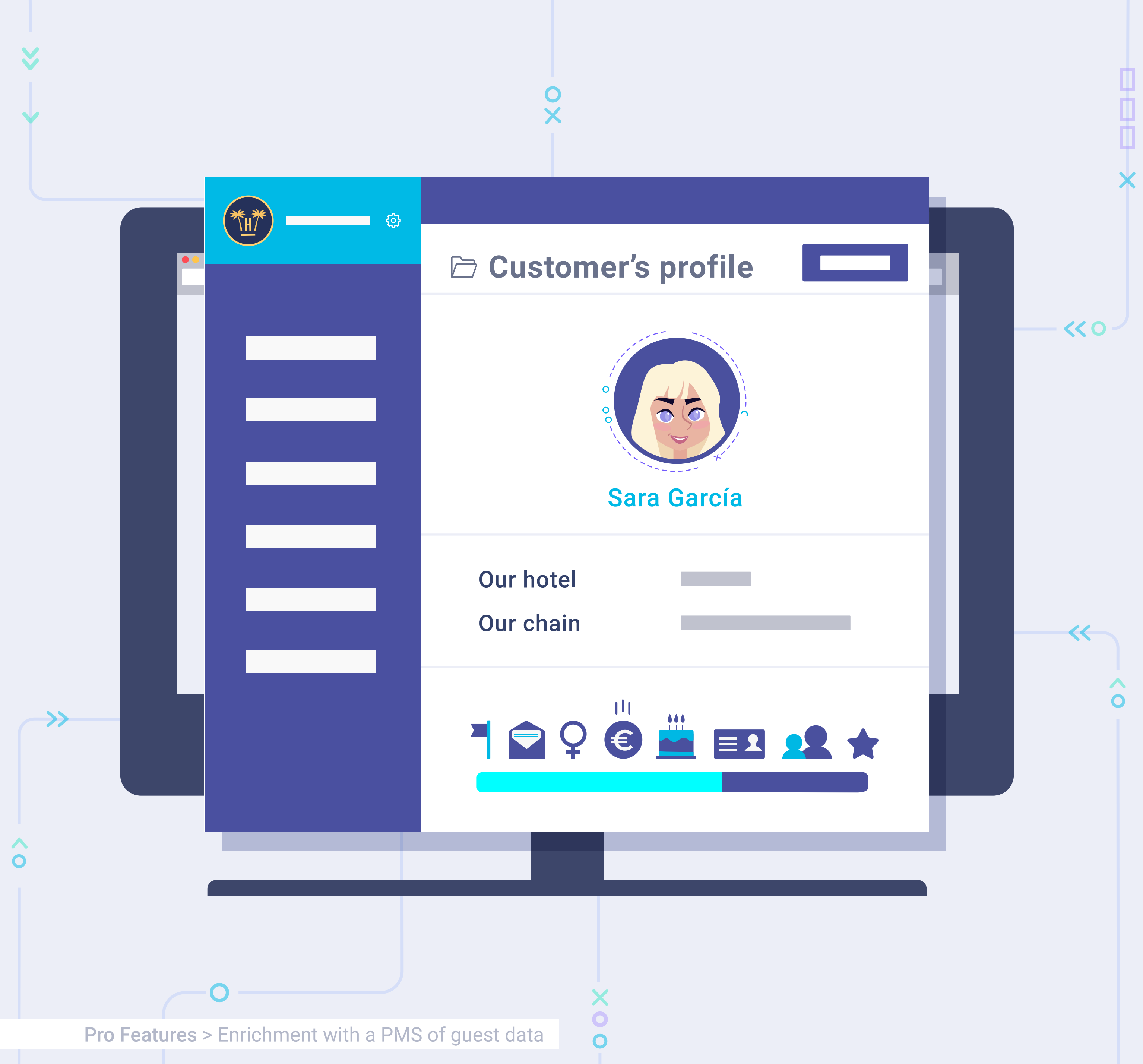
Enrichment with a PMS of guest data.





| Introduction.

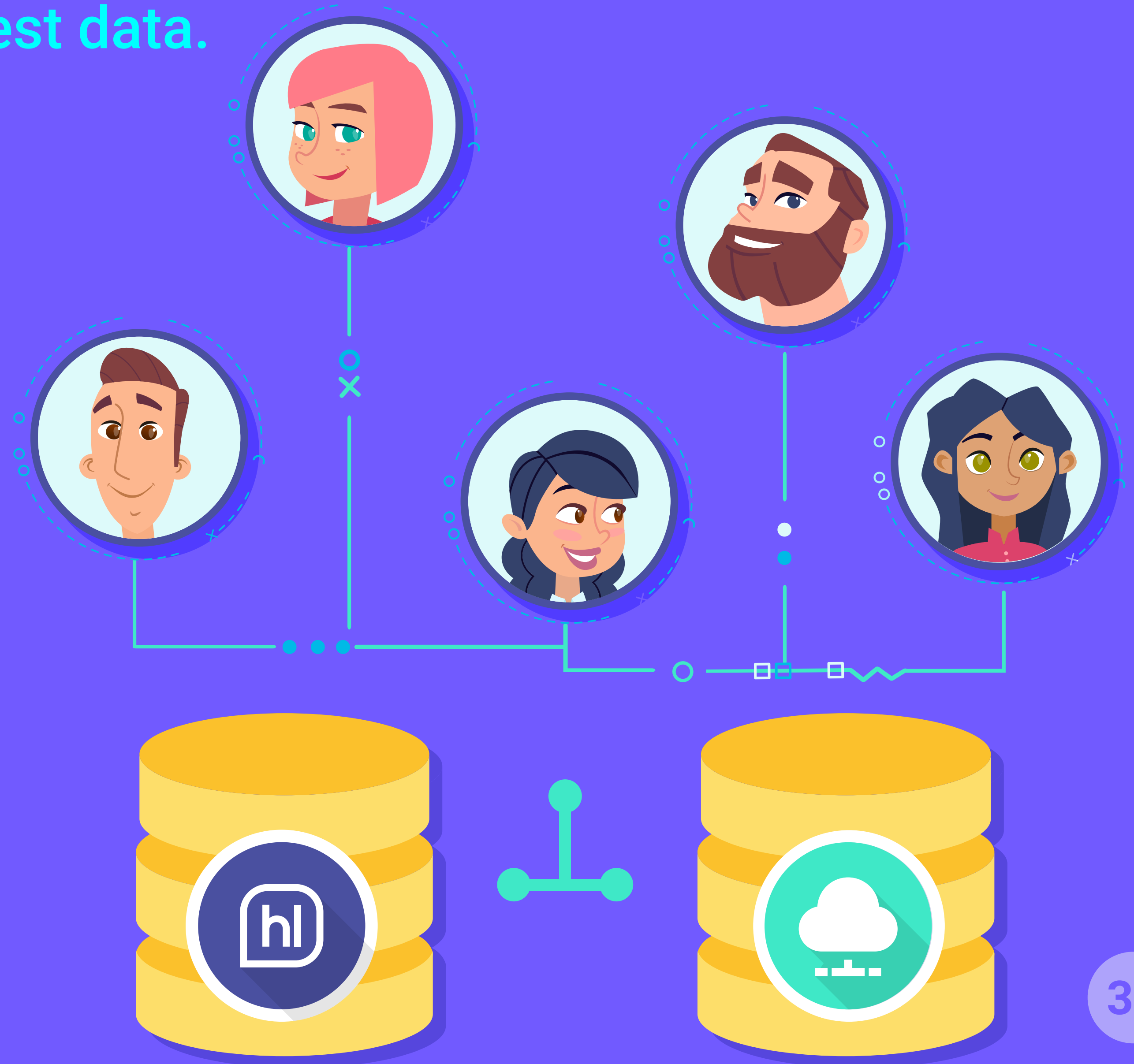
Data capture via Hotelinking Wi-Fi is one of the main benefits that we offer our customers. These data are validated and verified in real time, in accordance with GDPR regulations.

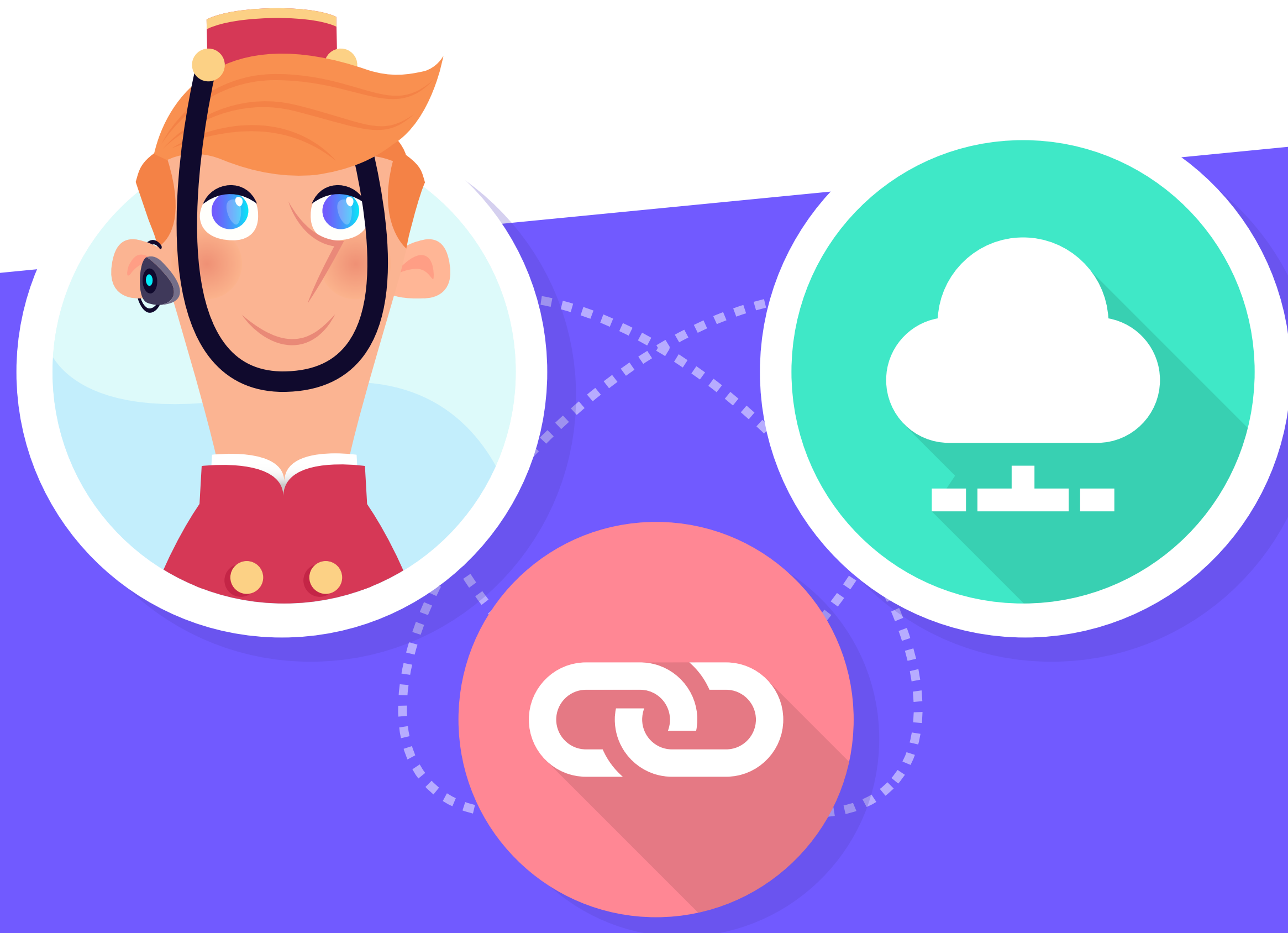


However, the PMS contains highly valuable transactional information that will help to enrich these data even further, allowing segmentation variables to increase. For this reason, we at Hotelinking have launched two new services which, via PMS integration, will allow us to enrich our data base: Portal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

Enrichment with a PMS of guest data.

What is PMS integration?





Integration consists of creating a **link between Hotelinking and the hotel or hotel chain's PMS**, enabling information to be recovered and cross-checked against the data base obtained through Hotelinking 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](#).

Enrichment with a PMS of guest data.

Portal Pro.

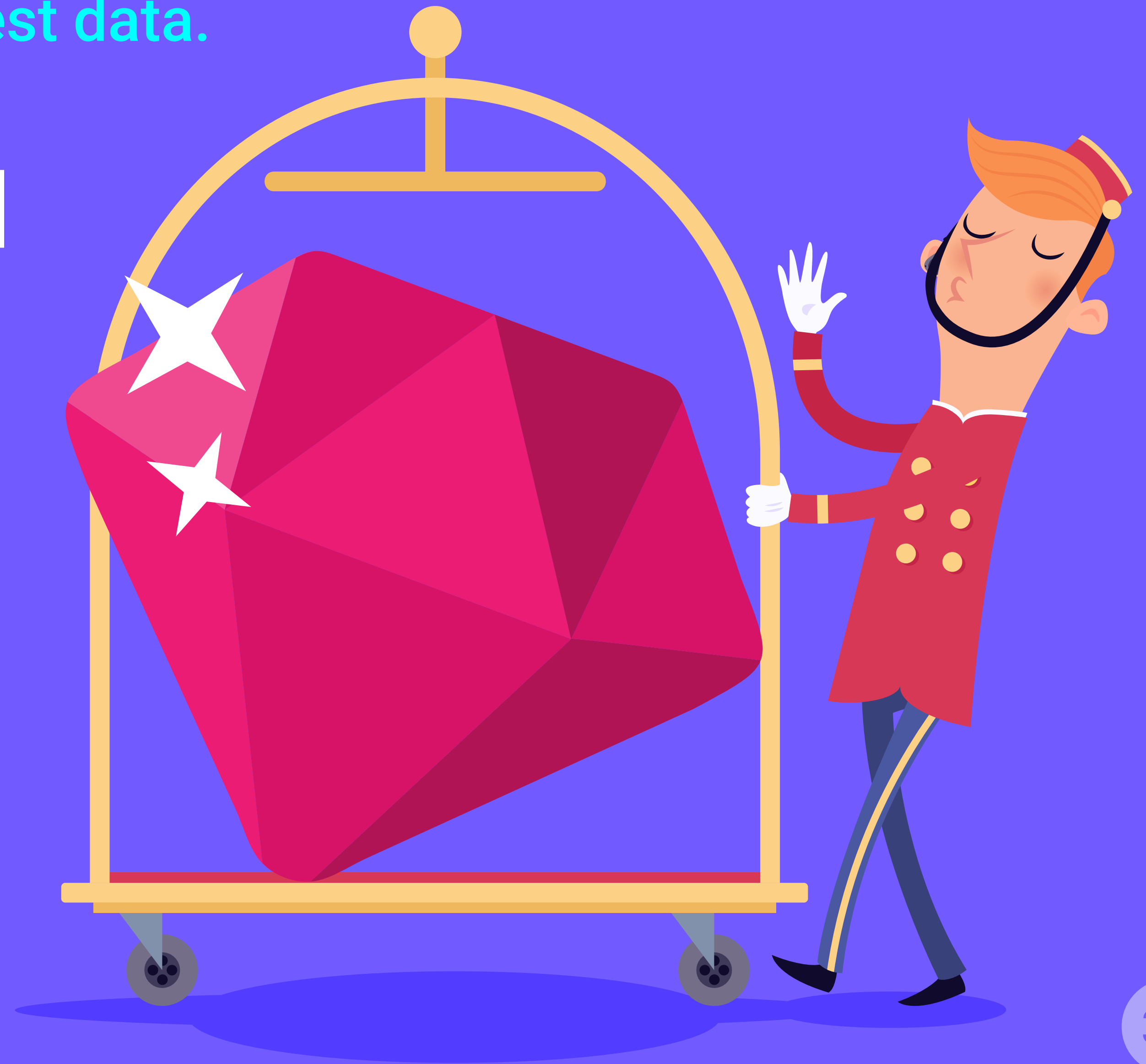
The screenshot displays a user interface for guest profiles. It features four entries, each with a profile picture, name, age, gender symbol, and contact icons. The entries are:

- Johnatan McGregor**: Age 34, Male (♂), with email and Facebook icons.
- Jürgen Klaus**: Age 40, Male (♂), with no contact icons.
- Sara García**: Age 25, Female (♀), with no contact icons.
- Clara Sánchez**: Age 23, Female (♀), with email and Twitter icons.

A large, stylized gear icon is overlaid on the right side of the interface, symbolizing settings or enrichment.

Enrichment with a PMS of guest data.
Portal Pro.

Services included with Portal Pro.



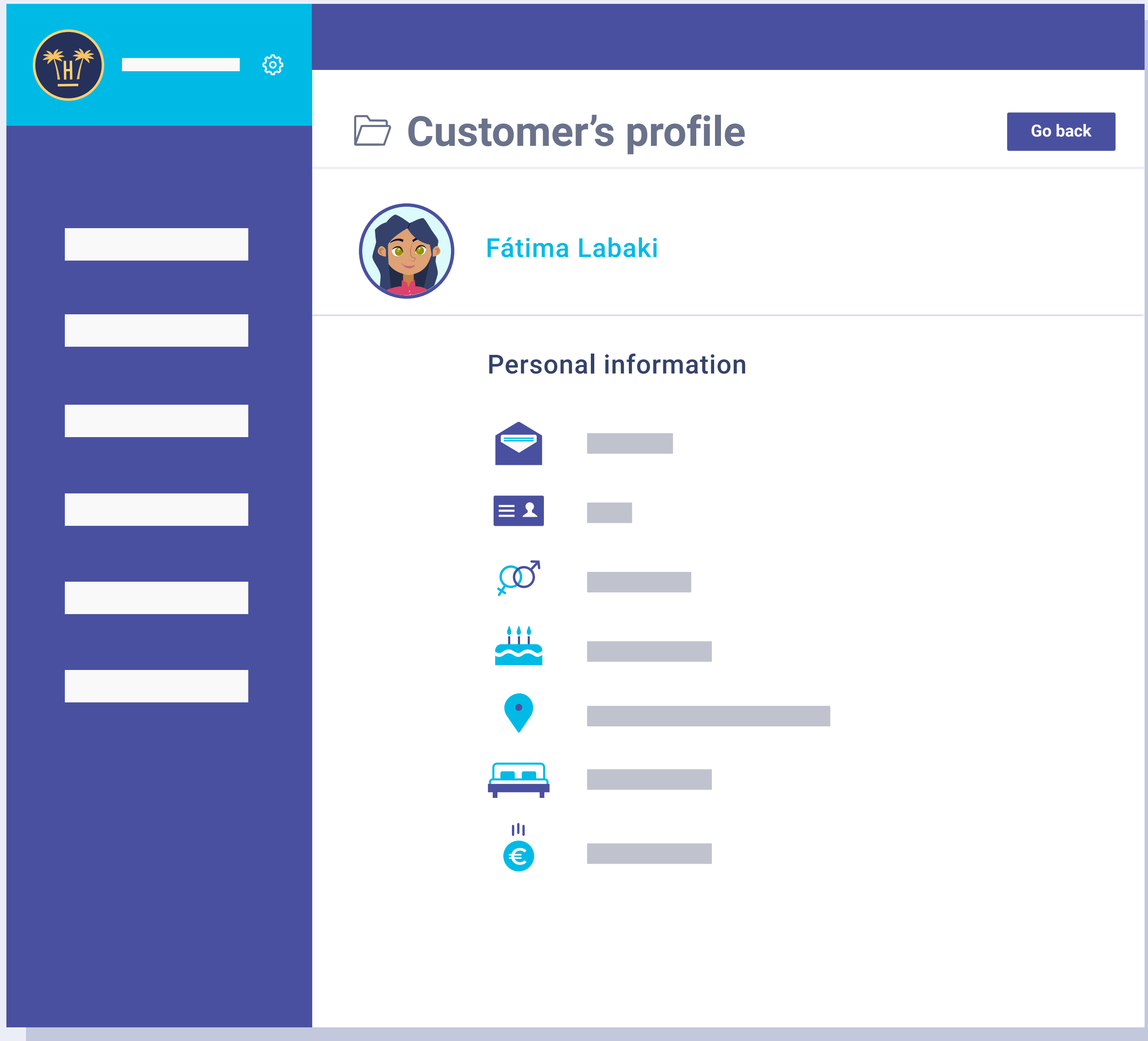


Real-time consolidation of data.

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.

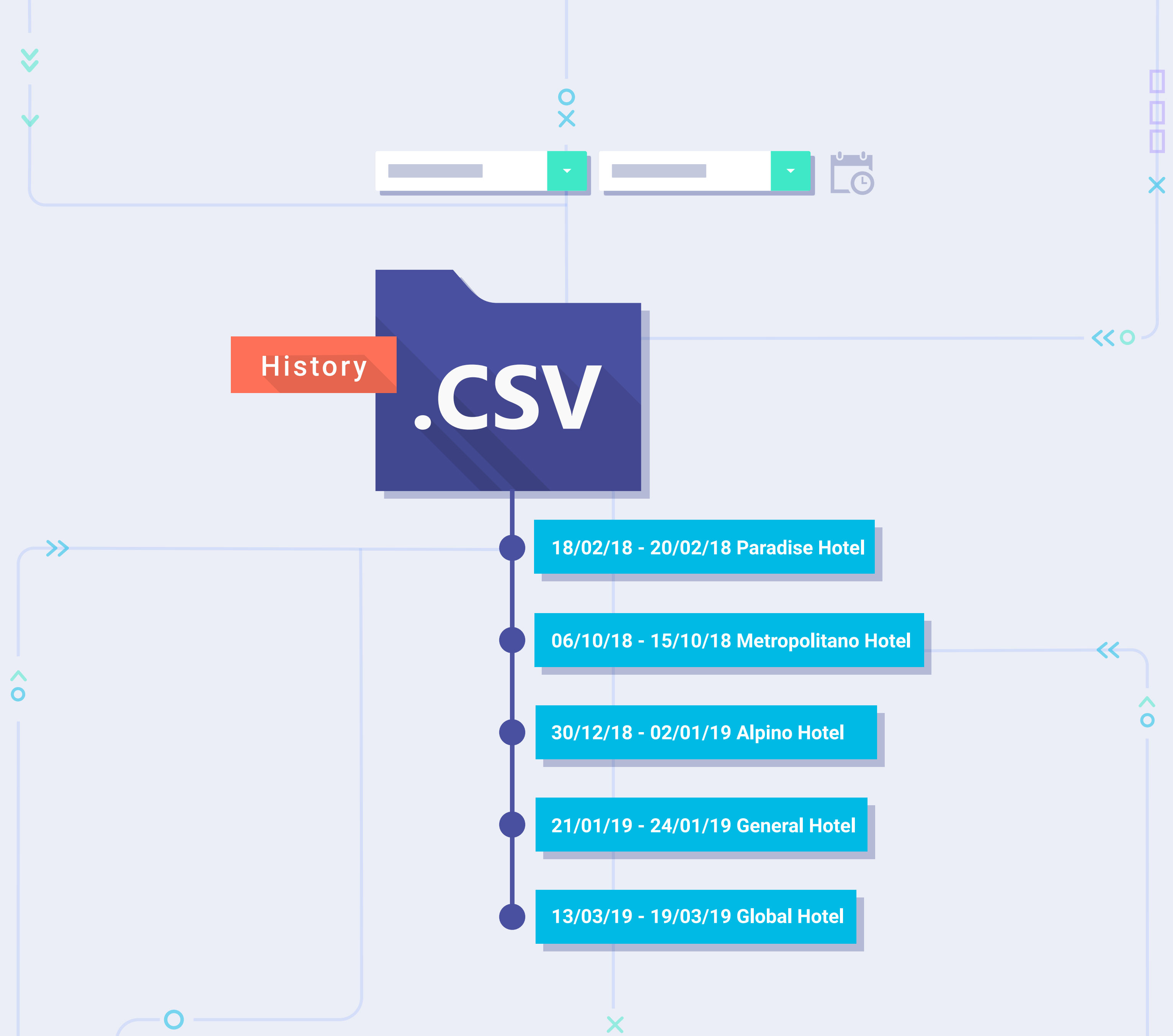


After validation, in a parallel process, Hotelinking will import the designated fields of interest (booking channel, room type, etc.) and the user profile in the Hotelinking system.



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.

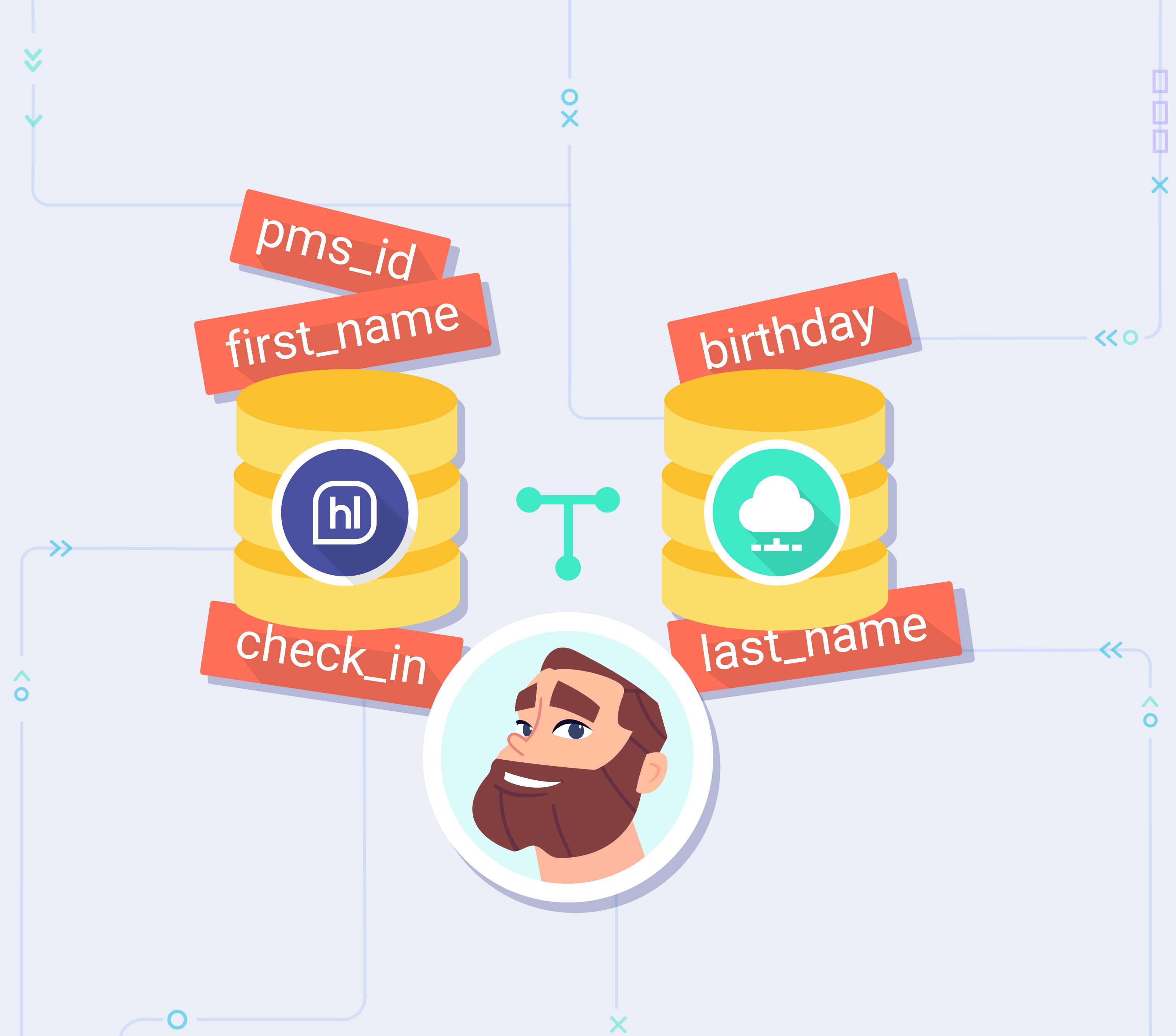
Nota: With the PUSH function offered to us by the PMS, we can send key Hotelinking data (such as email address, social details, etc.) back to the PMS' cardex.



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.

Enrichment with a PMS of guest data.
Portal Pro.

Portal Pro operation.



Your privacy is important for us

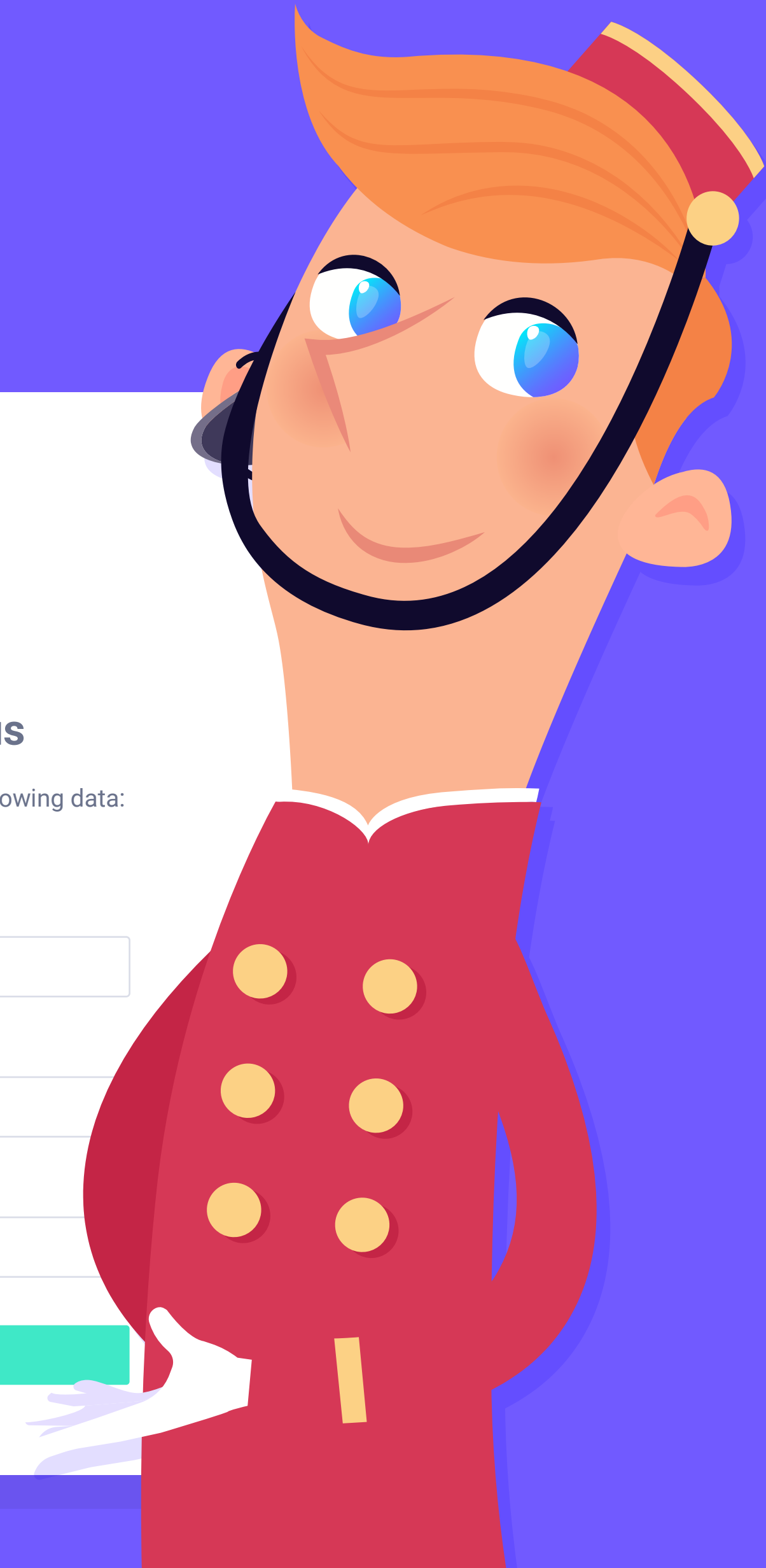
To prove that you are a guest of this hotel, please enter the following data:

Enter your name:

Enter your first name:

Enter your room number:

Confirm





Your privacy is important for us

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

Enter your name:

Enter your first name:

Enter your room number:

Confirm

Portal Pro for guests.

Portal Pro: This is the portal that will appear before the classic captive portal when the guest connects to the hotel's Wi-Fi, through which we will cross-check the data. The guest will have to fill out 3 fields (first name, surname and room number).



Your privacy is important for us

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

Enter your name:

Enter your first name:

Enter your room number:

or

Enter your access code:

Confirm

Portal Pro for guests and non-guests.

If we need to provide Wi-Fi access to non-guests, there is the option to enter a password. This can be given by hotel staff.



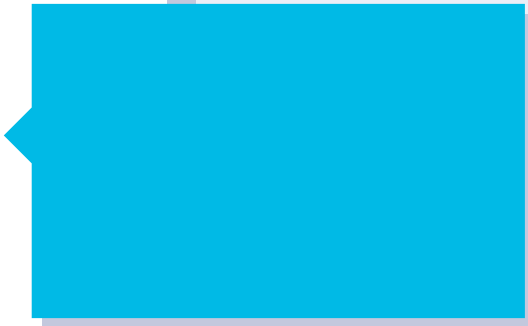
Your privacy is important for us

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



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 services.

Non-guest customer

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'.

Guest
customer



Paradise Hotel



¡Start browsing!

To connect your device to the Wi-Fi network, choose one of the following options:

 **Access with Facebook**

 **Access with form**

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 Facebook or by completing a form.

Authenticate to access WiFi

Email * (required)

Access WiFi

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.

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

Name * (required)

Email * (required)

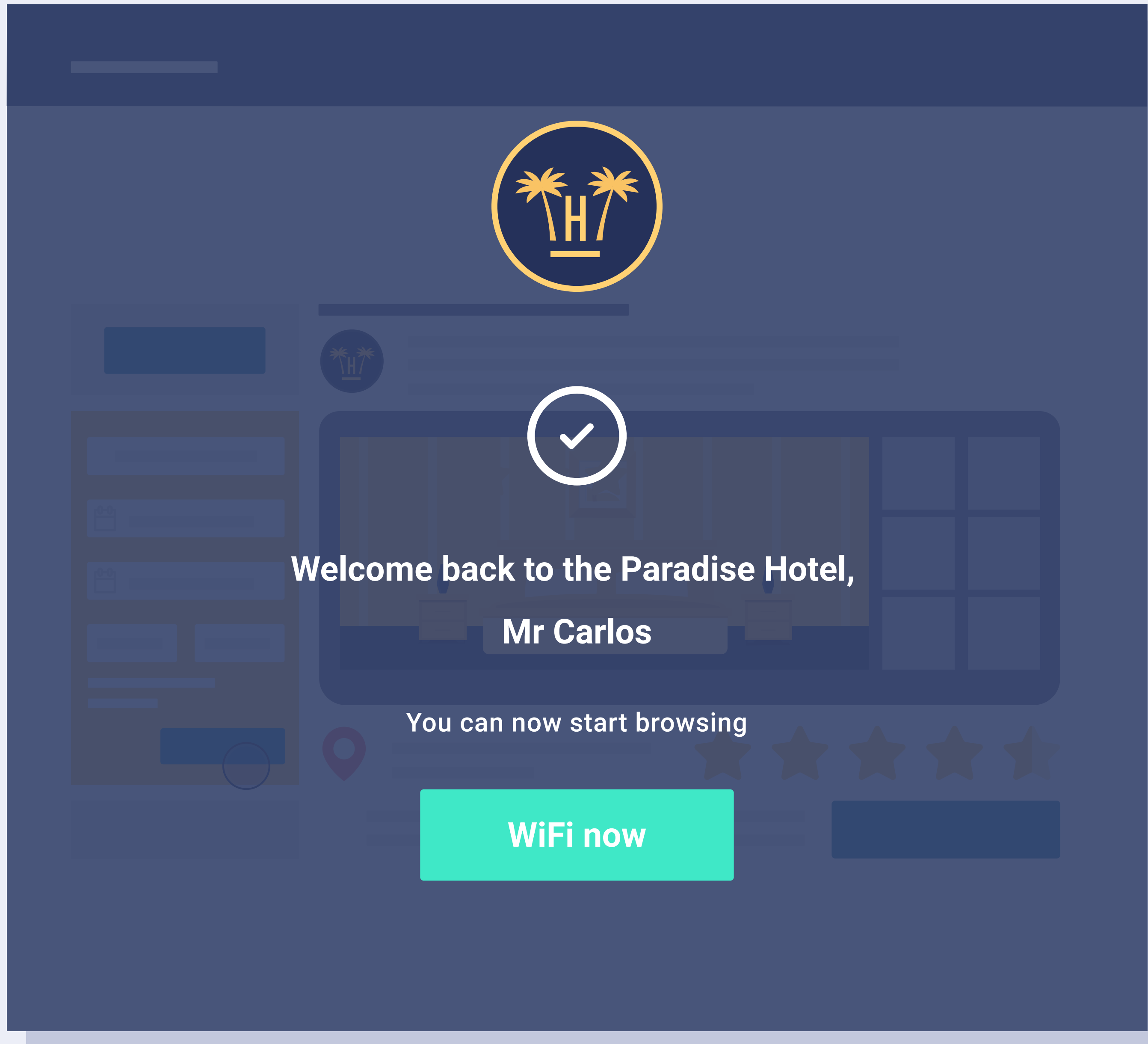
Gender * (required)

Date of birth * (required)

Access WiFi

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 for us

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

Enter your name:

Enter your first name:

Enter your room number:

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 for us

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

Enter your name:

Carlos

Enter your room number:

Martínez

Enter your room number:

555

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?

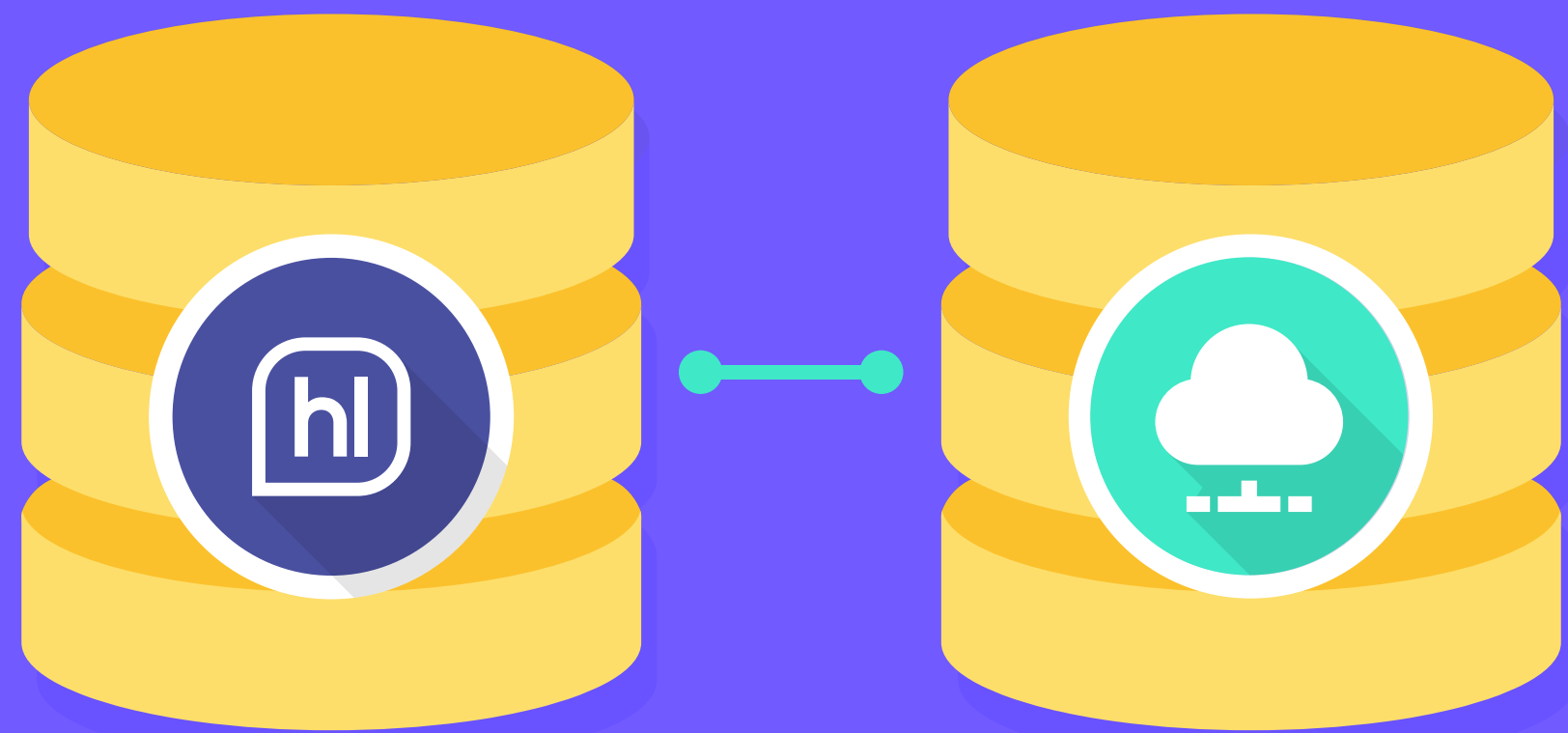
Access WiFi

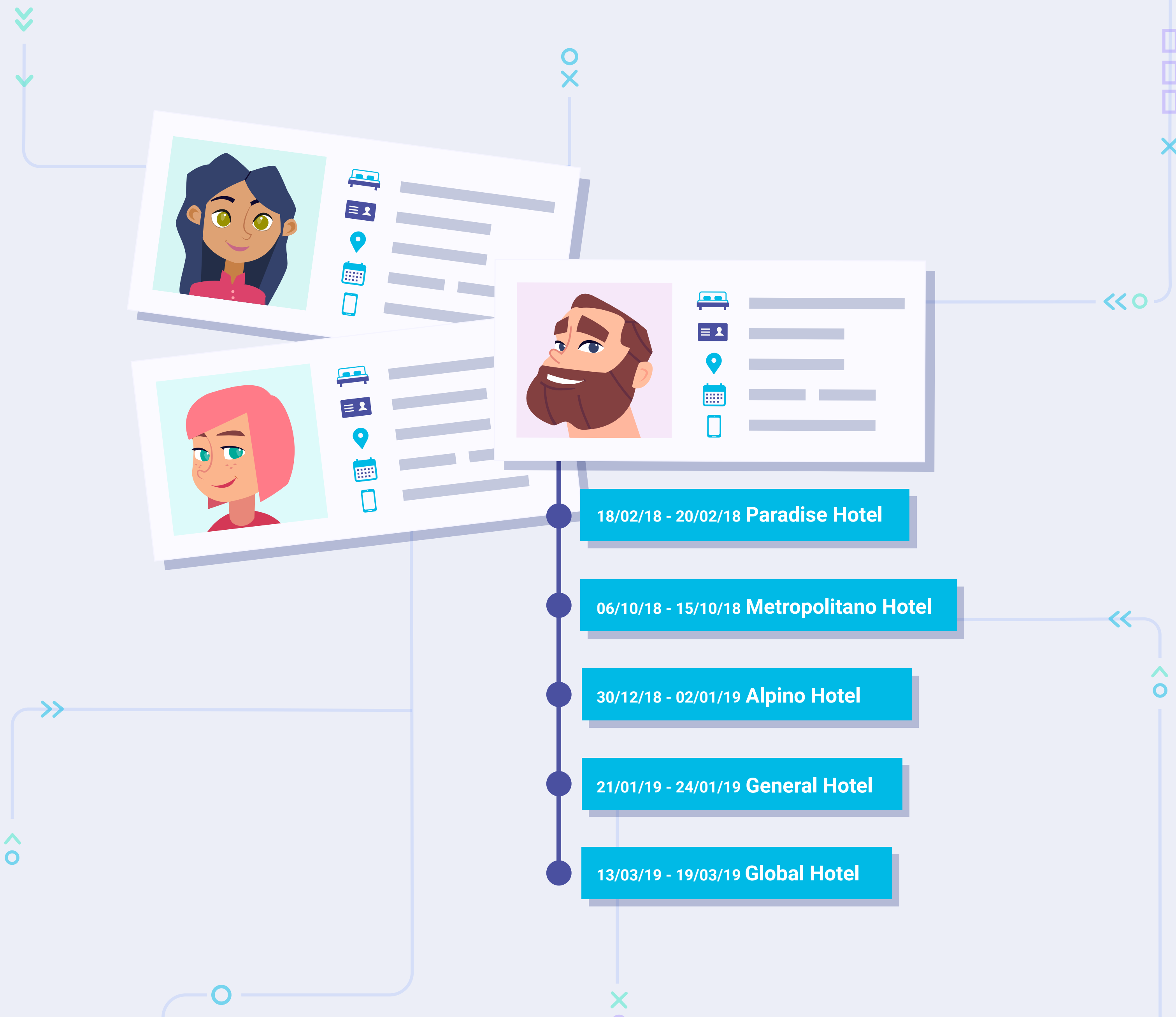
I Minors.

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.

Enrichment with a PMS of guest data.
Portal Pro.

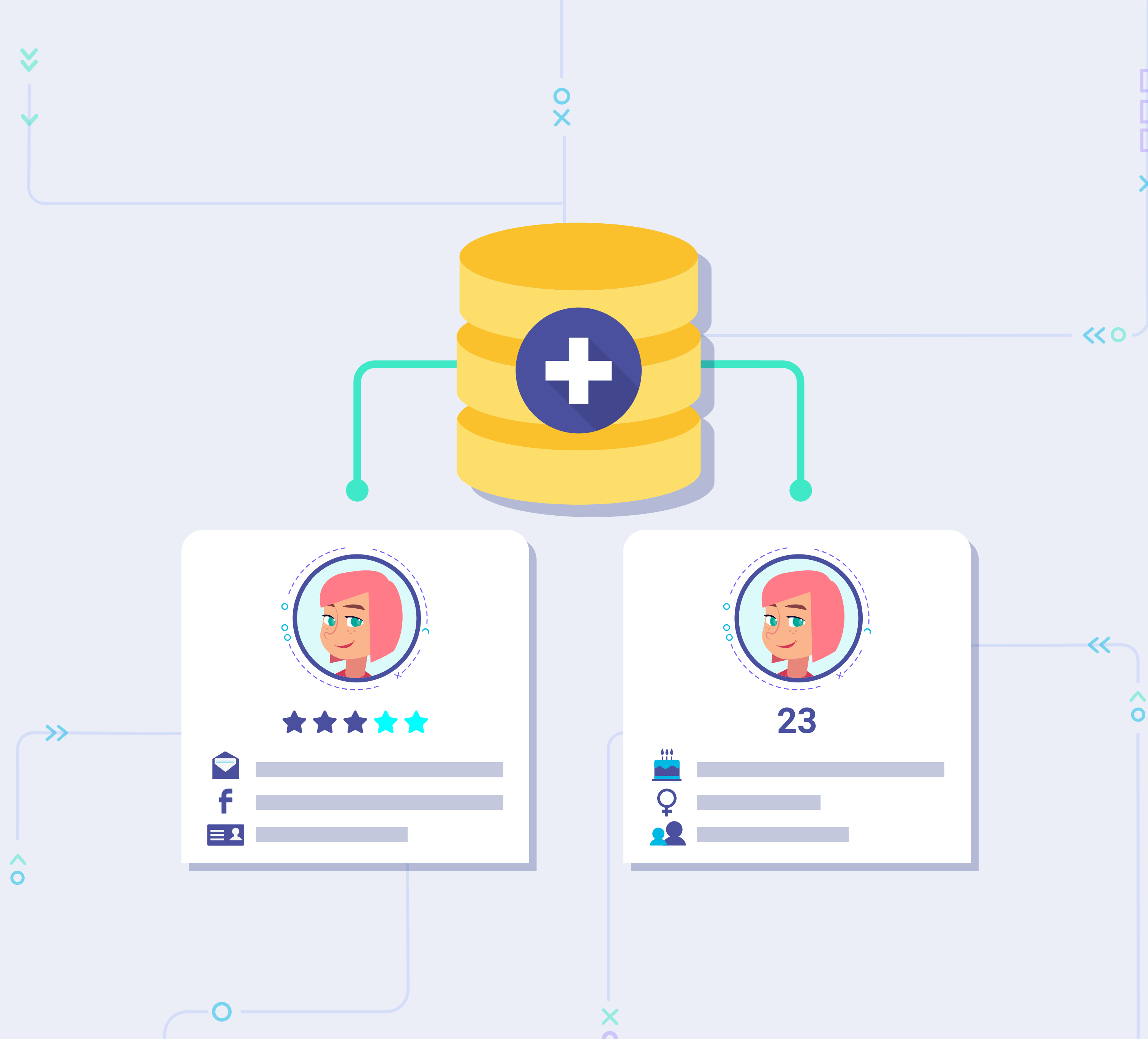
**Data Match
operation for
importing old data.**





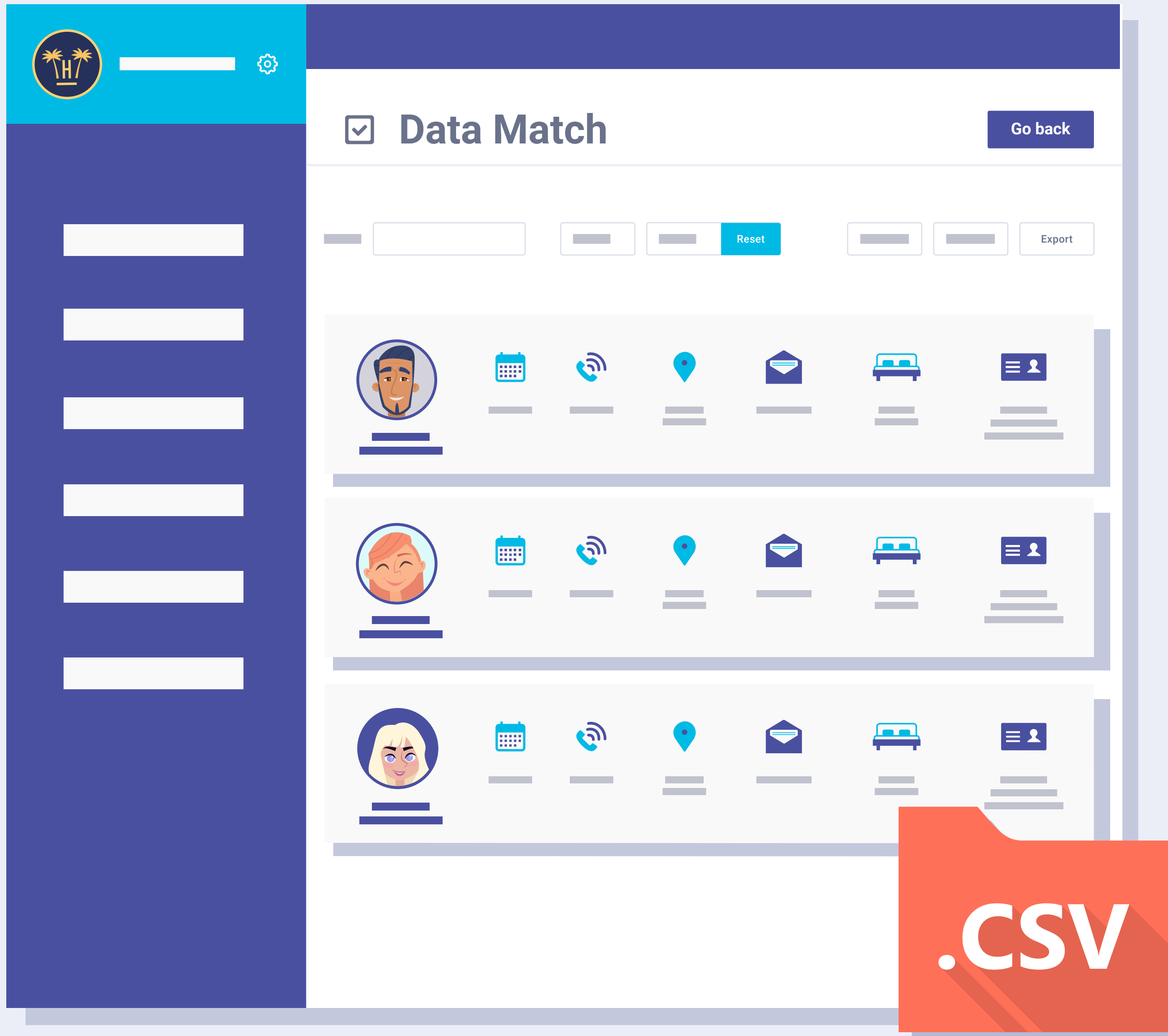
Data Match operation.

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



This is the process through which both data bases are compared (the Hotelin-king 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.



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

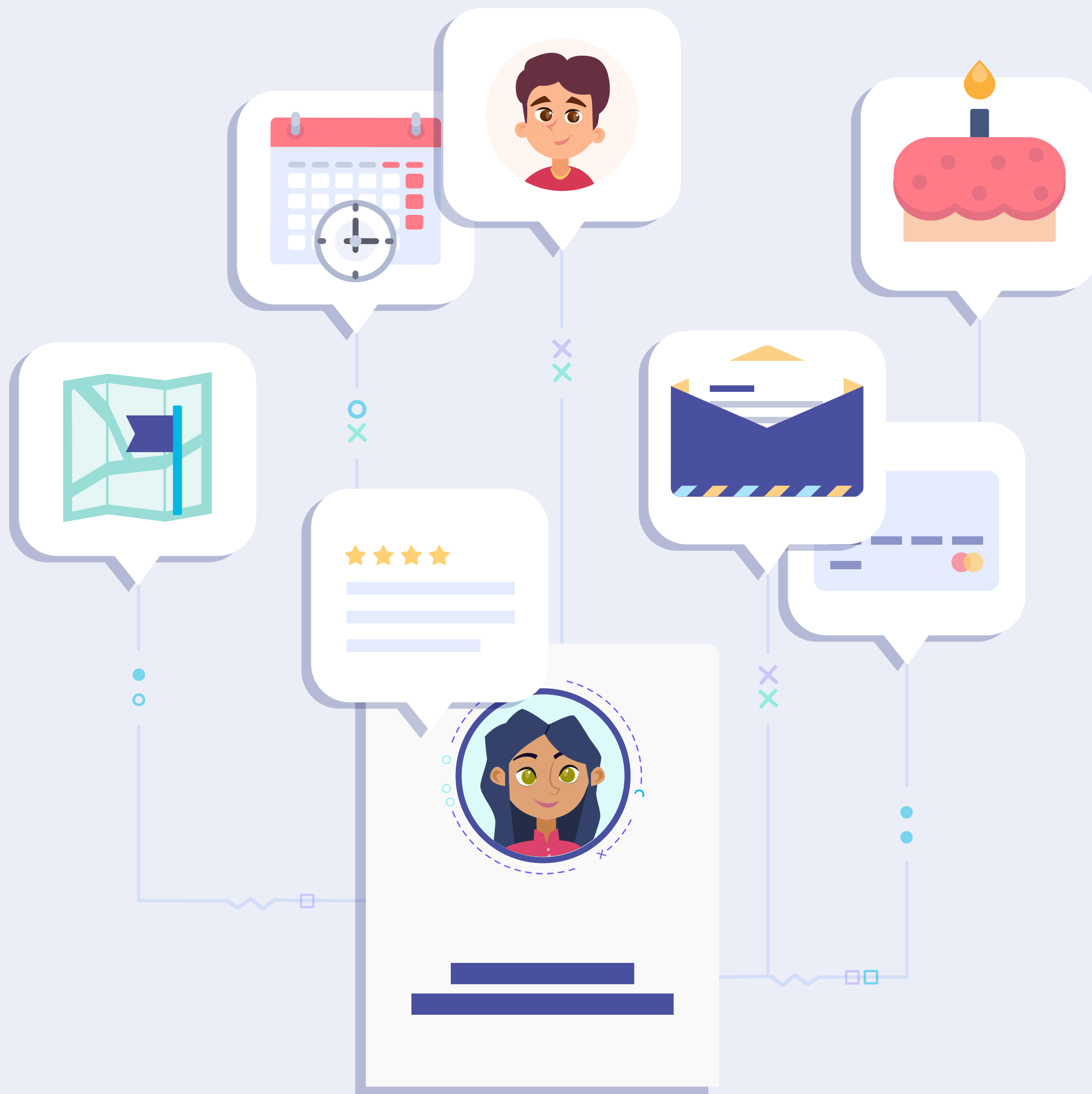
If we opt to carry out a manual importation, we will need the hotel or the PMS to send us a CSV with the old data base that adheres to the aforementioned requirements, using the CSV that can be downloaded [here](#) as a reference.

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

Enrichment with a PMS of guest data.

Data Match.





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.

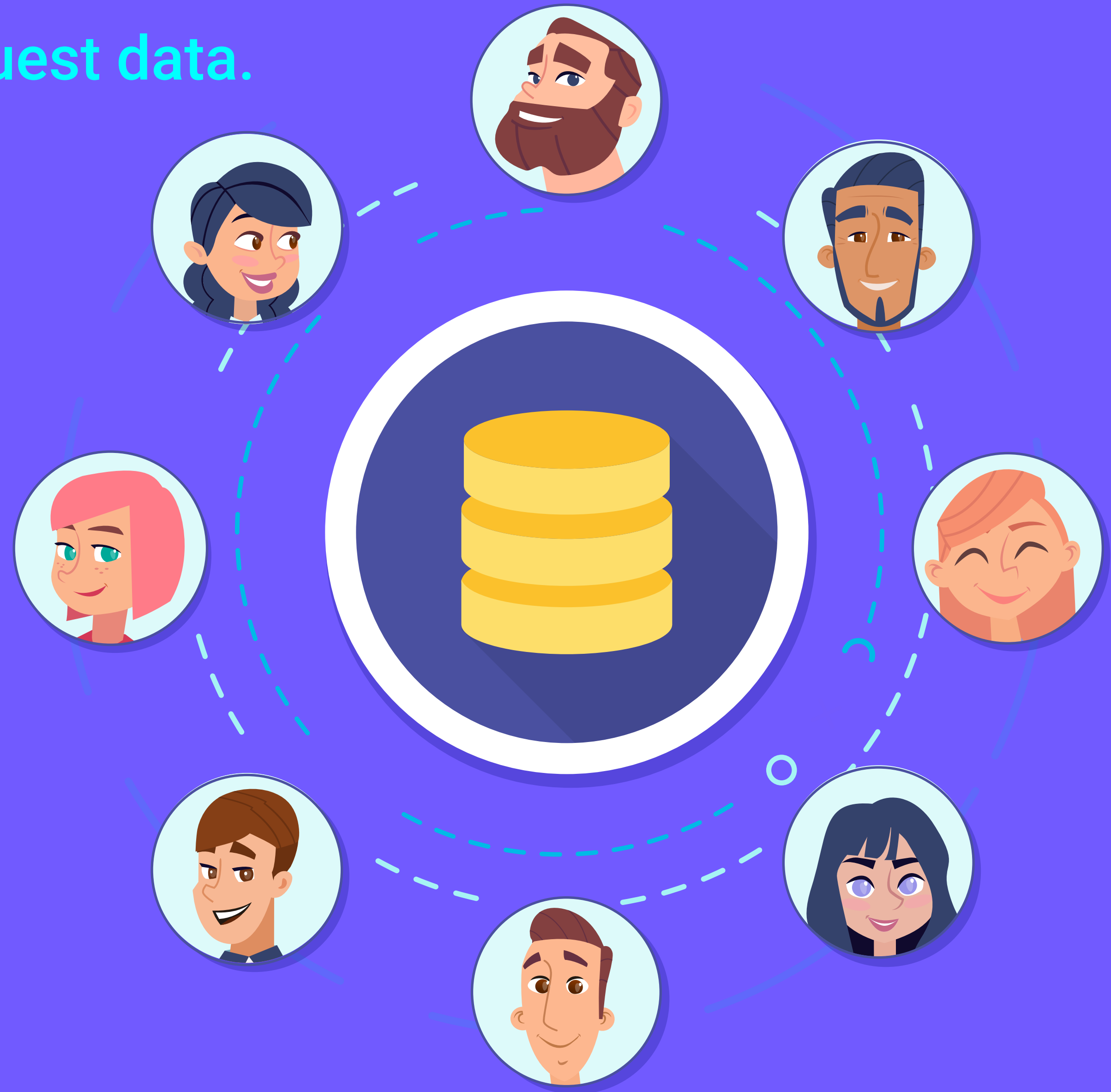
The success of the Data Match process will primarily depend on the quality of the data for each guest that are stored in the PMS. .

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.

Enrichment with a PMS of guest data.
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.



María Fernández

★★★★★

23

✉ _____

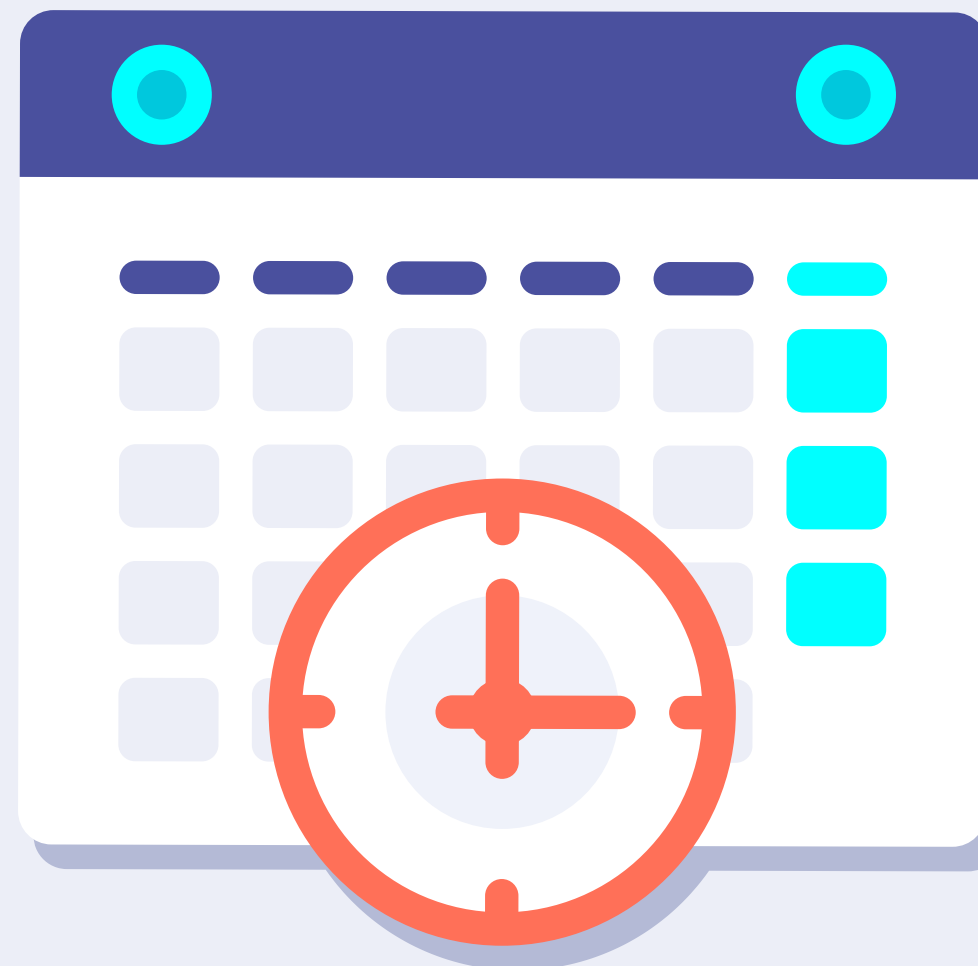
f _____

👤 _____

🎂 _____ 👤 _____

♀ _____

Progress bar: 50% (cyan) / 50% (dark blue)



Calendar icon with a red target symbol in the center, indicating a scheduled or automatic process.

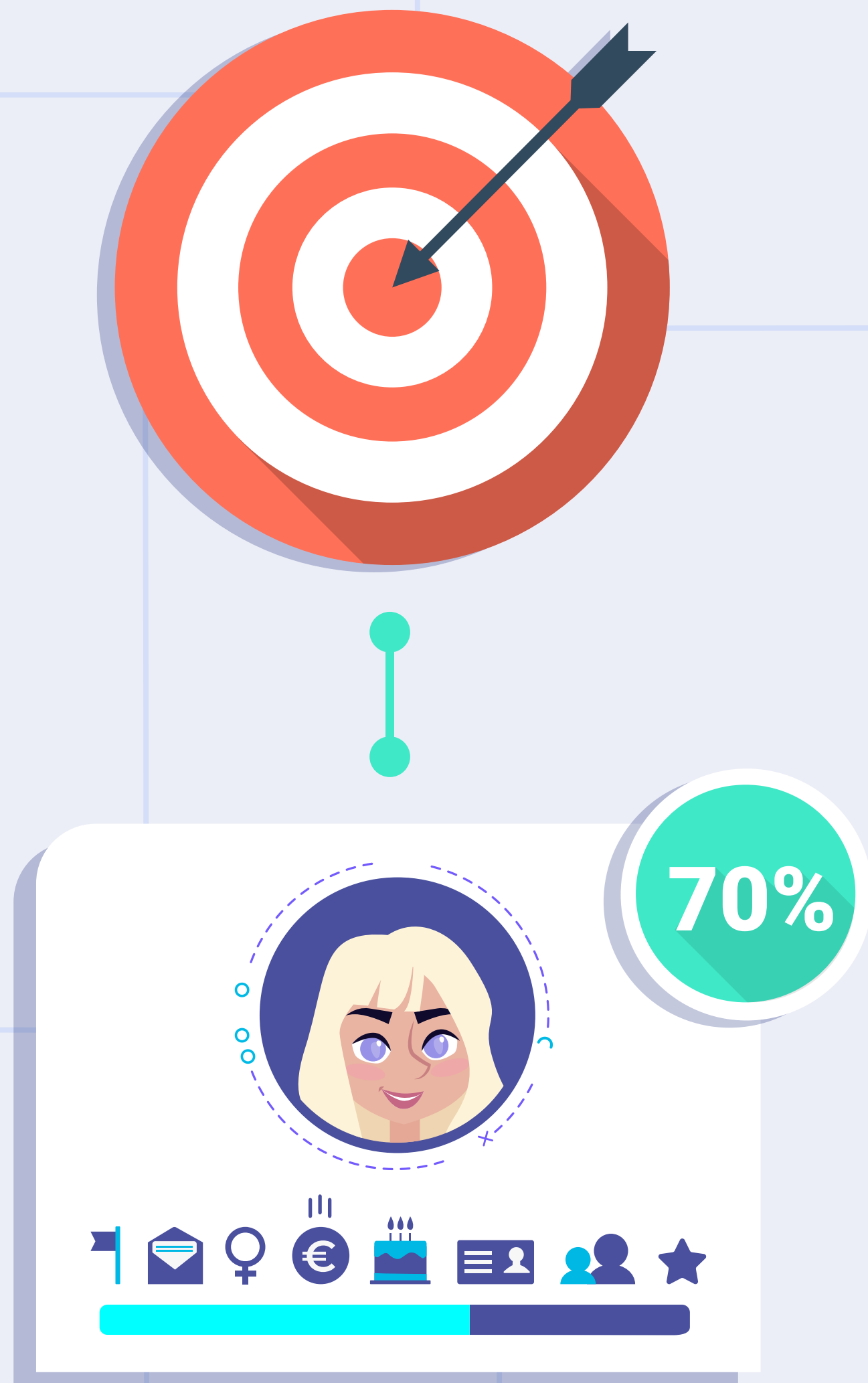


The CSV file about the platform user will be available to download. Prior to launch, you will need to reach an agreement with the client about the other fields to import from the PMS to enrich the guest profiles (booking channel, room type, production, consumption, children, etc.).



Finally, if you acquire our [Hotel CRM module](#), the results will be automatically imported into it.

If the CRM already had a contact that was previously sent by the Wi-Fi module, but - thanks to Data Match - new data has been generated from the PMS, the profile will be automatically updated.



Expected results.

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

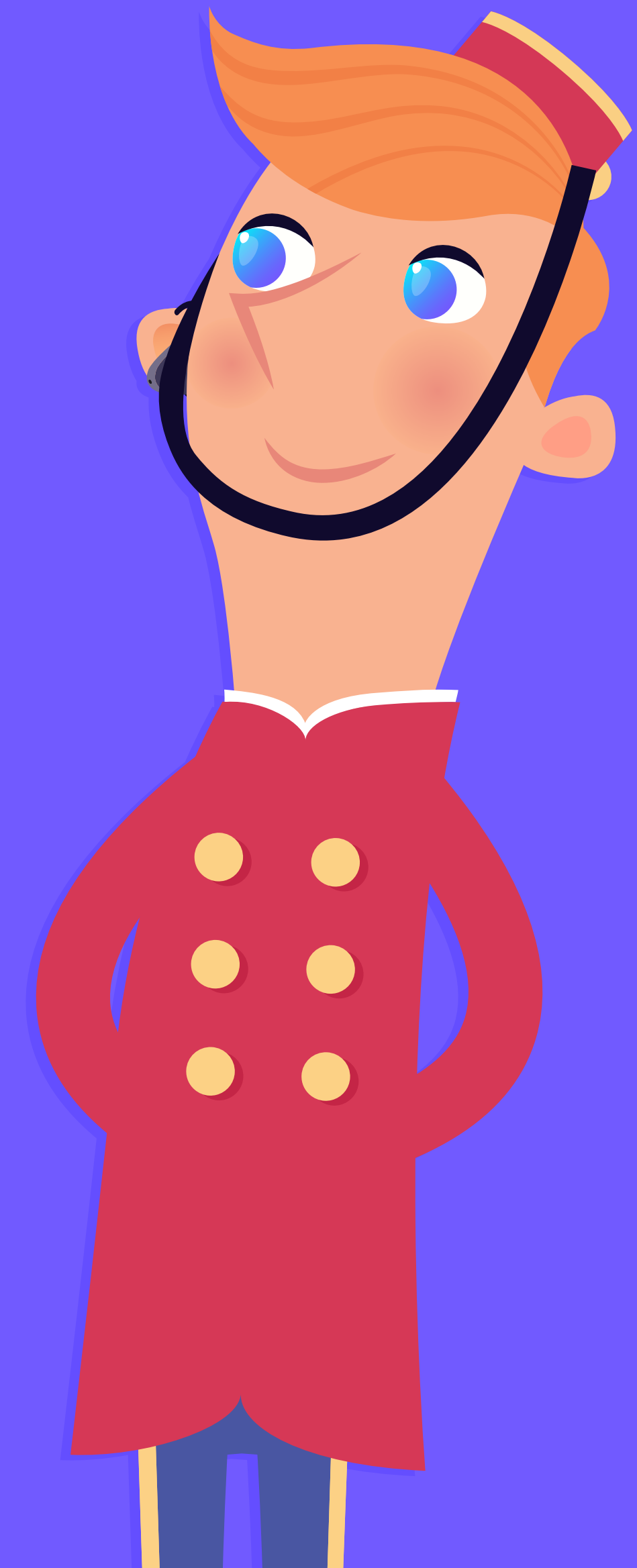
Based on prior experience, the Wi-Fi data base often contain a percentage of clients who have used the Wi-Fi connection but have never stayed in the hotel: hotel employees, external visits, etc.

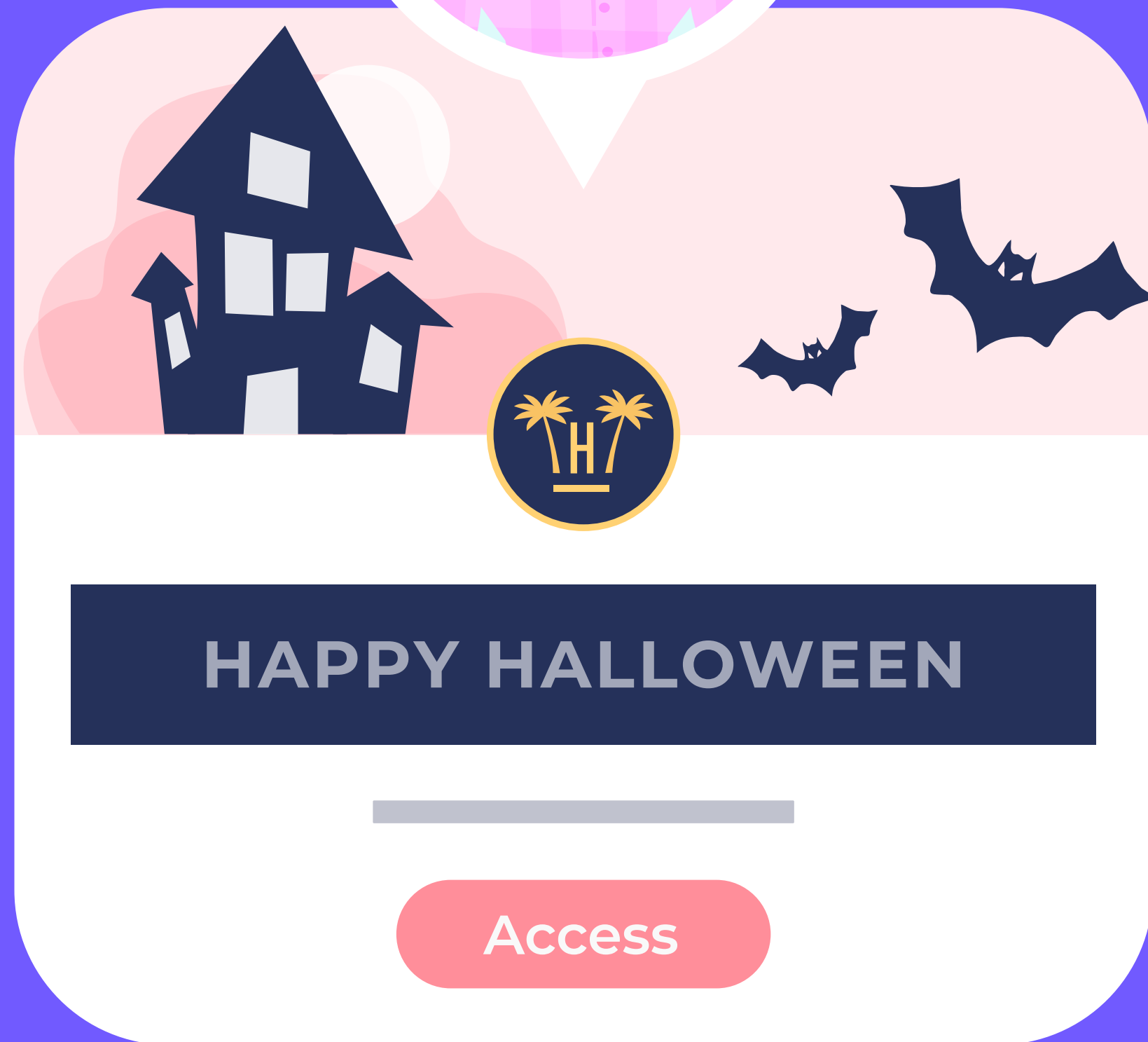


Of this group of people, who may occasionally represent 10-20% of the total users who have connected to the Wi-Fi, none of them will be included in the PMS data base as they have not checked in to the hotel.

Hotel CRM.

Personalised and direct
sale campaigns.





For the exploitation and activation of data to generate marketing and loyalty email campaigns, it will be necessary to have the hotel CRM module. Once this has been purchased, transferring data from the Hotelinking data module to the CRM will be done automatically (following the importation of historical data or integration with the hotel PMS). The hotel CRM module allows simple and quick segmentation to be able to personalise campaigns with a wide variety of variables.

Hotel CRM.






Characteristics.




















Integrated in real time

with data collected from the [WiFi](#).

 Johnatan McGregor 34    

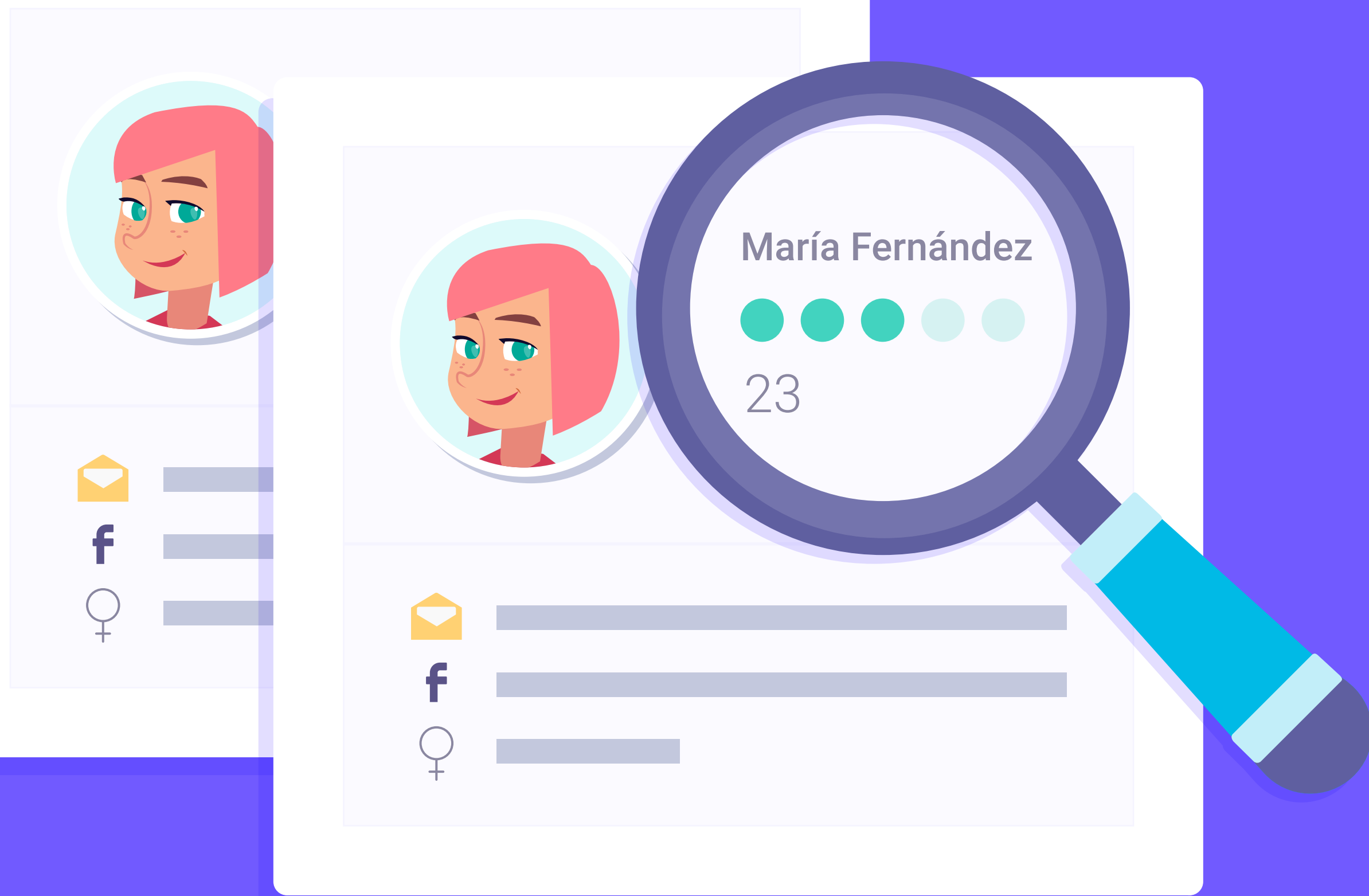
 Jürgen Klaus 40    

 Sara García 25    

 Clara Sánchez 23    

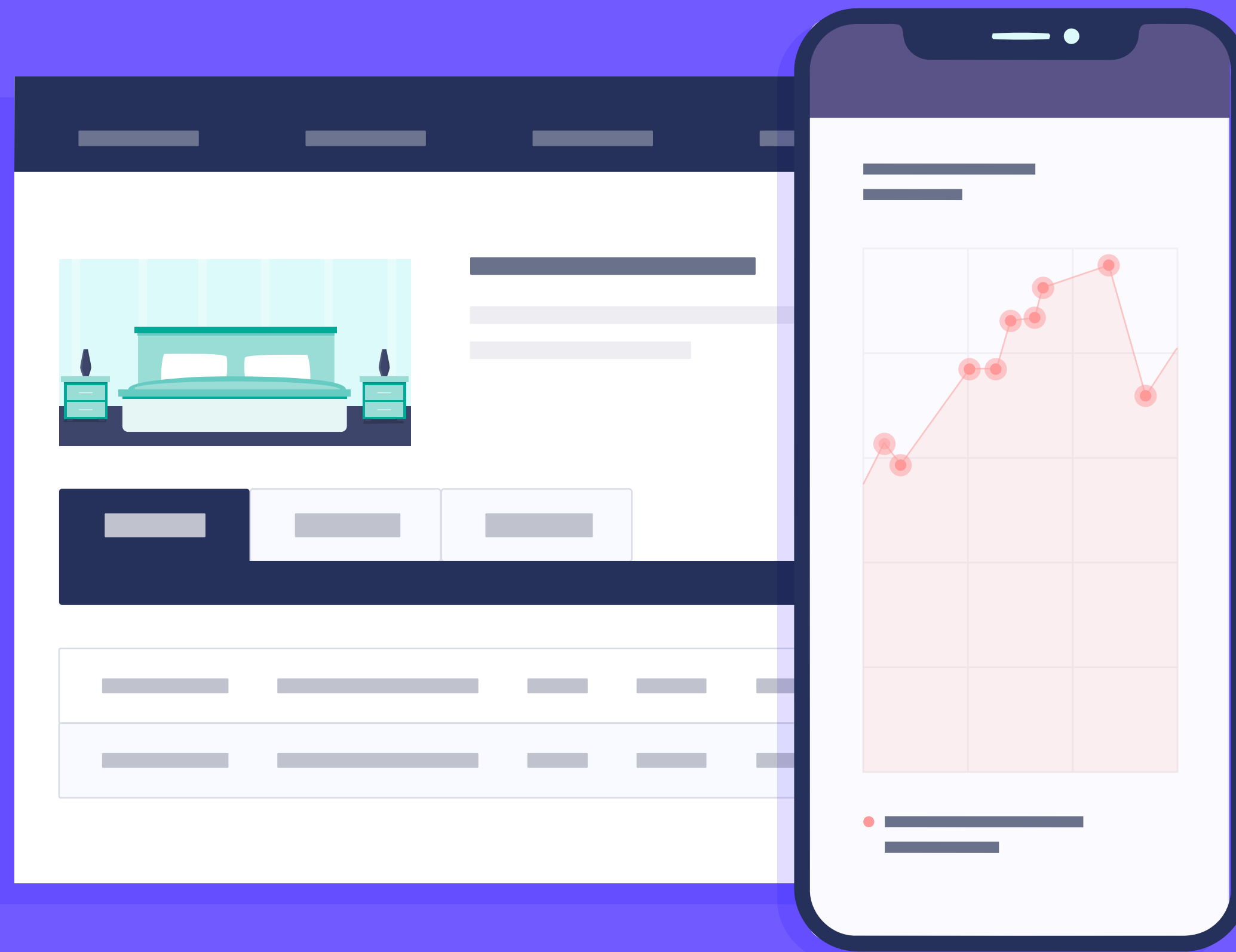
Automated enrichment

and consolidation of **data** from the **PMS**.



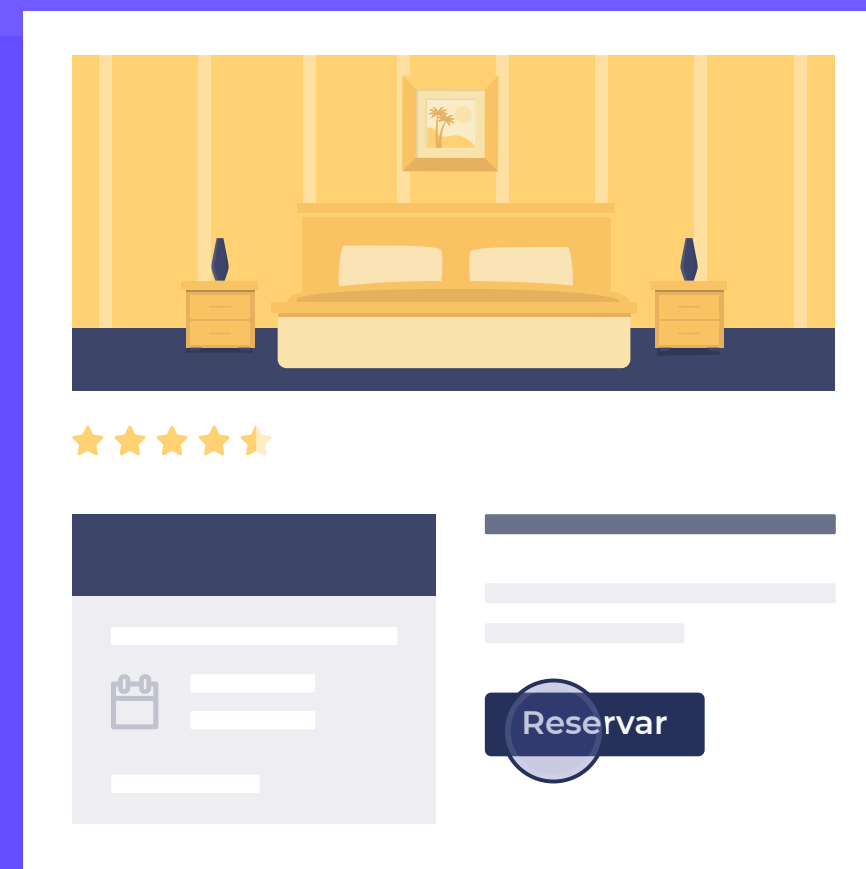
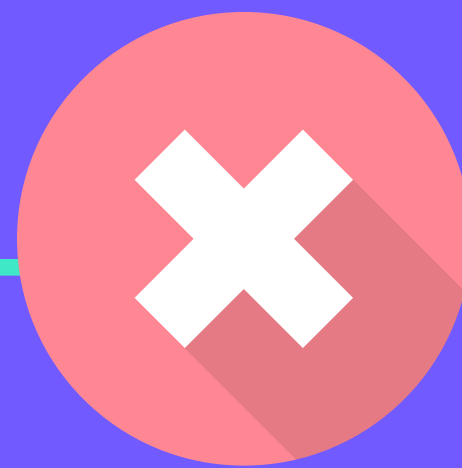
Automatic detection

of **duplicate** users.



Sales tracking per user

thanks to the [integration script](#) in the booking engine.



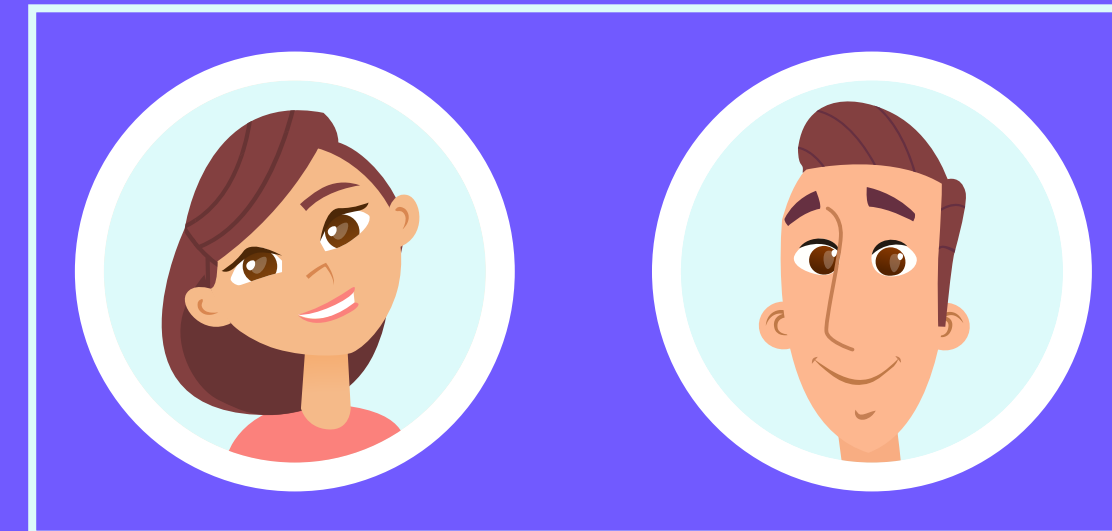
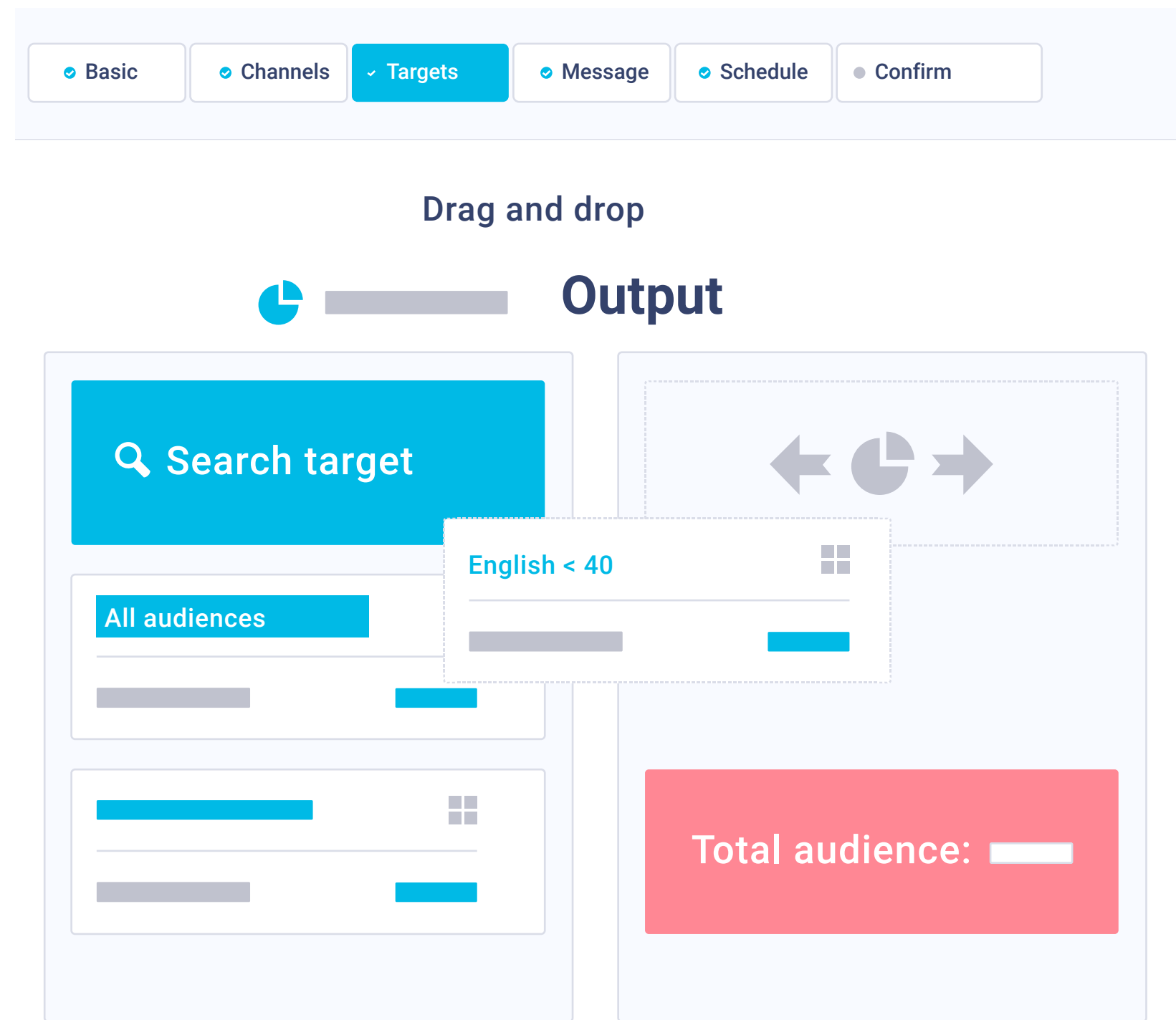
Possibility of excluding users

who have **booked recently** from the next campaigns, automatically.



Possibility of analysing

how much has been saved in commissions thanks to the **disintermediation of bookings** made by returning guests.



Advanced and specialised

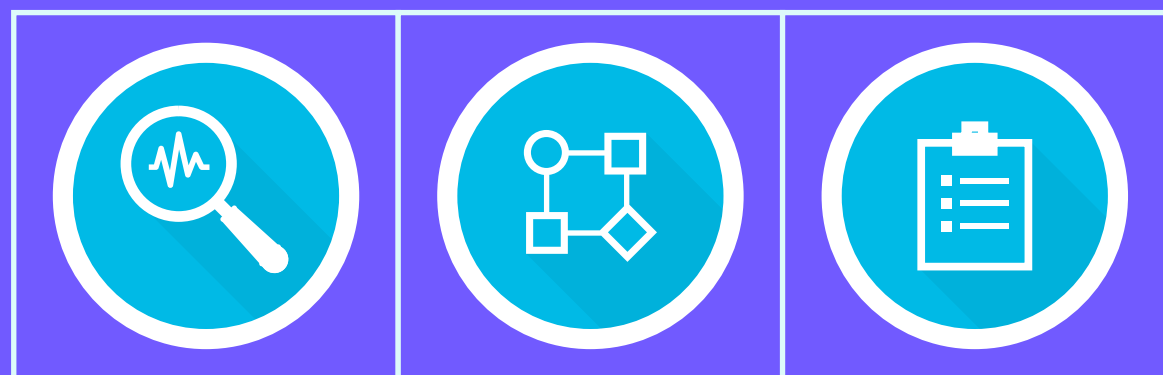
segmentation for **hotel casuistry**.



Possibility of extra advanced modules: *

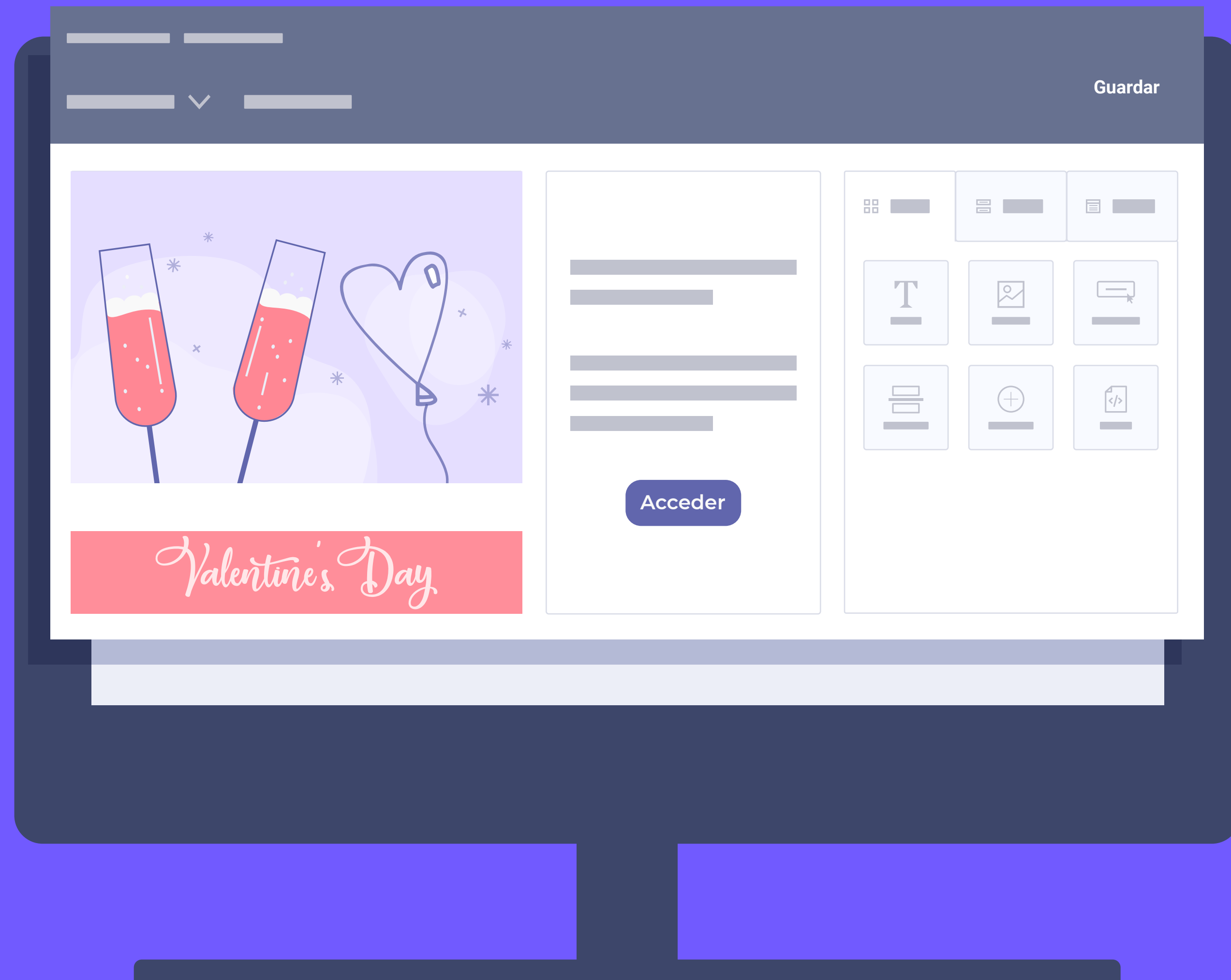
Landing page, forms, CRM B2B, advanced tracking on website, tool for sequential programming via workflows.

* Extra cost applies. Consult your Key Account.



Hotel CRM.

Dashboard.





DASHBOARD

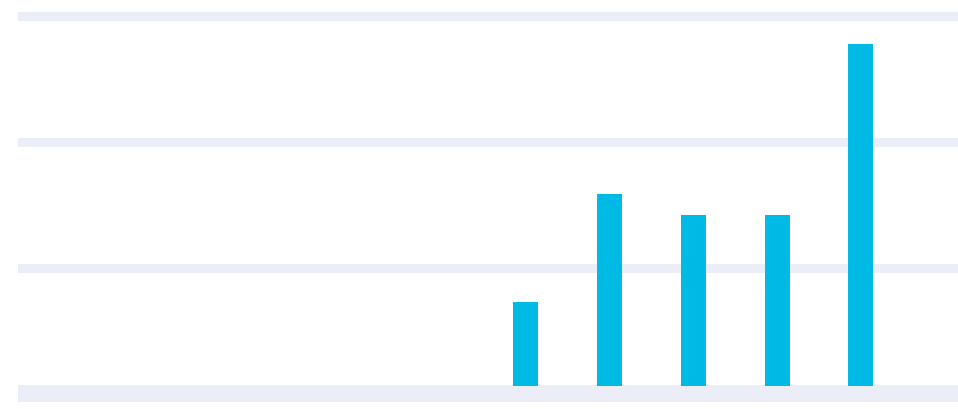
CMO Organizer

Last 6 months

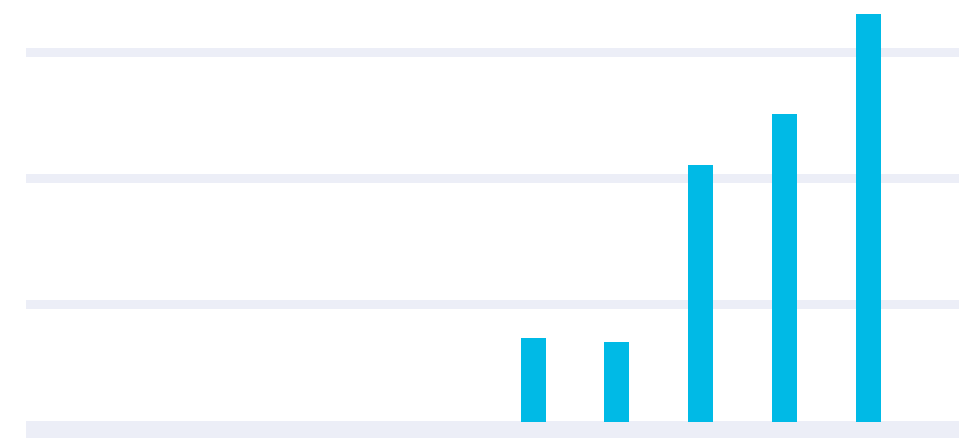
Last 30 days

Last 7 days

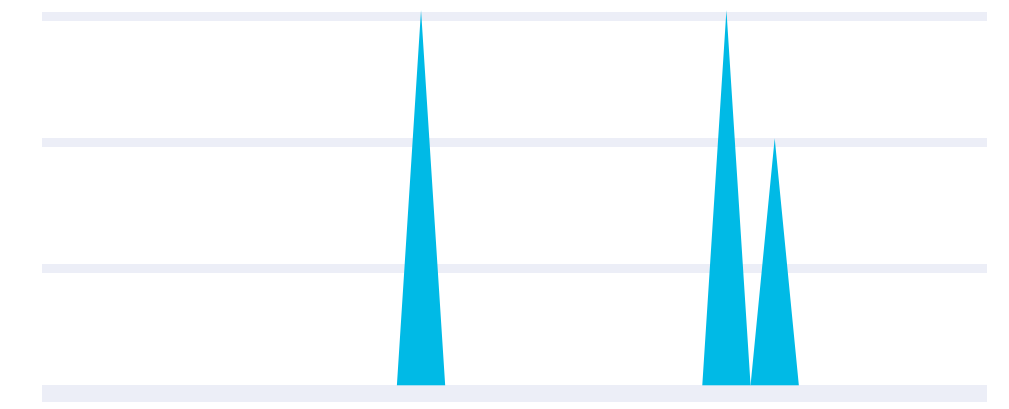
Bookings



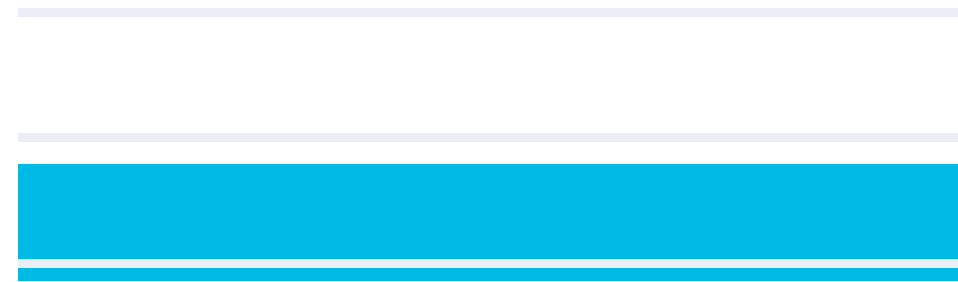
Revenue



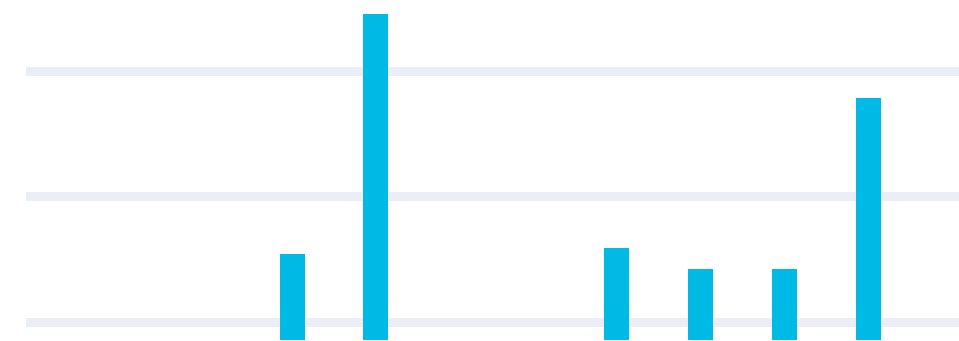
Campaigns



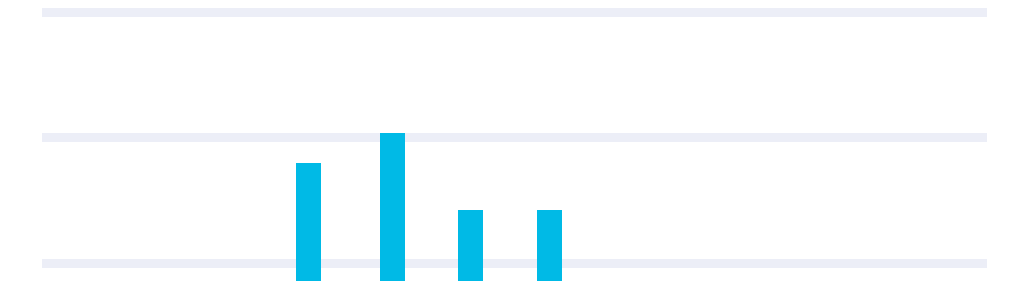
Audience



Email



SMS



Statistics.

The CRM and your global statistics dashboard show the total number of clients of the database (adding up the clients in the entire chain or per hotel) total number of campaigns sent, total number of direct reservations generated...

A vertical navigation sidebar on the left side of the interface. It features a hamburger menu icon at the top, followed by a dark blue header with a logo containing the letter 'H' and palm trees. Below this are several horizontal bars in blue and red. The red bar is labeled 'AUDIENCE' and is highlighted with a circular selection.

Audience Management

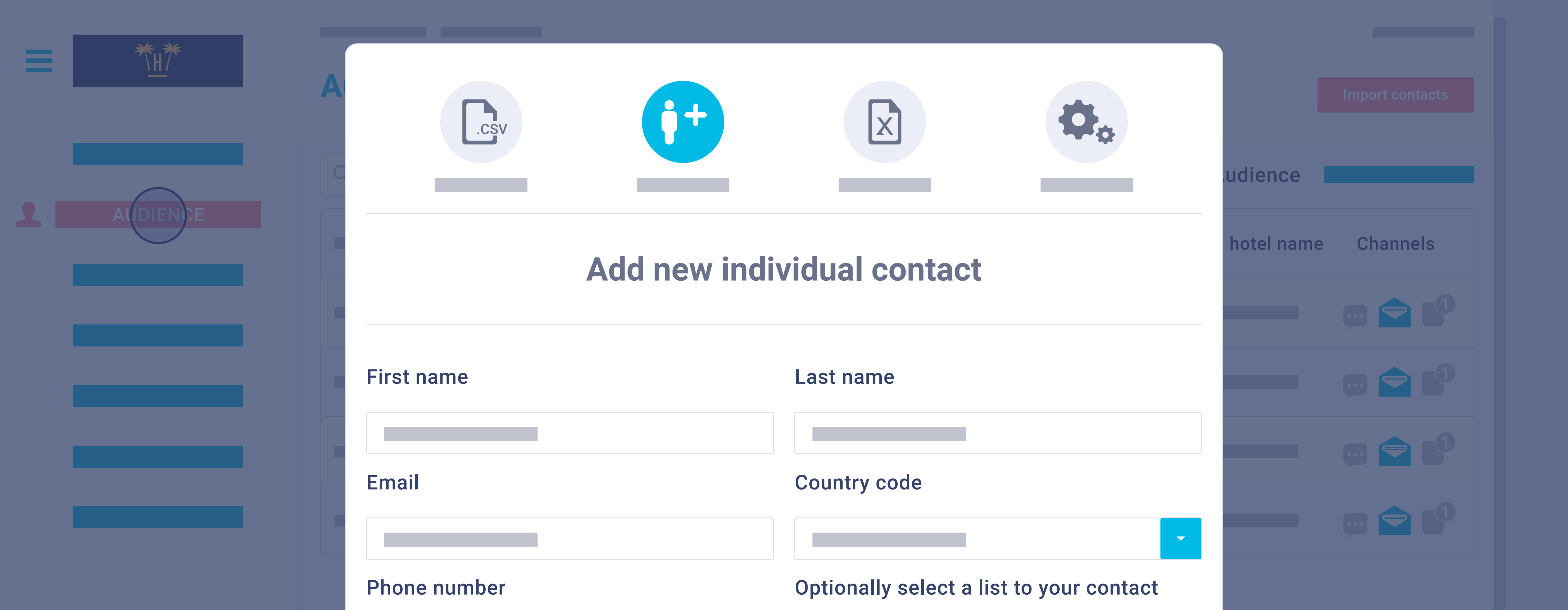
Import contacts

Total Audience

First name	Last name	Country code	Phone number	Email	Last visited hotel name	Channels
Sara	García Sancho	ES	+34 555 123 777	sara.garcia@gmail.com	Paradise Hotel	
[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	
[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	
[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	

Audience management.

We can see the data captured by the WiFi from this screen. If our PMS is integrated, or if we have historical data, we can incorporate it here. This way, we will obtain an improved database which will allow us to do all types of segmentation. But we can create as many segmentations as we deem necessary.

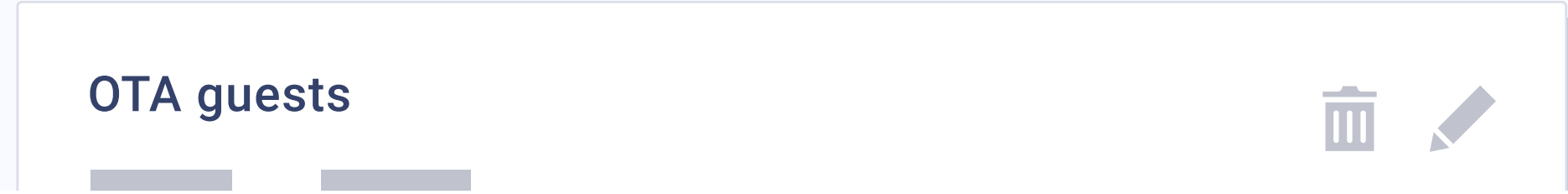
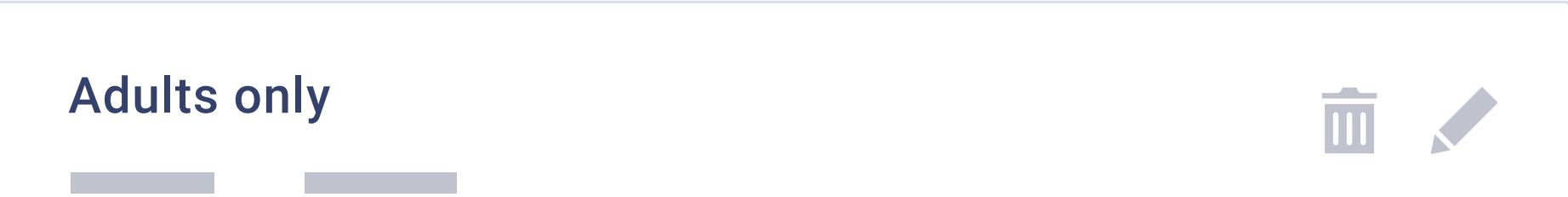
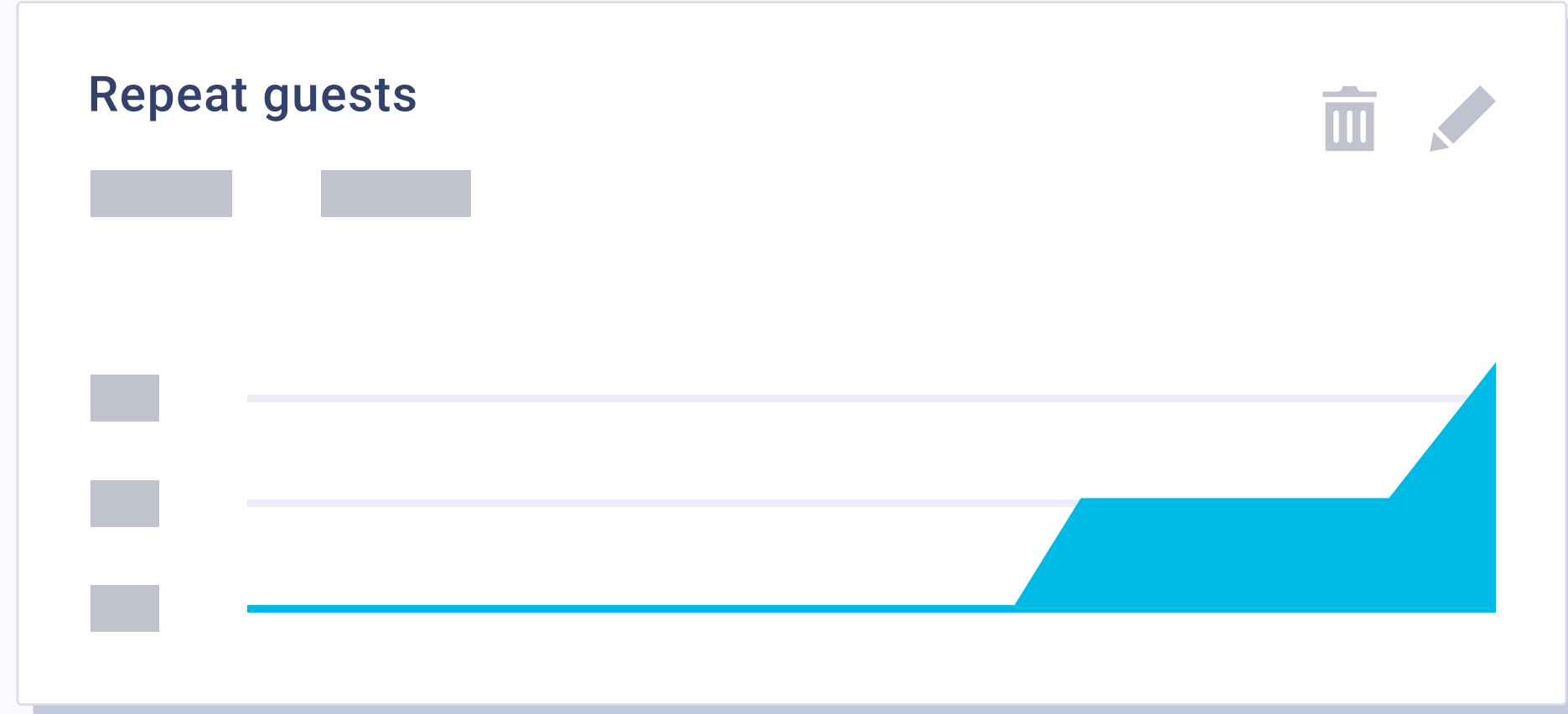
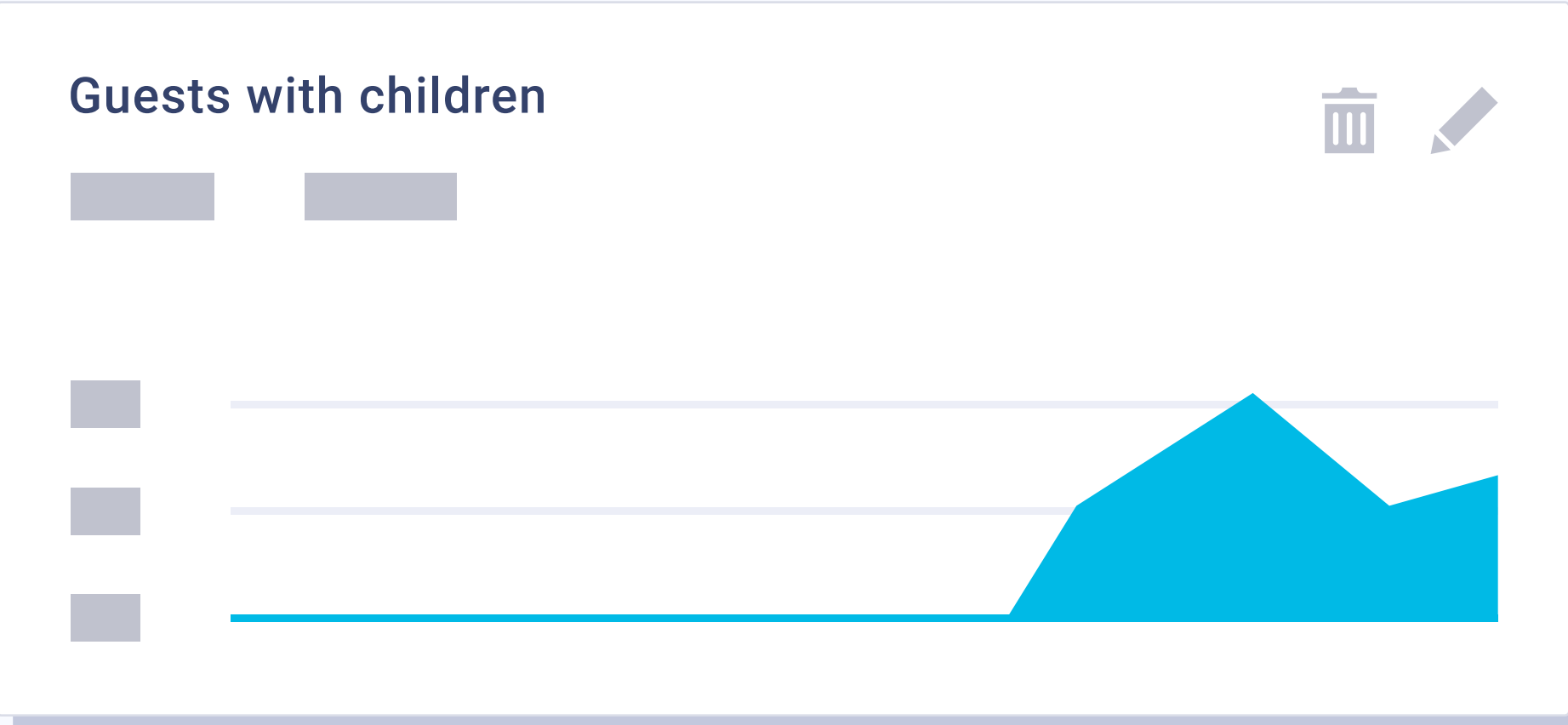


Importation of data.

When data is imported from other applications, the tool is able to verify which email addresses are correct and which are not.

Segmentation

Create a new target



| Segmentation.

From the Segmentation menu we can view all the segments that we have created and the evolution of the number of clients that meet the conditions of the segment. We can view the evolution over time. This way, if we capture 10 new clients that meet the conditions of the segment via the WiFi tool, these will be included automatically.

New Segmentation

Save segmentation

Segmentation name

Englishmen from 40 to 50 years old

Audience

Start adding filters

AND

Contact information Language English

New segment.

There is no limit on the number of new segments that can be created. An infinite number of conditions can be applied to one same segment, and the conditions can even be for how the client reacts to the sent campaigns.

John Doe

LAST CONNECTION 	LAST CAMPAIGN 	LAST CONTACTED 	LAST GEOLOCATION
LAST PURCHASE 	TOTAL PURCHASE 1.599.78€	EMAIL	

CONTACT INFORMATION

EMAIL

PHONE

LANGUAGE

BIRTHDATE

COUNTRY

CITY

USER ID

CONTACT ID

GENDER

RESERVATION CHANNEL Thomas Cook

Complete information can be obtained about each client, including their specific activity of each campaign sent. This is where we will find the consolidated data from WiFi and PMS, thanks to our Data Matching - Data Science tool.


Clients.




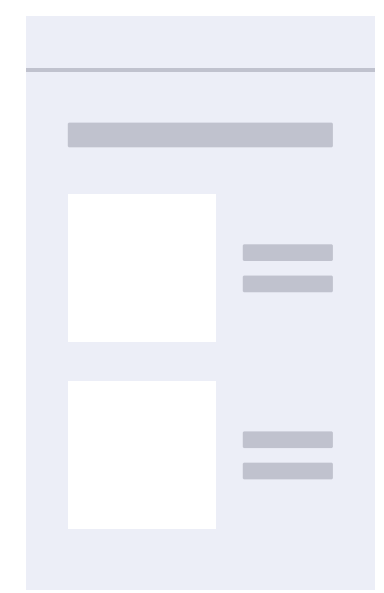
CAMPAIGNS


Email Template Manager

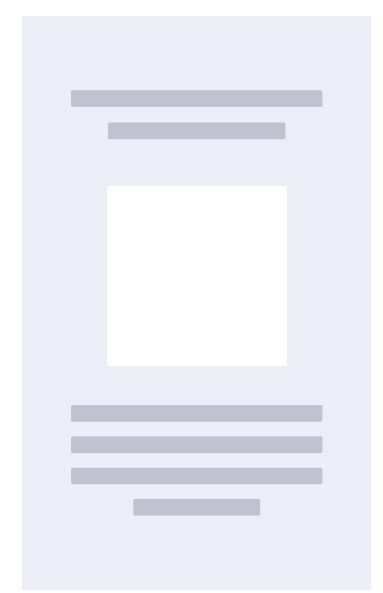
New Email Template





Black Friday 





Last Minute 




Ciber Monday 



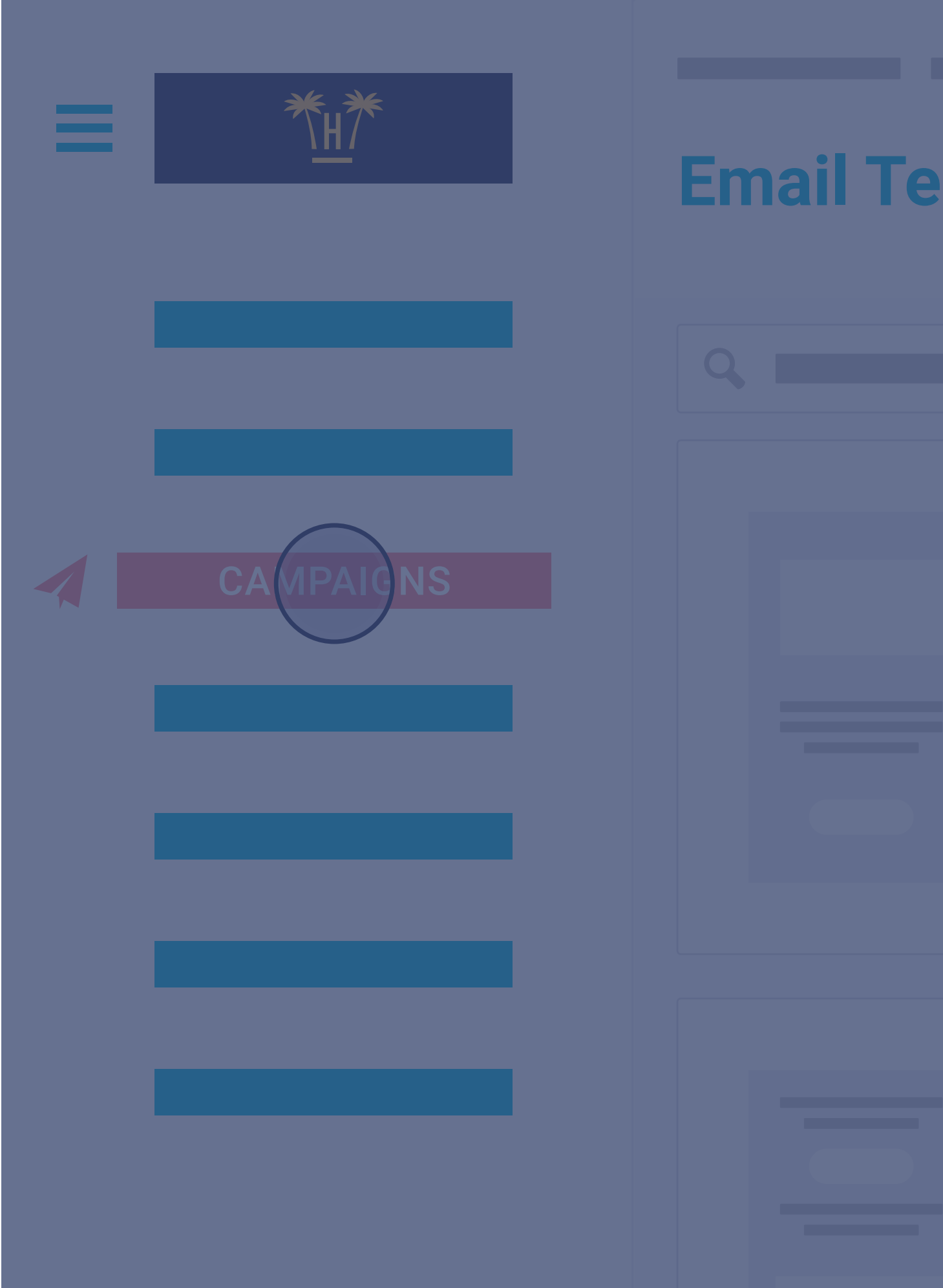
Early Booking 



Guest Private Sales 

1/3
Templates.


The tool consists of a complete series of email templates specific to hotels and they can be personalised with the image and brand of the hotel / chain. There is no limit to the number of templates that can be created.




Rich email messages made easy

Choose a template


Example Templates Basic and HTML Templates



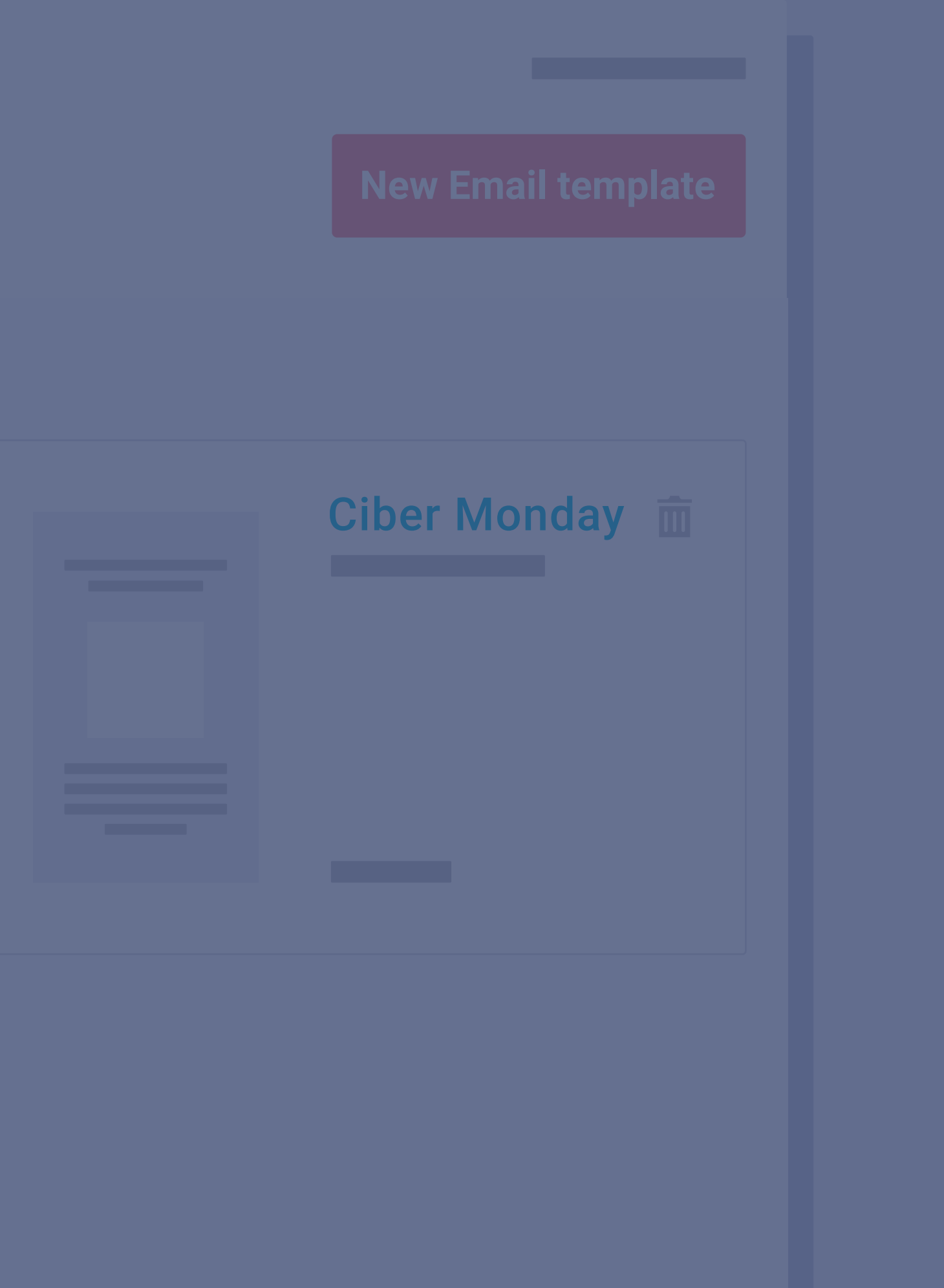
E-commerce



Newsletter



Welcome

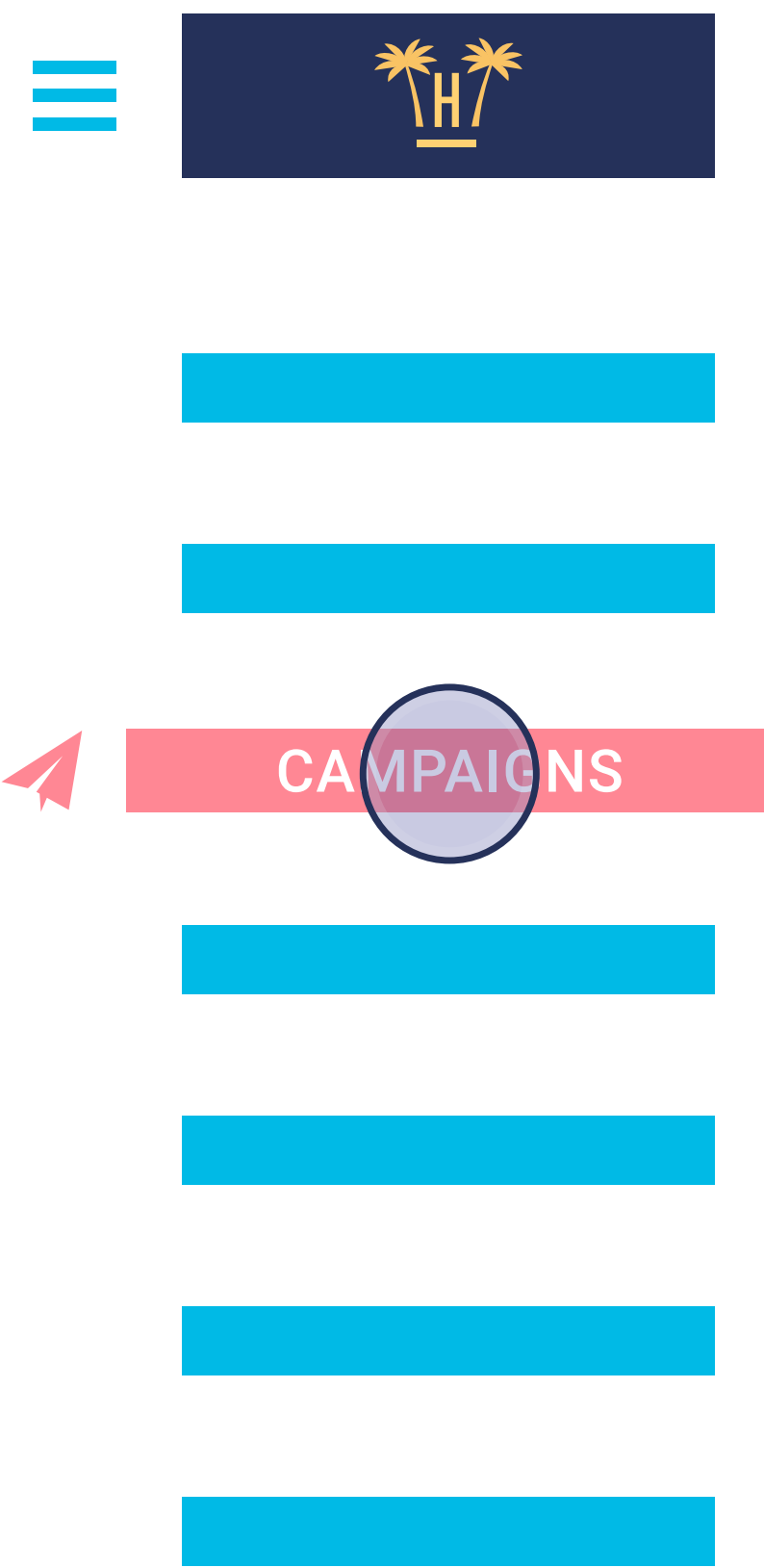


2/3 Templates.

When we wish to create a new template, we can choose pre-designed structures or start from scratch. HTML can also be directly imported.

3/3 Templates.

The email campaign creator is very intuitive and is similar to that of Mailchimp. It is very simple and uses Drag & Drop technology (previous programming knowledge is not required).



Campaign Manager

Create Campaign

		Edit Campaign	
<input type="checkbox"/>	Cyber Monday Type: Immediate Updated: 18 10 2018 Target: Men >25	127 Recipients	
<input type="checkbox"/>	[Redacted]		
<input type="checkbox"/>	[Redacted]		

1/6 Campaign Manager.

Pro Features > Hotel CRM > Dashboard

Hotelinking includes pre-created campaigns such as Black Friday, Cyber Monday, Last Minute, Early Booking, etc. However, it is possible to create as many campaigns as considered necessary. Once sent, each campaign, a monitoring analytics panel will be generated.



Cyber Monday

Cancel campaign

Save campaign

Continue campaign

✓ Básic

Channels

Targets

Message

Schedule

Confirm

CAMPAIGNS

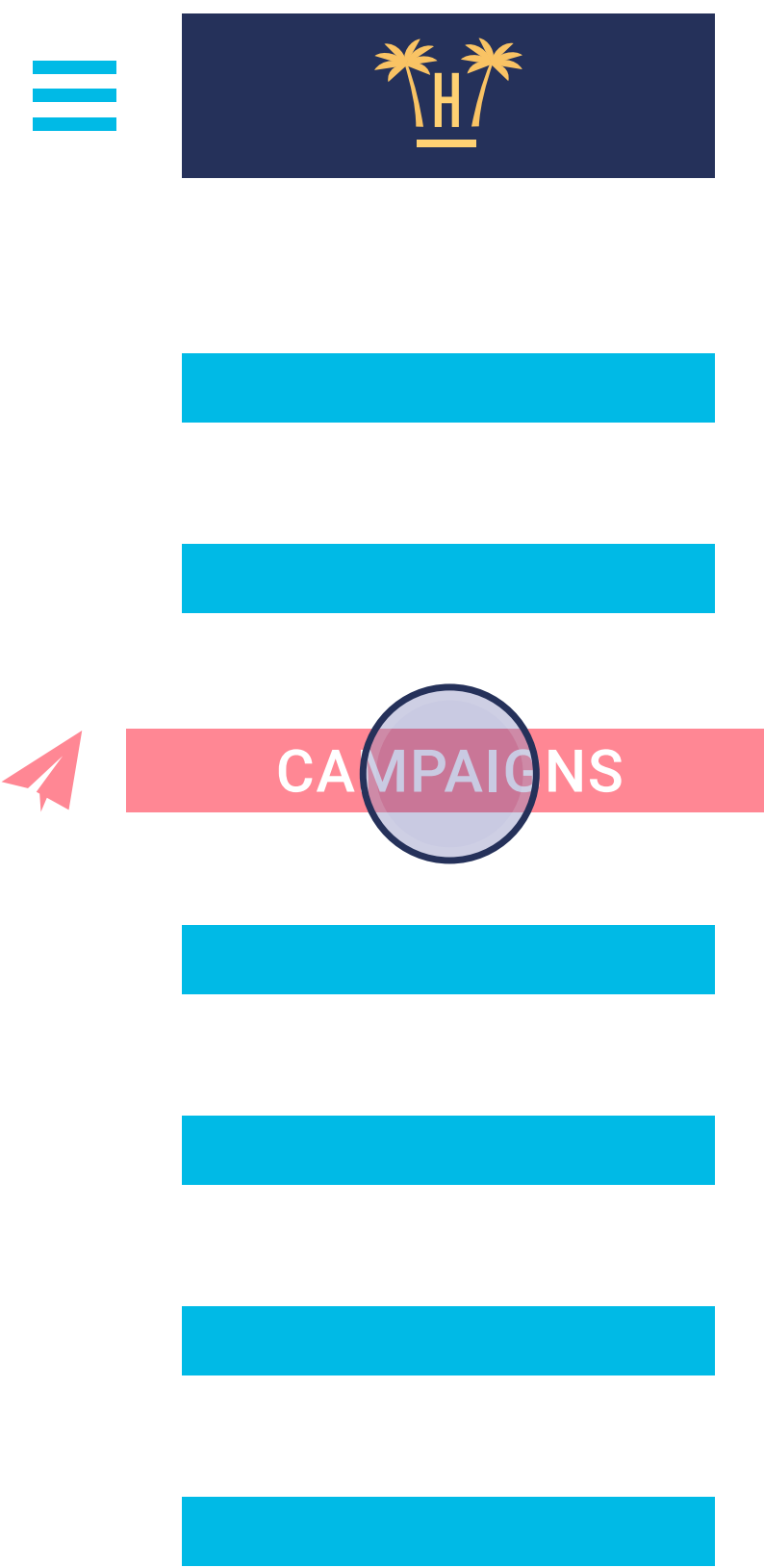
Campaign Information

Campaign name*

Campaign description

2/6 Campaign Manager.

When we create or edit a campaign we can work on each important point such as: the segment that it is aimed at, editing the template and scheduling sending, as well as testing it before it is sent.



Drag and drop

Output

Search target

All audiences

English under < 40

Total audience: []

3/6 Campaign Manager.

When we choose who the campaign will be aimed at, we can select the segments that we have previously created. In the example we have selected the segment 'English clients under 40 years old'. With a Drag & Drop we can simply add segments. If we do not select any, it will be sent to the entire database (sent to each client in their language).



Cancel campaign

Save campaign

Continue campaign

- Basic
- Channels
- Targets
- Message
- Schedule
- Confirm

Campaign schedule

- Now
- For later
- Autom. Trigger
- Autom. Cron

Setup frequencies of the campaign

days

hours

days

weeks

months

CAMPAIGNS

4/6 Campaign Manager.

It is very important to remember that this is a completely automated system. For this, we can schedule when the campaign is sent. If it is an ongoing campaign, we can select the frequency in days, weeks, months or years.

■ Campaign Early Booking

■ Campaign Cyber Monday

■ Campaign Last Minute

5/6 Campaign Manager.

The DRIP EMAIL function is very important. The system automatically sends monitoring emails, depending on client behaviour. This way the system sends an email after 'X' days if the client has not opened the campaign, for example. Also, an email can be sent a few hours later if the client has visited the website but has not completed the purchase.

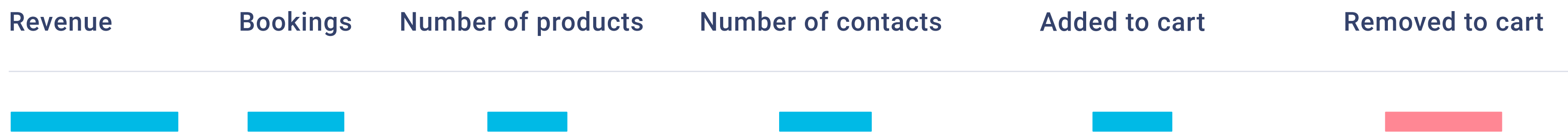


Black Friday

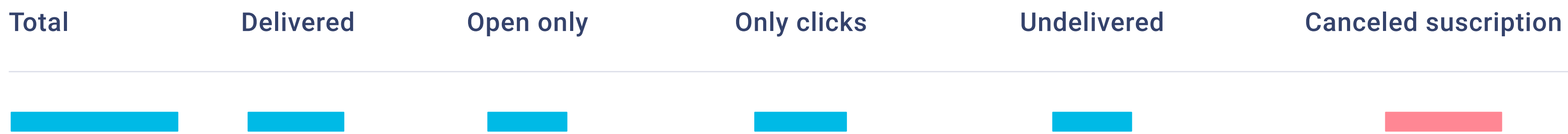


CAMPAIGNS

Purchases statistics



Conversion tracking



6/6 Campaign Manager.

Finally, the statistics per campaign. This will give us the result of the emails sent, opened, clicks, reservations generated and much more data that is vital to understand the success of each action.

Purchase Management

Total Purchases

Purchase ID	Name	Product	Contact	Campaign	Price	Status	Description	Date	
5bdc5ea5ae23178	Booking	Booking	Sara García	Halloween	551.2€	Purchase	Transaction Code HTGL1907095SD	12 11 2018 15:26	

Purchase Management.

Finally, we can see the result and the ROI thanks to the monitoring of each reservation against each client. Our tracking via Google Tag Manager allows total traceability and is very important to be able to quantify the reservations of returning clients diverted to the direct channel. This way we can find out how much we have saved in commissions when a returning guest books directly on the website.



I Introduction

- At Hotelinking, we have launched a new service intended for the installation, maintenance and monitoring of the wifi, aimed at hotels and chains named NOC (Network Operation Center).

With our experience in the sector integrating our services with the Wi-Fi networks at **more than 800 hotels**, we'd now like to offer a quality service to maintain those networks.

- At **Hotelinking**, our obligation is to keep up-to-date on all the new developments in equipment, manufacturers, components, updates... and that's why we thought it would be a good idea to offer this new service which so many of our customers have been demanding.

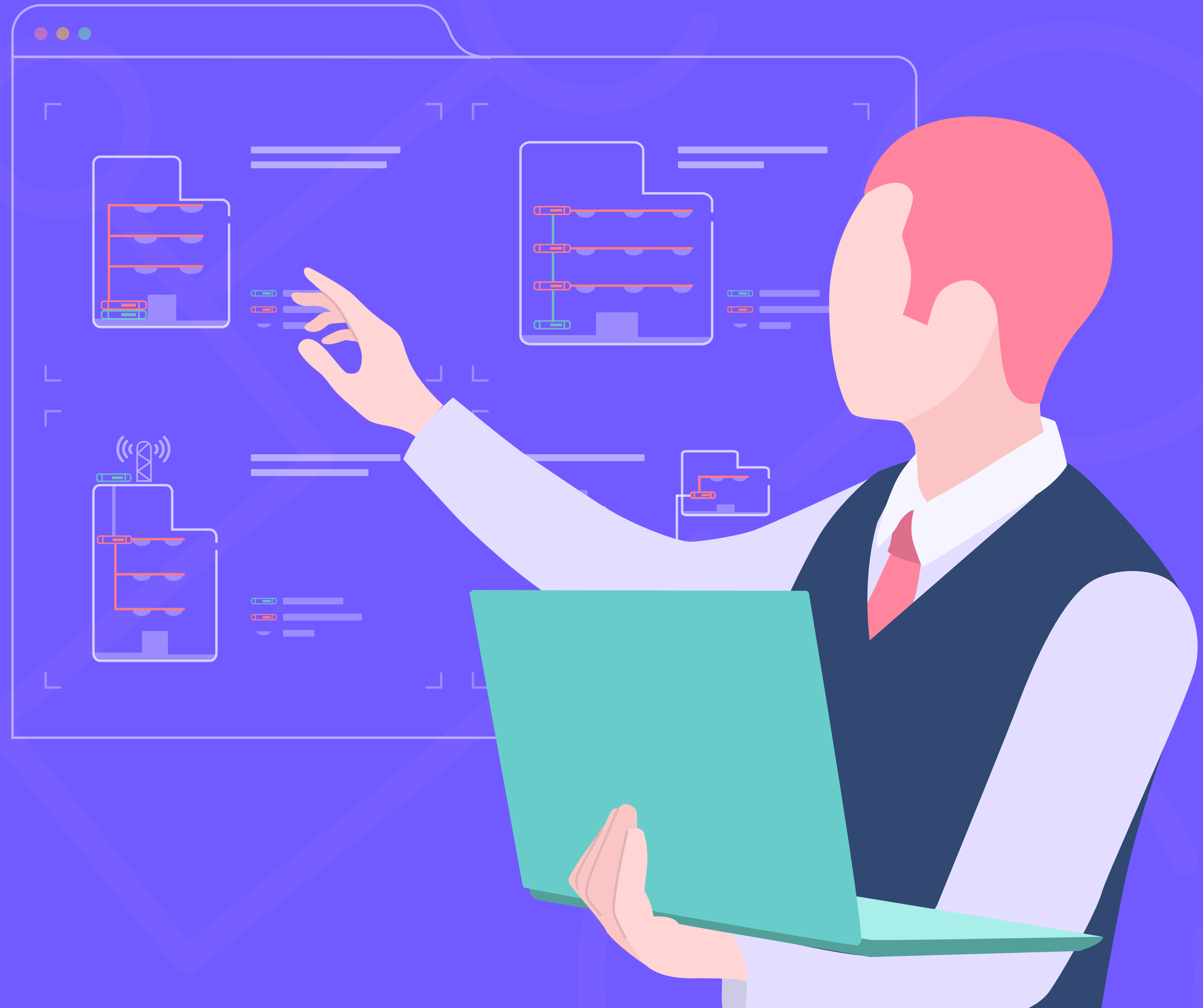


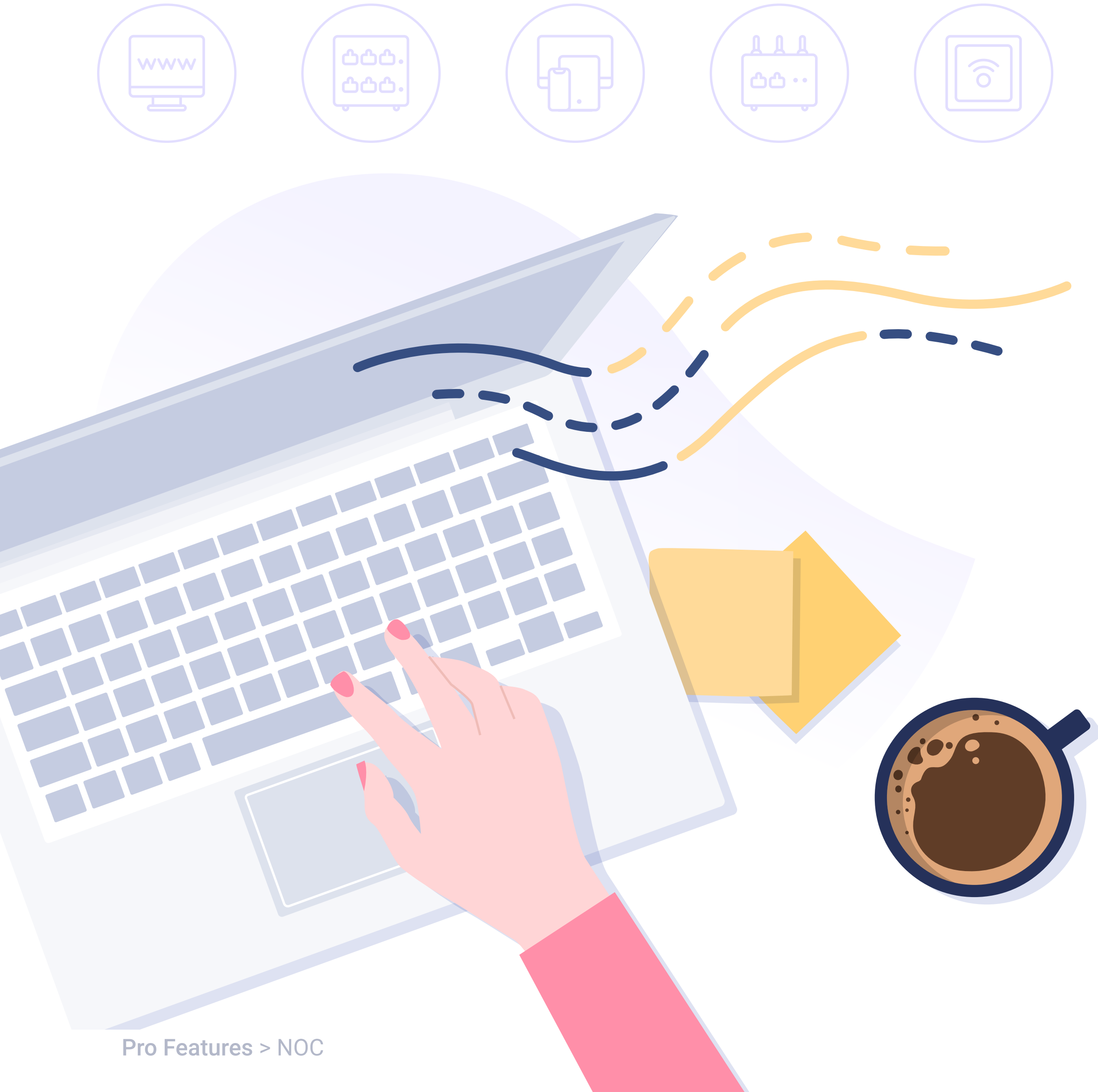
I Problems

- When there's a problem with a Hotel's Wi-Fi system, the hotel **usually responds reactively** meaning only following a guest complaint.
- The Wi-Fi is very slow. **Our Wi-Fi network is obsolete** and no longer able to offer the quality guests want when connecting with their various devices.
- **Our Wi-Fi doesn't work** the same in all areas of the hotel which gives a bad image to customers.
- When talking about Wi-Fi service maintenance, some companies offer the service but offer only basic solutions or just **don't have network maintenance** which leads to extra expenditure in the event of a failure.
- A properly working hotel Wi-Fi system is essential nowadays as guests view it as a basic need for their holidays. Any **malfunctioning can lead to a number of complaints** and a loss of perceived brand quality.

NOC

Network
Operation
Center





WHAT IS NOC?

At **Hotelinking**, we have launched a new service aimed at the setup and maintenance of the WiFi network for hotels and chains called **NOC (Network Operation Center)**.

Its main goal is to offer a quality connection. As a result of our experience in the sector, by integrating our services with the WiFi network in **more than +1k hotels**, we want to offer a quality service for the maintenance of the network.

At **Hotelinking**, it is a must to stay up to date with news on equipment, manufacturers, components, updates... and that's why we deemed it appropriate to offer this new service that many of our customers have demanded from us.

This service is complemented by the [WiFiBot](#) tool that allows us to monitor in real-time the status of the network to prevent possible incidents.

LOADING...



PROBLEMS



When there's a problem with a Hotel's Wi-Fi system, the hotel **usually responds reactively meaning** only following a guest complaint.



The Wi-Fi is very slow. **Our Wi-Fi network is obsolete** and no longer able to offer the quality guests want when connecting with their various devices.



Our Wi-Fi doesn't work the same in all areas of the hotel which gives a bad image to customers.



When talking about Wi-Fi service maintenance, some companies offer the service but offer only basic solutions or just **don't have network maintenance** which leads to extra expenditure in the event of a failure.



A properly working hotel Wi-Fi system is essential nowadays as guests view it as a basic need for their holidays. Any **malfunctioning can lead to a number of complaints** and a loss of perceived brand quality.

BENEFITS OF A PROPER MAINTENANCE SERVICE



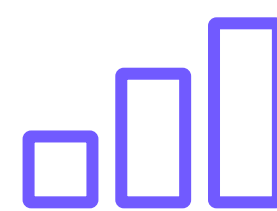
The Internet connection service is one of the most heavily weighed variables when choosing accommodation. A quality Wi-Fi service **enhances a hotel's rating on reputation pages.**



It considerably reduces the number of incidents that occur at the hotel because such a service can predict possible functioning errors or network saturation in advance.



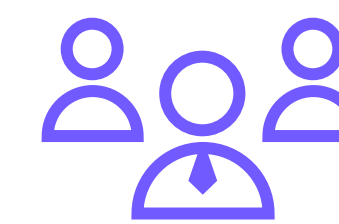
A quality Wi-Fi network **boosts internal hotel consumption.** If the connection is good, guests will stay at your establishment longer which will lead to higher consumption.



You will ensure complete Wi-Fi coverage throughout the Hotel. The user experience will be positive anywhere.



It boosts your brand and customer loyalty. When the service received is of good quality and the experience is positive, guests will more likely come back and recommend you.



Turn your hotel into a reference for **work meeting and events.** Guaranteeing quality service will lead to new business opportunities.

■ SERVICES INCLUDED





AUDITING

The first step to guaranteeing proper network functioning is **conducting a preliminary audit** to find out which adjustments need to be made or which network elements are needed to offer good quality. The current status of the wifi network will be analysed based on the performance, capacity and coverage.

The entire system will be checked by our experts; this includes the physical status as well as the configuration of all network components (routers, switches, access points, firewalls, servers...).

Once the audit has been completed, we'll explain **what is needed to guarantee optimal Wi-Fi network functioning** and we'll optimize the network if necessary and if such service is contracted.

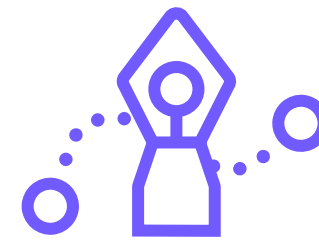
ENGINEERING AND SET UP

We lead your wifi project, whether you already have one set up or not.



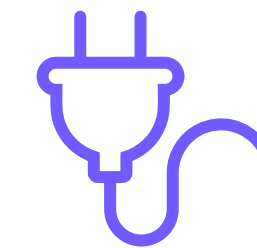
We analyse

the hotel's needs and requirements. What do they have? What do they want?



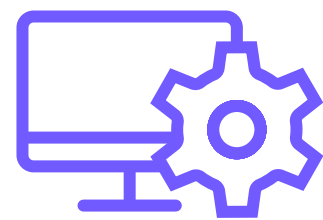
We design

the solution that best suits them and decide the type of wiring, equipment and settings.



We install

the wiring and set the equipment up.



We configure

all equipment and services.



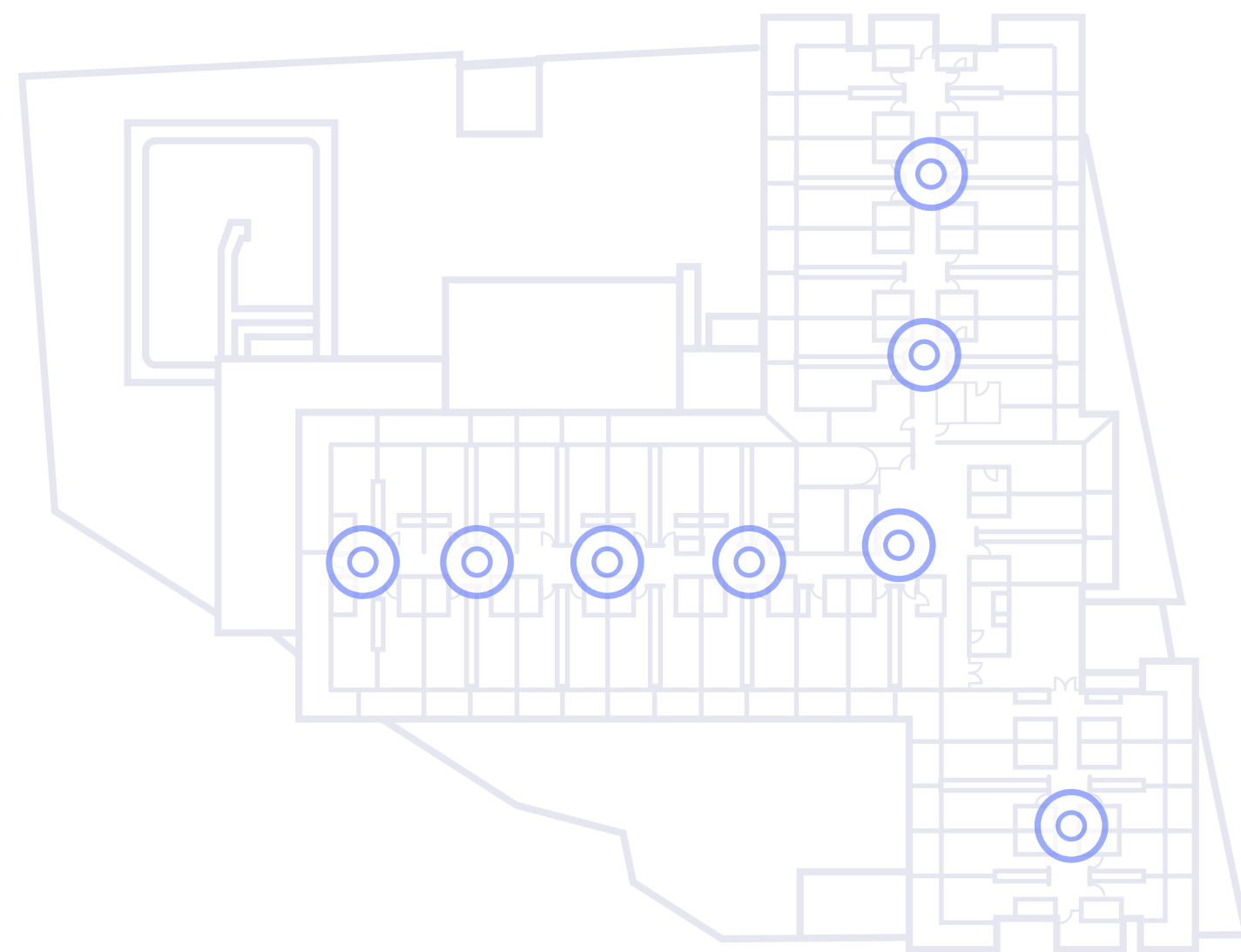
We certify

the set up on the spot and validate that the solution works properly.

MANAGEMENT

From **Hotelinking's NOC**, we manage our own networks and we are also able to take on the control of previously set up networks, identifying potential failures and areas of improvement.

We can also manage and improve the hotel's corporate network.



Features:



Maintain network design and current configuration information:

- o Current network status.
- o Topology records.
- o What's installed. .
- o Where it's installed.
- o How it's connected.



Operational network control:

- o Start/stop individual components.
- o Modify device configurations.
- o Load and set up configuration versions.
- o Hardware/software updates.
- o Settings backup copies.



Security:

- o Access control and methods.
- o Application of patches communicated by manufacturers.
- o Threat detection.



TECHNICAL TEAM

The Hotelinking technical staff has extensive experience in the telecommunications sector.

Our team of engineers is certified by **Cisco**, **Mikrotik** and **Ubiquiti Networks**.

And it has plenty of experience installing Wi-Fi networks in large infrastructures such as airports, hotel complexes... and handling rollouts for major events.

Our professionals have the necessary skills to **plan, implement and supervise wireless networks** for internal and external services.





SUCCESS STORY

The hotel chain **BLUESEA Hotels** stands out among our success stories.

Following an **exhaustive analysis**, the conclusion was that its Wi-Fi infrastructure had to be completely reformed to make it a reference for the chain as far as guest opinion.

Thus, a Wi-Fi Excellence service was created in connection with the other services offered by Hotelinking.

To do so, the existing Wi-Fi system was updated with new network equipment, by creating the necessary access points and with structured wiring. And all of it was done with the right design for each establishment's needs

Thanks to **Hotelinking**, the Internet output quality was improved through a project completed in collaboration with Vodafone.

BLUESEA Hotels currently offers its customers one of the best Wi-Fi systems in the sector with 1G of output.

WIFIBOT

To complement the WiFi network set up and maintenance service we offer with NOC, we have a novel solution that focuses on **network health monitoring**.

This solution, WiFiBot, can **solve guest connection problems automatically and without staff intervention** using IoT (Internet Of Things) technology.

At the same time, **it proactively monitors any network-connected items** for performance issues and **continuously evaluates components** to maintain and optimise their availability to avoid downtime or network failures.

- It guarantees **full WiFi coverage** throughout the hotel so that the user experience is always positive anywhere.
- **It significantly reduces the number of incidents** by anticipating possible network operation or saturation errors in advance.
- It makes work easier for staff, who can **focus on providing optimal customer service**, without worrying about such incidents.

Find all the information about WiFiBot in [this document](#).



WiFiBot

Monitor
the infrastructure
and operation
of your WiFi



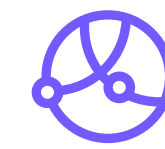


ABOUT WIFIBOT

When a guest cannot access the internet or the connection is very slow, they ask hotel staff for help. However, in most cases, these incidents can be solved immediately and without the intervention of other people.

WiFiBot is a system that automatically solves these guest connection problems using **IoT technology**.

PROBLEM SCENARIO



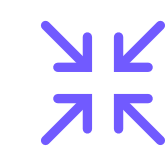
Loss of internet connection during stay



Uneven WiFi performance within the hotel



Slowness of the WiFi connection in general or at specific times



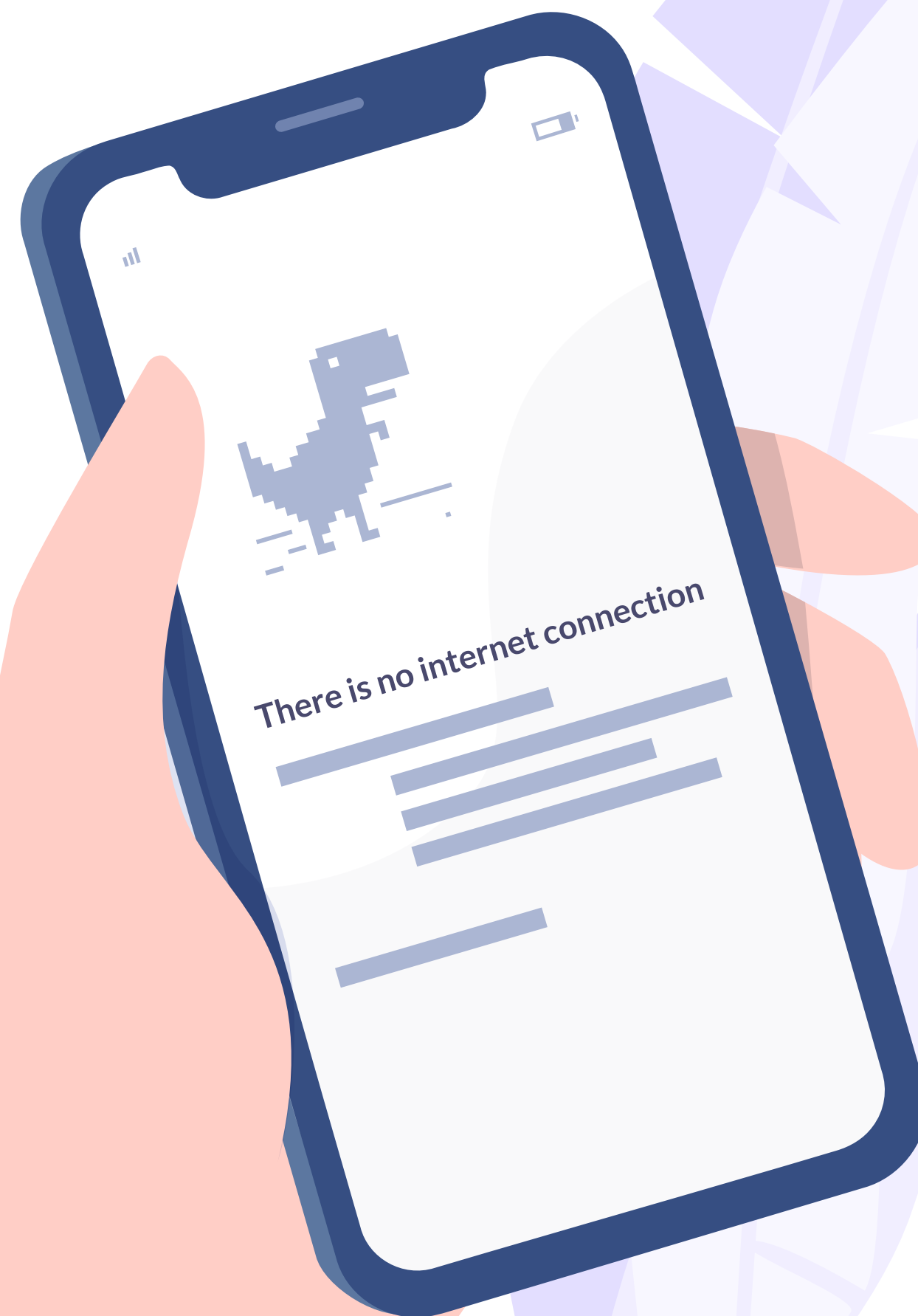
Incidents on the network often arising unexpectedly



Hotel reception collapsing when the WiFi fails



WiFi malfunctions affect the hotel's image and future bookings from repeat guests

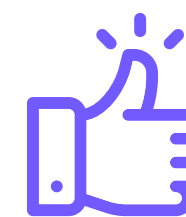


BENEFITS

For the guest



They perceive that you are using a quality service that meets their expectations.



It improves their satisfaction as it allows them to stay connected at all times, which can encourage them to choose that hotel again and recommend it.

For the hotel



It guarantees full and quality coverage across the hotel so that user experience is positive everywhere.



It considerably reduces the number of incidents that occur by anticipating possible malfunctions or network saturation in advance.



It makes work easier for staff, who can focus on offering optimal customer service, without worrying about incidents of this type.

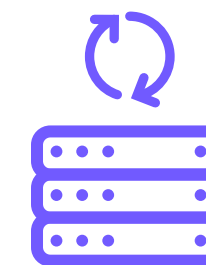
MAIN FEATURES



AP down: we are able to automatically recover an access point (AP) that has lost connectivity or is not working properly.



Sticky client: WiFibot automatically finds and connects the device to the closest access point with the best signal.



Wan Failover: we check the status of your internet outlets and adjust their settings so that they have the best performance at all times.



OTHER FEATURES



Guest information: it analyses all relevant information derived from the use of WiFi by guests and its correct operation and performance. In a generic way, valuable data can be obtained such as where they connected from, how long they have been connected, connections per language, etc.

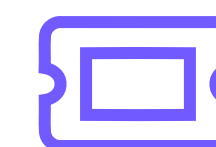


Monitoring panel to manage, control and know:

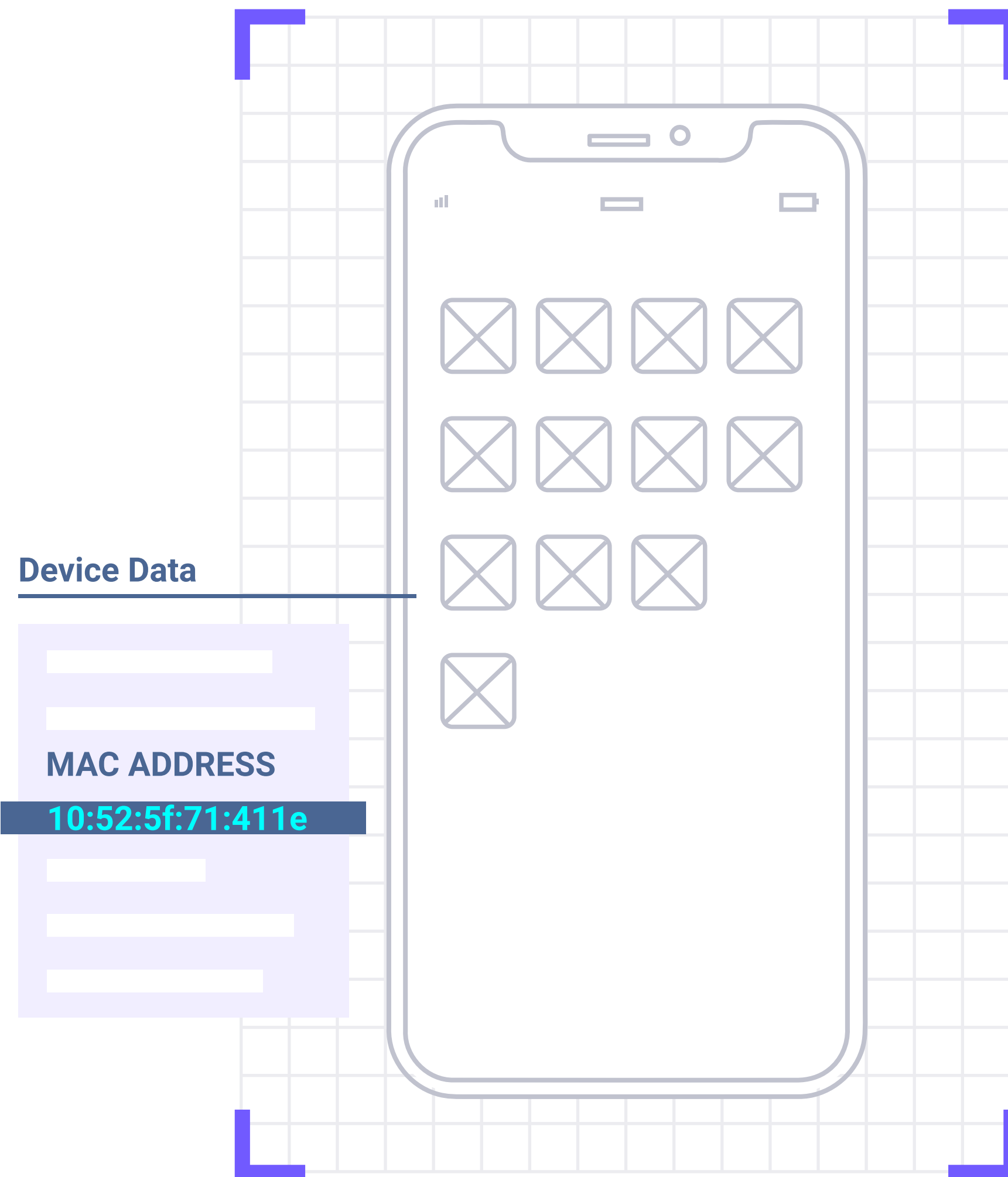
- The status of devices and services
- The design of the network and its settings
- Connected users
- The management, control and log of all network incidents
- Performance metrics
- WAN status

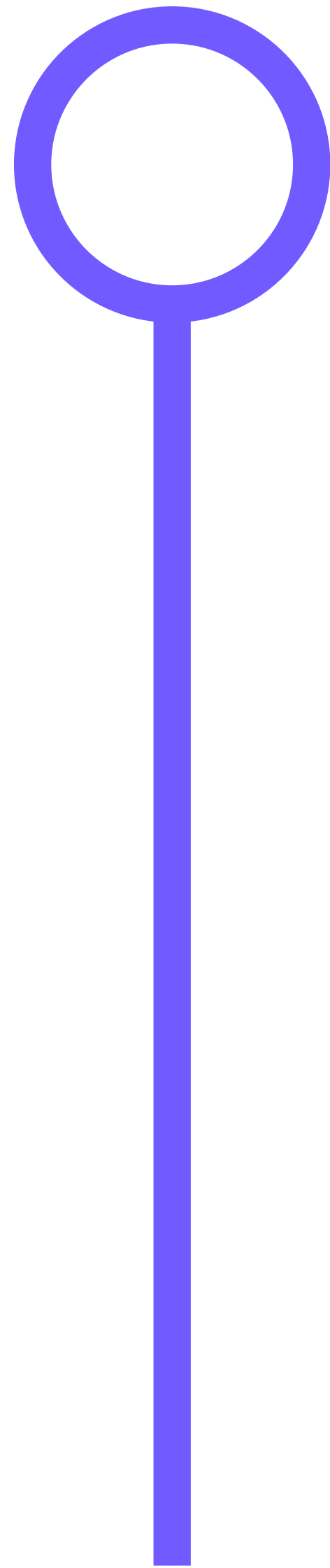


List of MAC Bindings: record of all captive portal bypasses that have been created, automatic whitelists per device types.



Radius Tickets: possibility of creating codes to offer a special WiFi service to guests (free, higher speed or payable connection).



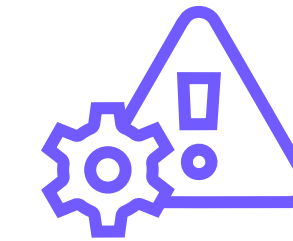


CHARACTERISTICS



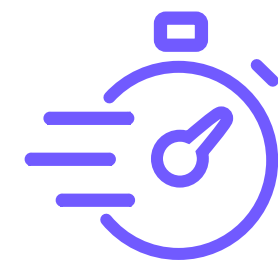
Multivendor:

Capable of monitoring any element connected to the network regardless of the manufacturer.



Automation:

Solves incidents automatically and without the need for staff intervention.



Proactive monitoring:

Detects performance problems and continuously evaluates components to maintain and optimise their availability to avoid downtime or network failures.



Performance:

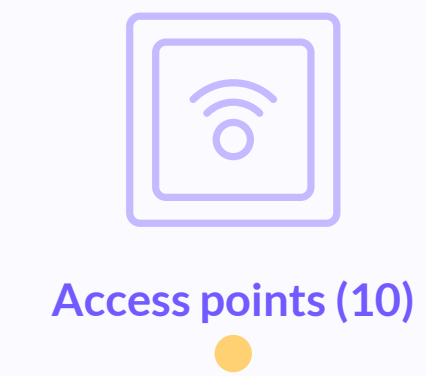
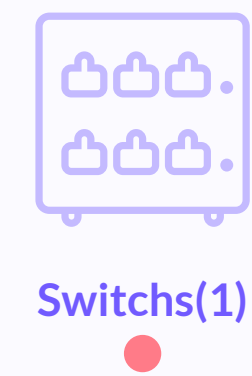
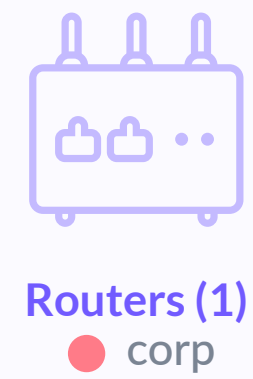
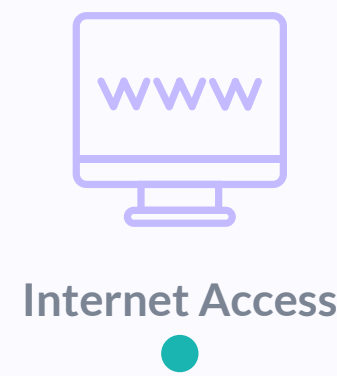
It includes a metric about the wireless health of each connected item.

DASHBOARD



- Dashboard
- Clients
- Mac Bindings
- Alerts
- Events
- Devices
- Radius Tickets

Welcome to the dashboard of Paradise Hotel



Information

🔔 ONGOING ALERTS

10

🕒 LAST 24H ALERTS

20

✅ FIXED ALERTS

10

MAIN PANEL

In the main panel you get an overview of the network status.

Information

- Dashboard
- Clients
- Mac Bindings
- Alerts
- Events
- Devices
- Radius Tickets

ONGOING ALERTS

10

LAST 24H ALERTS

20

FIXED ALERTS

10

REAL TIME EVENTS

2020-08-11 09:02:30	Alert created AP 9
2020-08-11 09:02:30	Alert created AP 1
2020-08-11 09:02:30	Alert created AP 8
2020-08-11 09:02:30	Alert created AP 1
2020-08-11 09:02:30	Alert created AP 0
2020-08-11 09:02:30	Alert created AP 3
2020-08-11 09:02:30	Alert created AP 8

ACTIVE ALERTS

2020-08-11 09:02:30	Wan Failed	Switch down AP 6
2020-08-11 09:02:30	Wan Failed	AP down AP 9
2020-08-11 09:02:30	Switch Down	AP down AP 7
2020-08-11 09:02:30	Wan Failed	Switch down AP 8
2020-08-11 09:02:30	Access Point Down	AP down AP 3
2020-08-11 09:02:30	Wan Failed	Switch down AP 0
2020-08-11 09:02:30	Sticky Client	AP down AP 1

MAIN PANEL

It can be accessed by both technicians and staff members designated by the property and it is possible to check:

- Device and service status
- Connected users
- Management, control and log of incidents
- Performance metrics
- WAN status

- Dashboard
- Clients
- Mac Bindings
- Alerts
- Events
- Devices
- Radius Tickets

Clients

Sort by: ▾

Choose... ▾

Filter by...

Device	Location	Name	IP	MAC	Signal	Rx_Rate	Tx_Rate	Interface	Status
Living room router	Living room	Hotspot	192.168.161.121	00:08:44:B5:F0:AD	Good	42.2 kbps	151.5 kbps	Ubuntu	Good

CLIENT PANEL

This panel provides detailed information about the devices connected to the network such as their location, MAC address or the quality of the signal it receives.

- Dashboard
- Clients
- Mac Bindings ☰
 - Create new MAC Binding
- Alerts
- Events
- Devices ☰
- Radius Tickets

MAC Bindings

Sort by: ▼

Choose... ▼

Filter by...

Mac	Disabled	Comments
44:21:B5:A4:9A:A6	No	Created

Previous

Next

MAC BINDINGS PANEL

From the panel it is also possible to create captive portal bypasses, automated whitelists per device type, so that everything is recorded in one place.



- Dashboard
- Clients
- Mac Bindings
- Alerts
- Events
- Devices
- Radius Tickets

Alerts

Sort by: ▾

Choose... ▾

Filter by...

Status	Type	Device	Start	End
Not resolved	Wan Failed	AP 6	2020-08-11 09:02:30	2020-08-11 09:02:30
Not resolved	Wan Failed	AP 9	2020-08-11 09:02:30	2020-08-11 09:02:30
Not resolved	Switch Down	AP 7	2020-08-11 09:02:30	2020-08-11 09:02:30
Not resolved	Wan Failed	AP 8	2020-08-11 09:02:30	2020-08-11 09:02:30
Not resolved	Access Point Down	AP 3	2020-08-11 09:02:30	2020-08-11 09:02:30
Not resolved	Wan Failed	AP 0	2020-08-11 09:02:30	2020-08-11 09:02:30

1

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Next

ALERTS PANEL

It details all the problems that the network has suffered, specifying the access point.

- Dashboard
- Clients
- Mac Bindings
- Alerts
- Events
- Devices
- Radius Tickets

Events

Sort by: Filter by:

Device	Alert	Action	Message	Start
AP 9	30	model_created	Alert created	2020-08-11 09:02:30
AP 1	29	model_created	Alert created	2020-08-11 09:02:30
AP 8	28	model_created	Alert created	2020-08-11 09:02:30
AP 1	27	model_created	Alert created	2020-08-11 09:02:30
AP 0	26	model_created	Alert created	2020-08-11 09:02:30
AP 3	25	model_created	Alert created	2020-08-11 09:02:30

1

Previous Next

EVENTS PANEL

All incidents that have occurred on the network, as well as the actions that they have triggered, are registered in the events panel.

- Dashboard
- Clients
- Mac Bindings
- Alerts
- Events
- Devices
- Radius Tickets

Devices

Sort by: ▾

Choose... ▾

Filter by...

Name	Type	Model	Location	IP	MAC	Health
hotspot	router	RB1100	Living room	192.168.161.121	00:08:44:B5:F0:AD	Good
SWITCH 2	switch	USW-24P-250	Reading room	192.168.198.197	3F:21:AA:8D:35:23	Bad
AP 6	accesspoint	UAP-AC-Pro-Gen2	Kids swimming pool	192.168.62.140	44:21:B5:A4:9A:A6	Bad
AP 9	accesspoint	UAP-AC-Mesh-Pro	Outdoor swimming pool	192.168.96.24	4D:82:CF:EF:76:48	Bad
AP 7	accesspoint	UAP-AC-LR	Conference room	192.168.187.152	4A:62:61:16:B0:54	Bad
AP 8	accesspoint	UAP-AC-Mesh-Pro	Living room	192.168.162.23	1D:AA:CA:AB:F0:BB	Bad

1

DEVICES PANEL

It shows the record and description of each of the devices connected to the network.

- Dashboard
- Clients
- Mac Bindings
- Alerts
- Events
- Devices
- Radius Tickets

Radius Tickets

Select profile

Insert rate

Insert comment

Create ticket

RADIUS TICKETS PANEL

To offer a special WiFi service to guests (free, higher speed or payable connection) it is possible to create certain codes from the dashboard.



- Dashboard
- Clients
- Mac Bindings
- Alerts
- Events
- Devices
- Radius Tickets

Radius Tickets

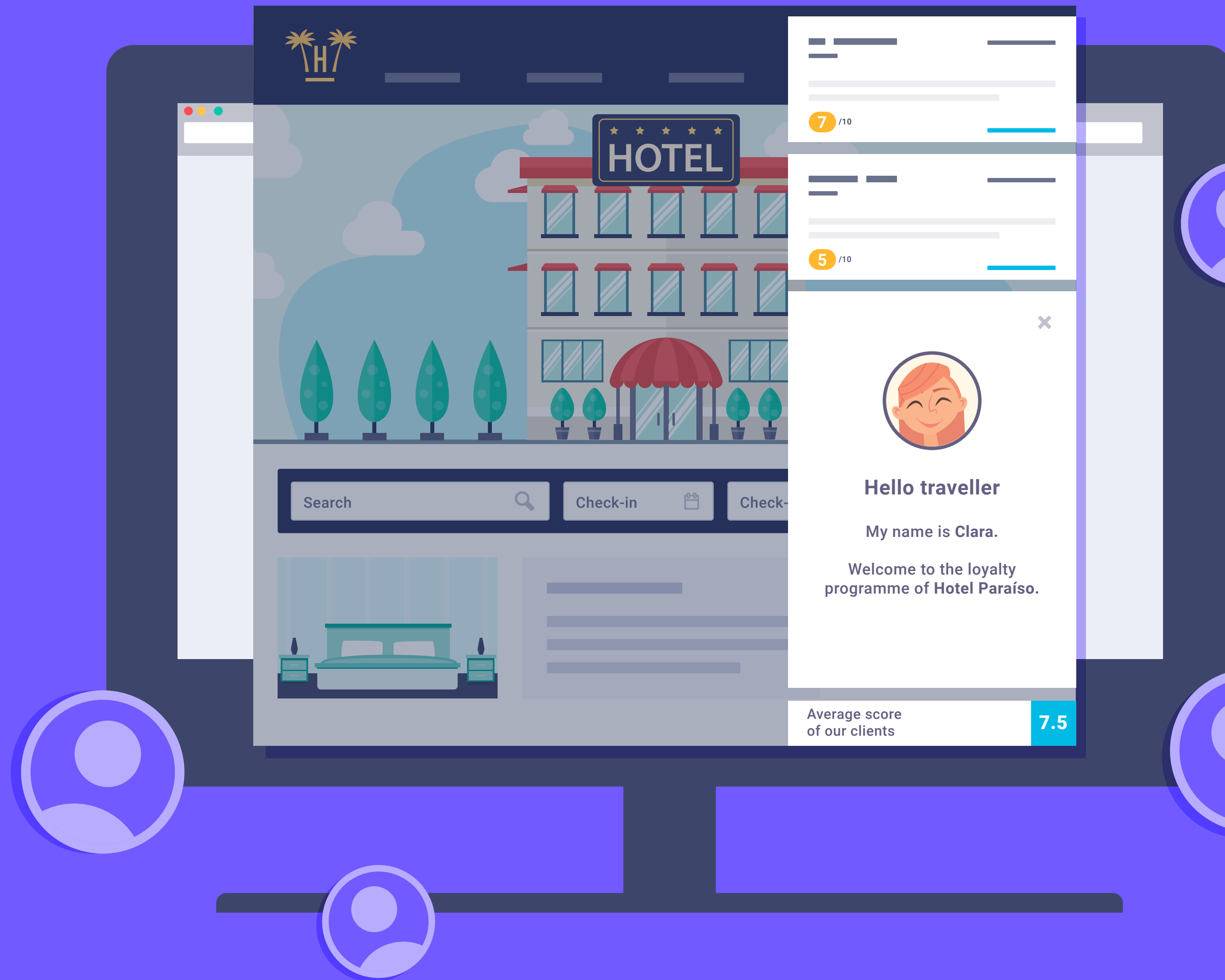
Export

Sort by: Choose... Filter by...

ID	User	Profile	Rate	Comment	Creation Date	Actions
29	9Y4WAZRg	7 days 2 devices	3	Comment	05-10-2020 11:18	Print
30	6YPOXyNQ	7 days 2 devices	7.54	Comment	05-10-2020 11:19	Print
31	ad99zsmJ	3 days 2 devices	3	Comment	08-10-2020 10:55	Print
32	GyEn43j1	1 day 1 device	4.21	Comment	08-10-2020 10:56	Print
33	FqWT9h46	1 day 1 device	4.21	Comment	08-10-2020 10:56	Print
34	YBzKSh6C	3 days 2 devices	0	Comment	08-10-2020 10:58	Print

1

Previous Next



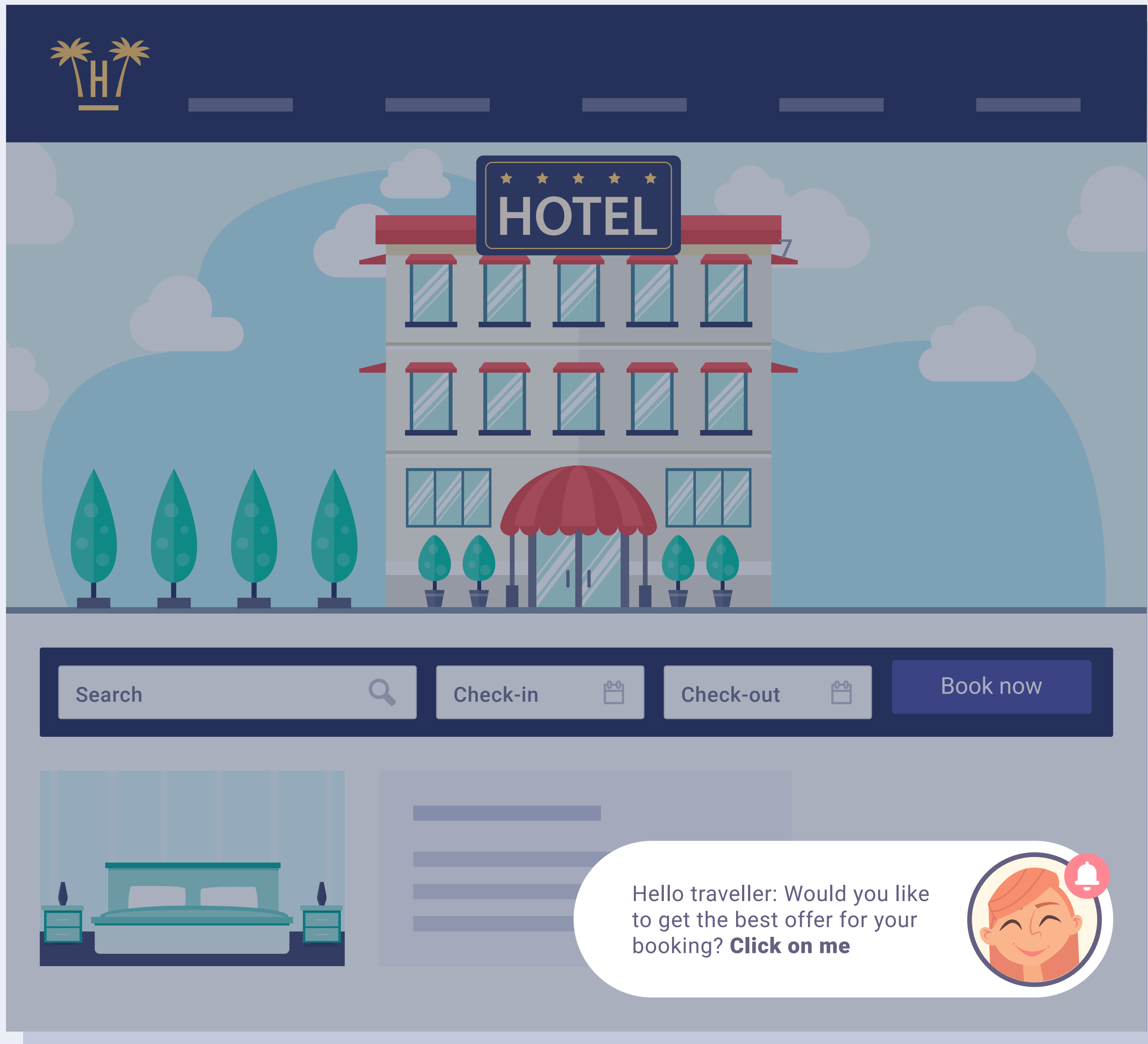
Bellbot Widget.

| What is Bellbot?

Travellers usually visit a hotel's web page when they are planning a journey, comparing, researching and forming criteria to decide which of the options available is best suited to their needs.

They often leave without a trace. In many more cases, they never return to make a reservation on the website because they see no advantage compared with an aggregator.



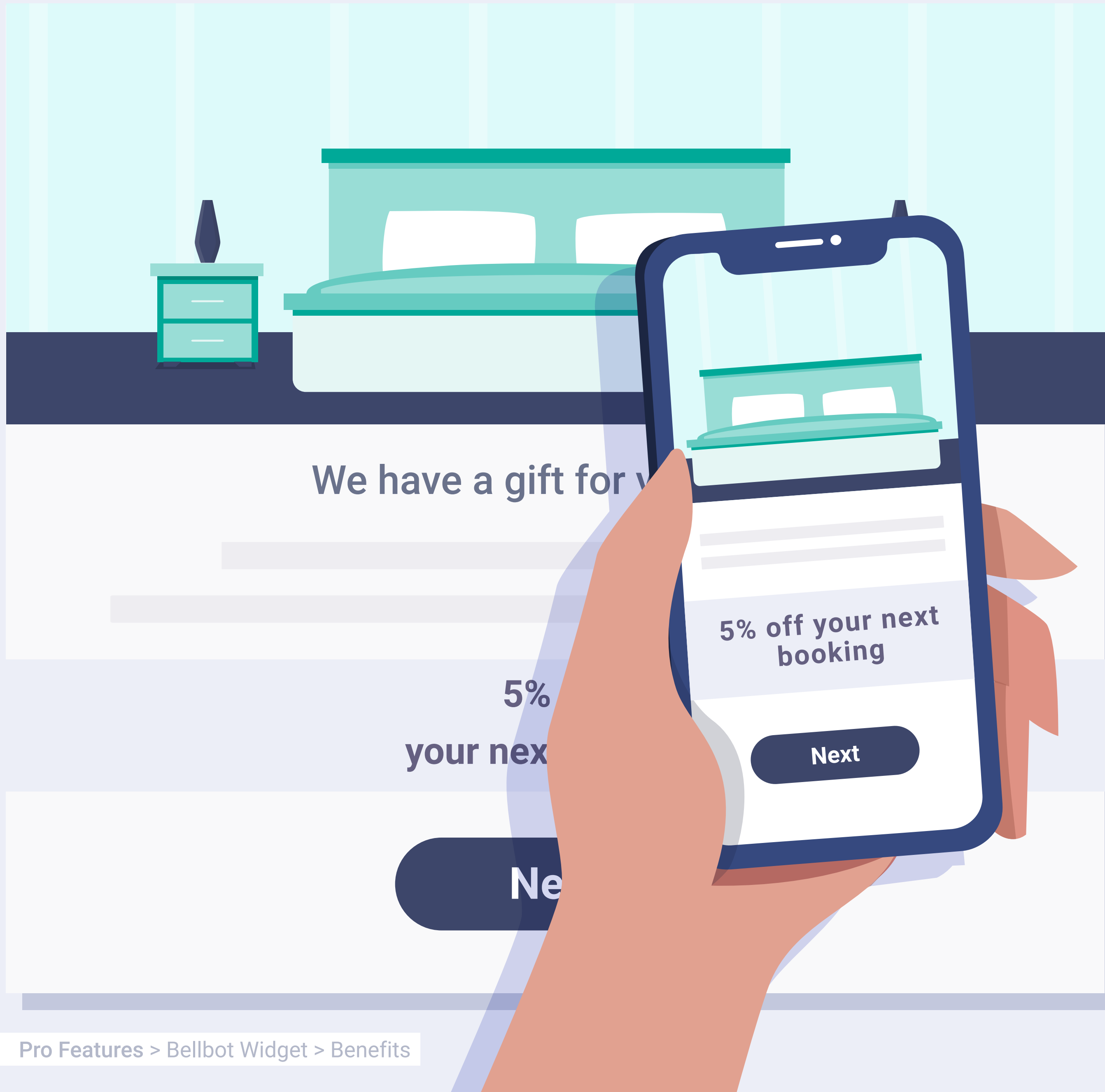


Bellbot is a widget that is specially designed to change this and transform visits directly into bookings.

Bellbot appears to web page visitors as a personal assistant and offers a series of incentives to make the booking via the web page.



Benefits.



Benefits for the customer.

- The potential hotel customer can take advantage of exclusive services and benefits without paying any more for them.
- The customer perceives added value that encourages them to make the booking now or choose this hotel for their holidays.



Benefits for the hotel.

- It encourages customers to make bookings via the web page itself, saving on commissions for intermediaries.
- Valuable information about the customers is gathered and can be used by the hotel to create marketing campaigns and finely-tuned loyalty plans.
- It improves the brand image and increases customer loyalty.

Characteristics.





Legal Issues.

- Details approved in real time and in compliance with the GDPR.
- Configurable legal documents.

Jorge Martínez

Client

Travel dates: 28 feb. 2019

A great hotel! Lovely, friendly staff always available to solve your problems.

7 /10

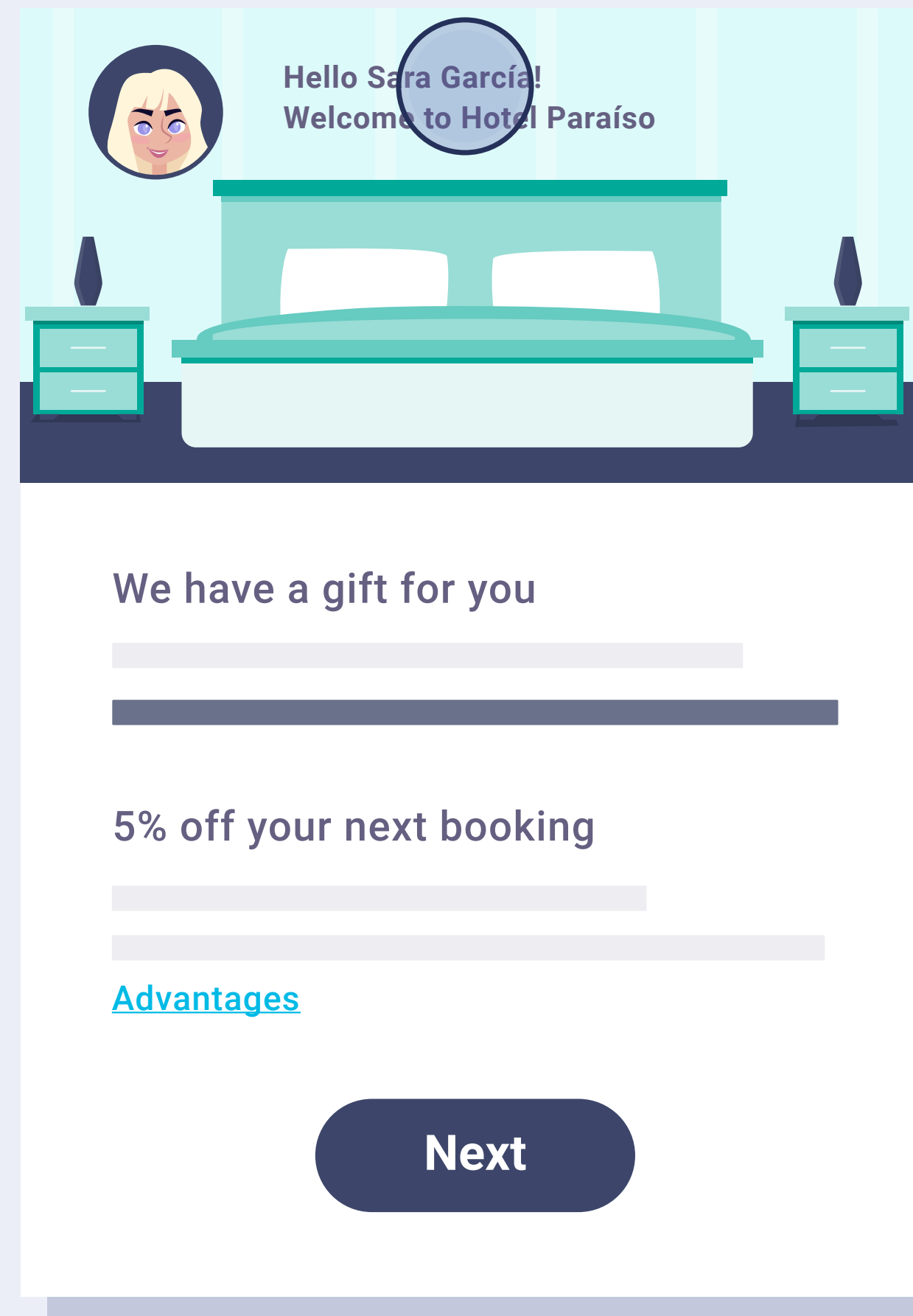
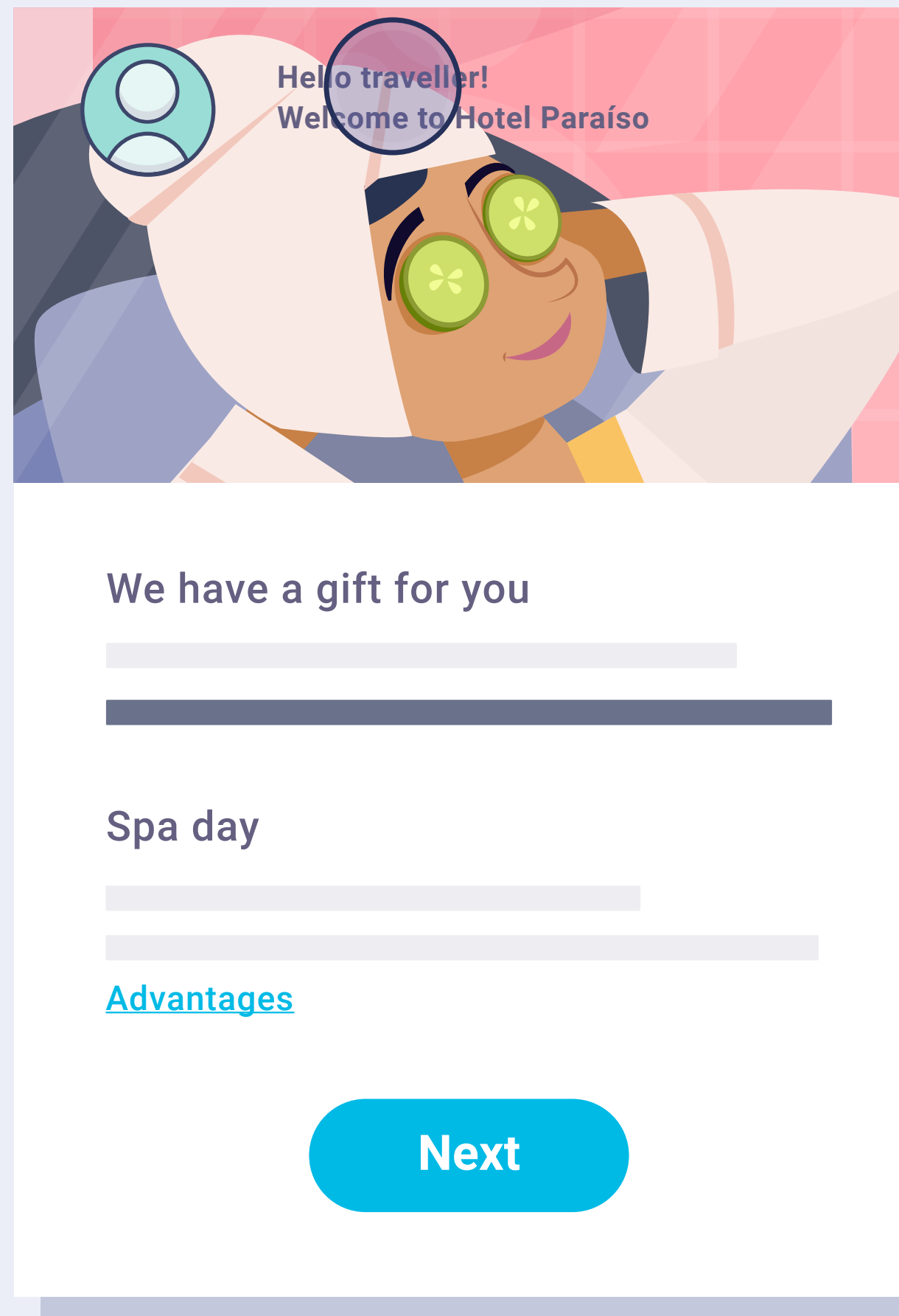
[See all comments](#)



Guest opinions.

In addition to the assistant, the widget also has a function that shows the positive comments left by hotel guests.

This function can be configured to show the most recent opinions and the speed they are updated.



Widget personalisation.

- The name and photograph of the assistant can be personalised, as well as the colours and the greeting.
- You can activate both functions of the widget (assistant and opinions) or just one.
- The widget is minimised and only opens if the customer clicks on it. When it is closed, it is minimised again.



100% configurable benefits.

- The offers and advantages can be configured to take into account: the visits per day that the user makes to the hotel website, the number of bookings made on the web and the number of times they have stayed at the hotel.
- The type of incentive (offer + advantages) is set by the hotel and can include welcome gifts or discounts on the booking.



Dear Mrs García, if you complete your booking you will receive:

5% off your next booking

Booking2019

Title	Advantage	Guaranteed
Late check-out		✓
Early check-in		✓
Bottle of cava		

Finish booking

Automated retargeting.

If users register with a Facebook form and do not use the promo code, they can be sent an email to remind them of this advantage and the expiry date.

Similarly, users who do not complete the registration using the form can be sent an email to encourage them to complete their details and make the booking.



BELLBOT



Estadísticas

Configuración genérica

Configuración de las ventajas

Configuración de engagement

Configuración de las notificaciones

Configuración de la nota media

Configuración de eprivacy

Clientes y reservas

Guardar configuración

Notificación para usuarios con formulario parcialmente completado

Nº de emails

Separación en días entre emails

Separación en horas entre emails

Guardar configuración

Notificación de regalo

Nº de emails

Separación en días entre emails

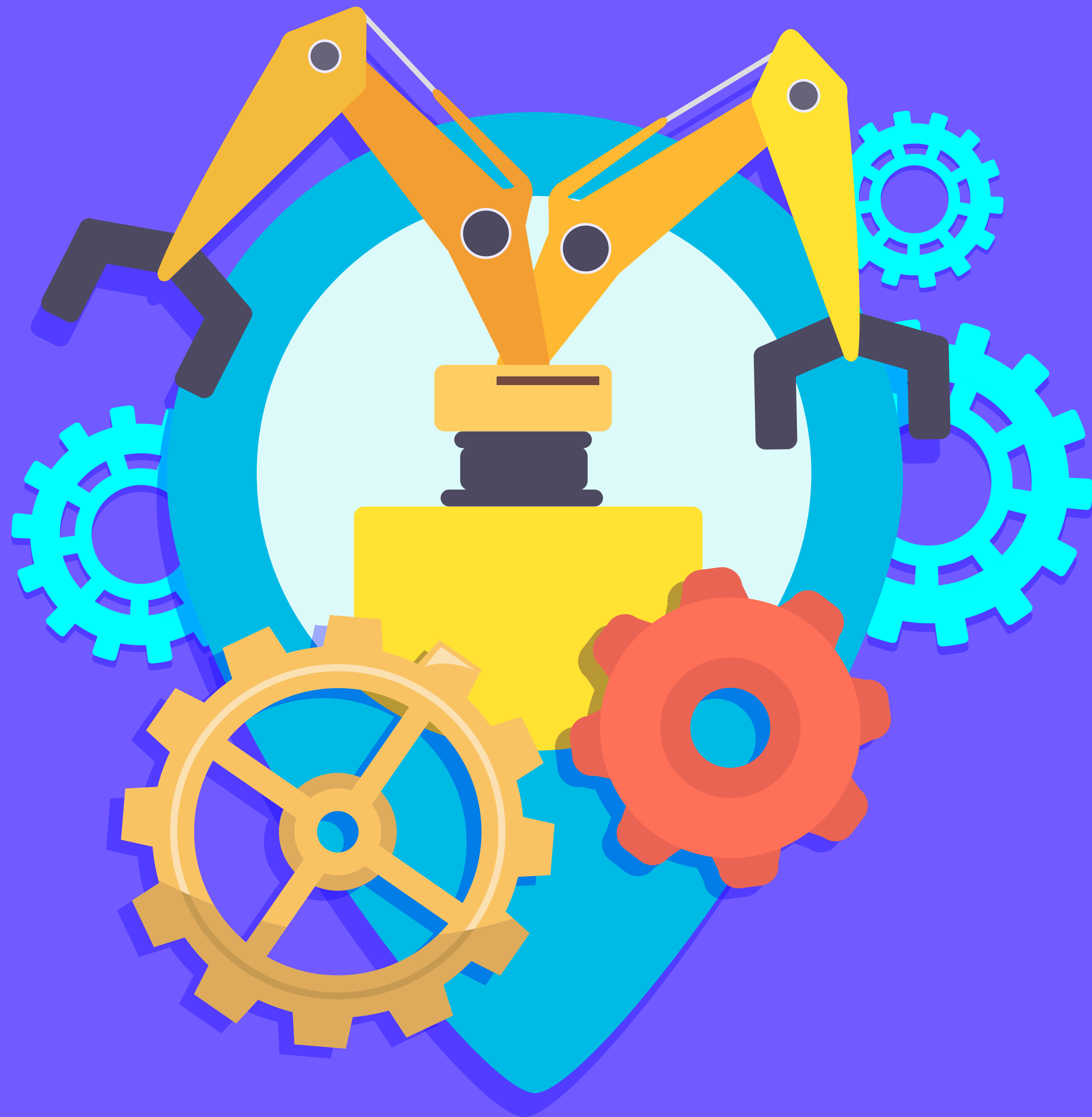
Separación en horas entre emails

Guardar configuración

Cerrar configuración

Cerrar configuración

- The hotel can configure when they wish to use this reminder, such as when it sends the email after the visit to the web. These reminders can be configured in the 'Notification configuration' section on the widget panel.
- The notification for users with partially completed form alerts users that have not completed the registration and encourages them to complete it and make the booking using the promo code.



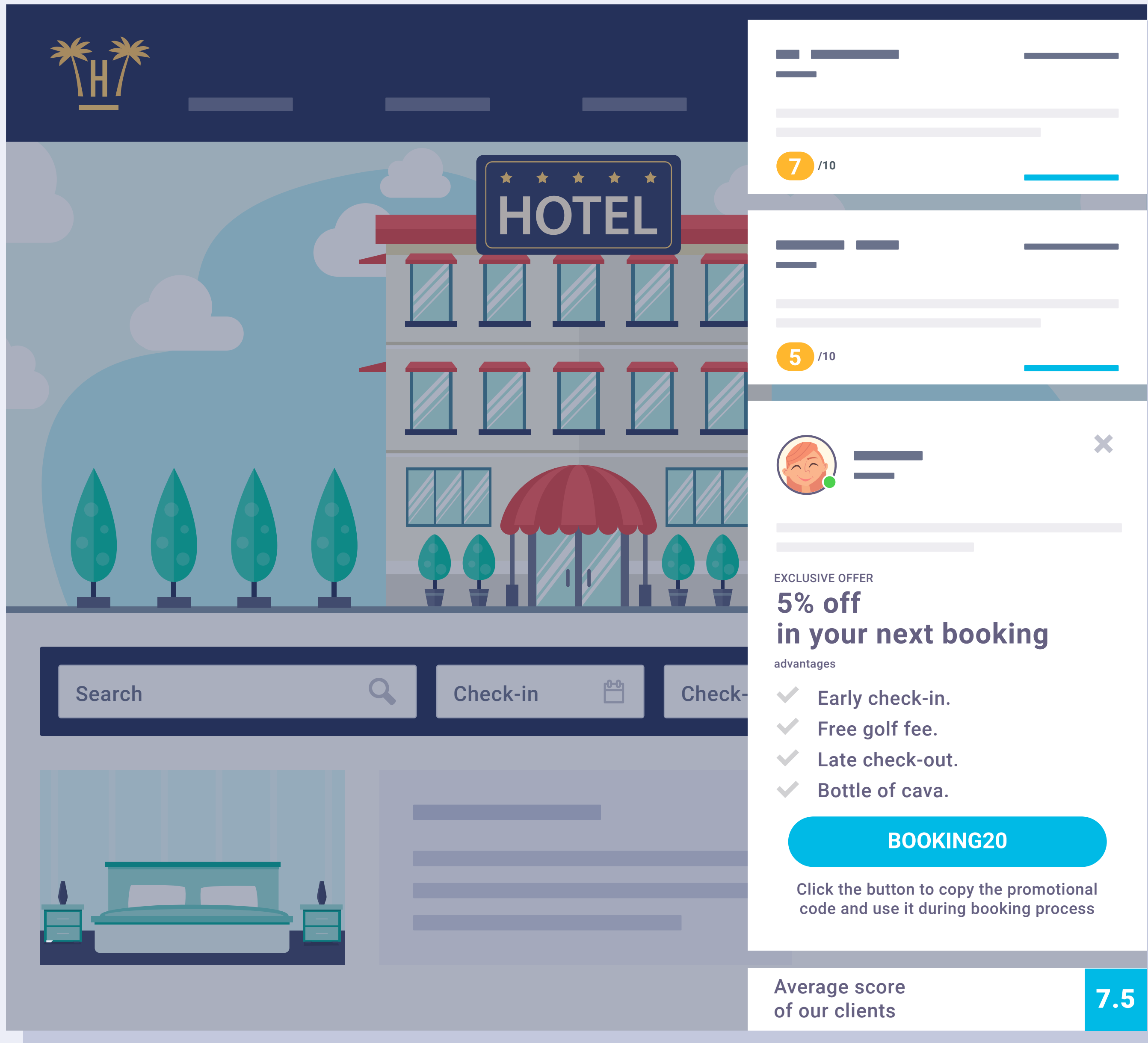
Operation.



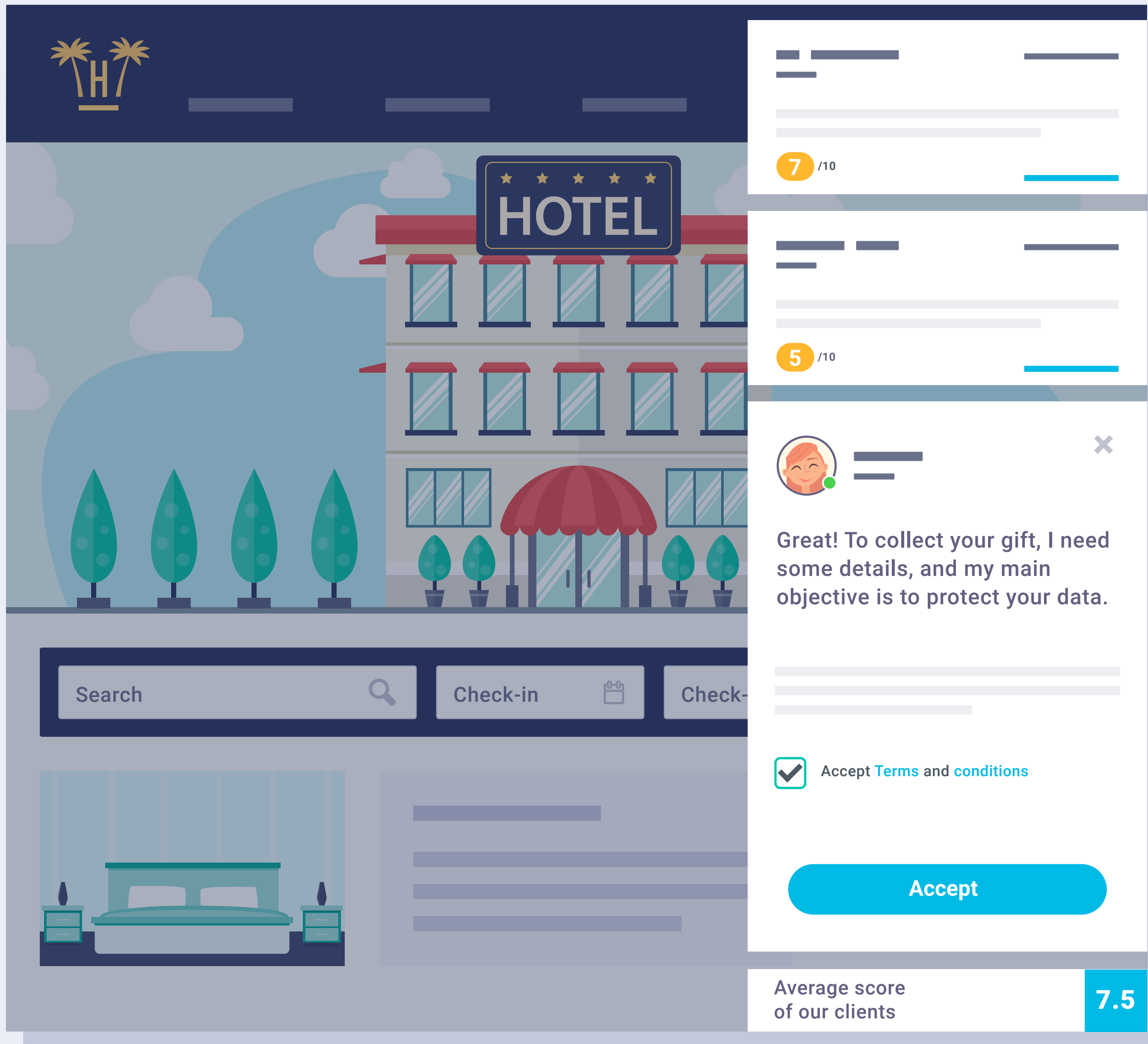
Operation.

The widget appears minimised by default but expands when the user clicks on it to show the assistant and positive comments about the hotel.

It is the hotel itself that decides what type of comment should appear, even suggesting specific comments made by a user.

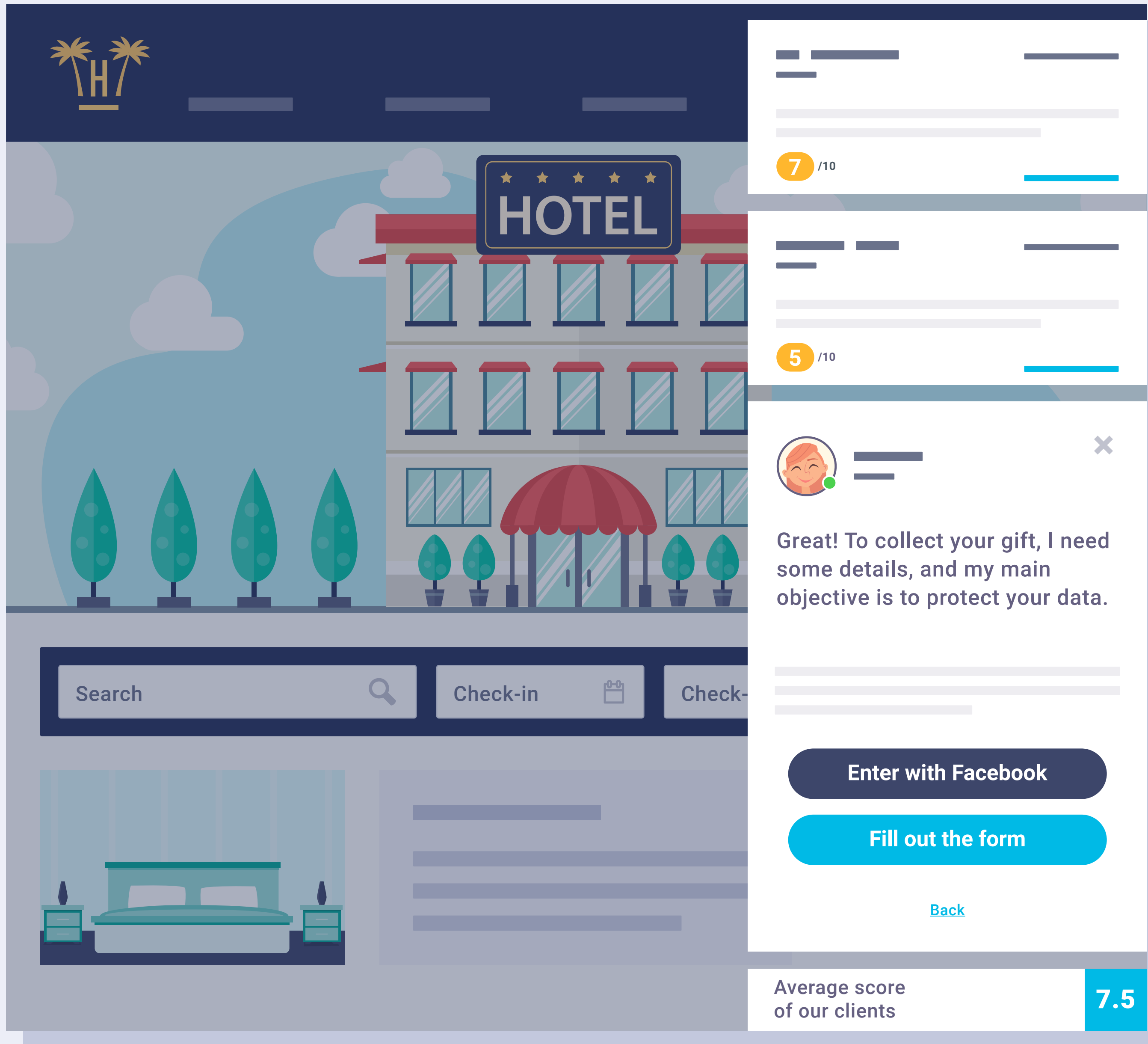


Immediately after the welcome, the assistant shows users the offers and benefits they can get by booking through the website.



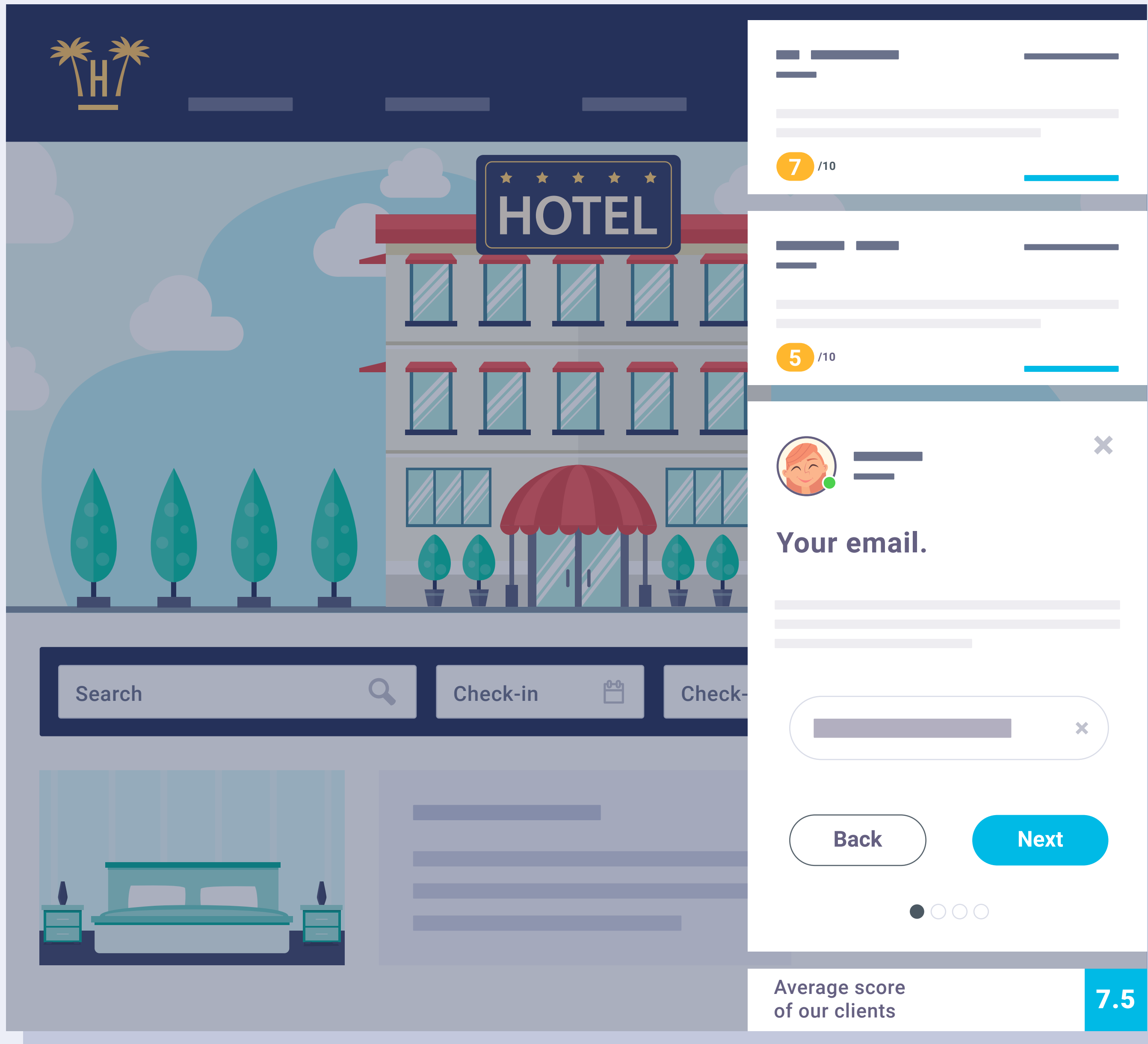
To collect these incentives, the visitor has to enter the details required by the widget.

They must accept the terms and conditions beforehand.



What details does it request from the visitor? To begin, the first detail requested is identification via the form or Facebook.

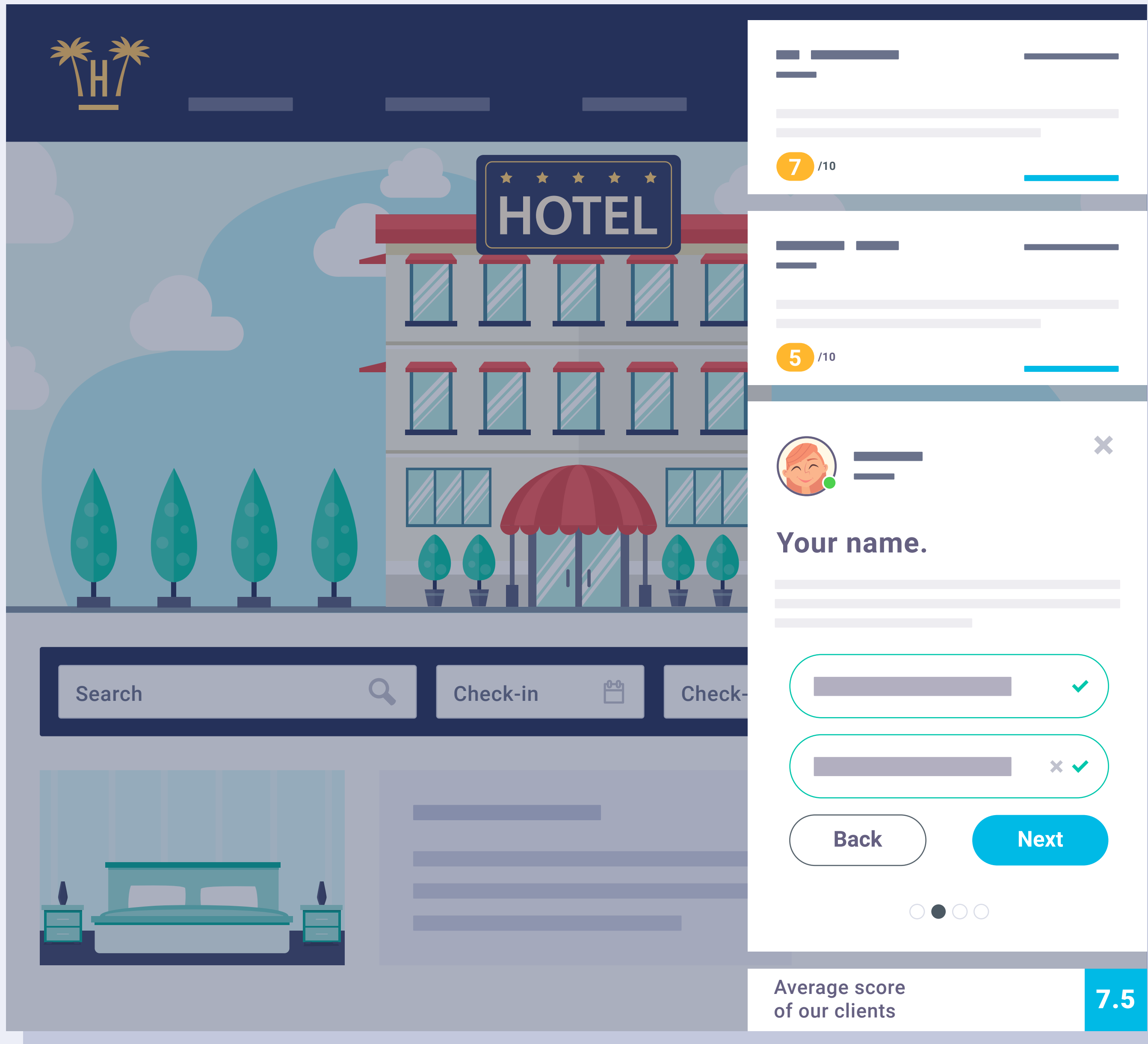
If the user chooses the Facebook option, the API will gather the customer's data automatically.



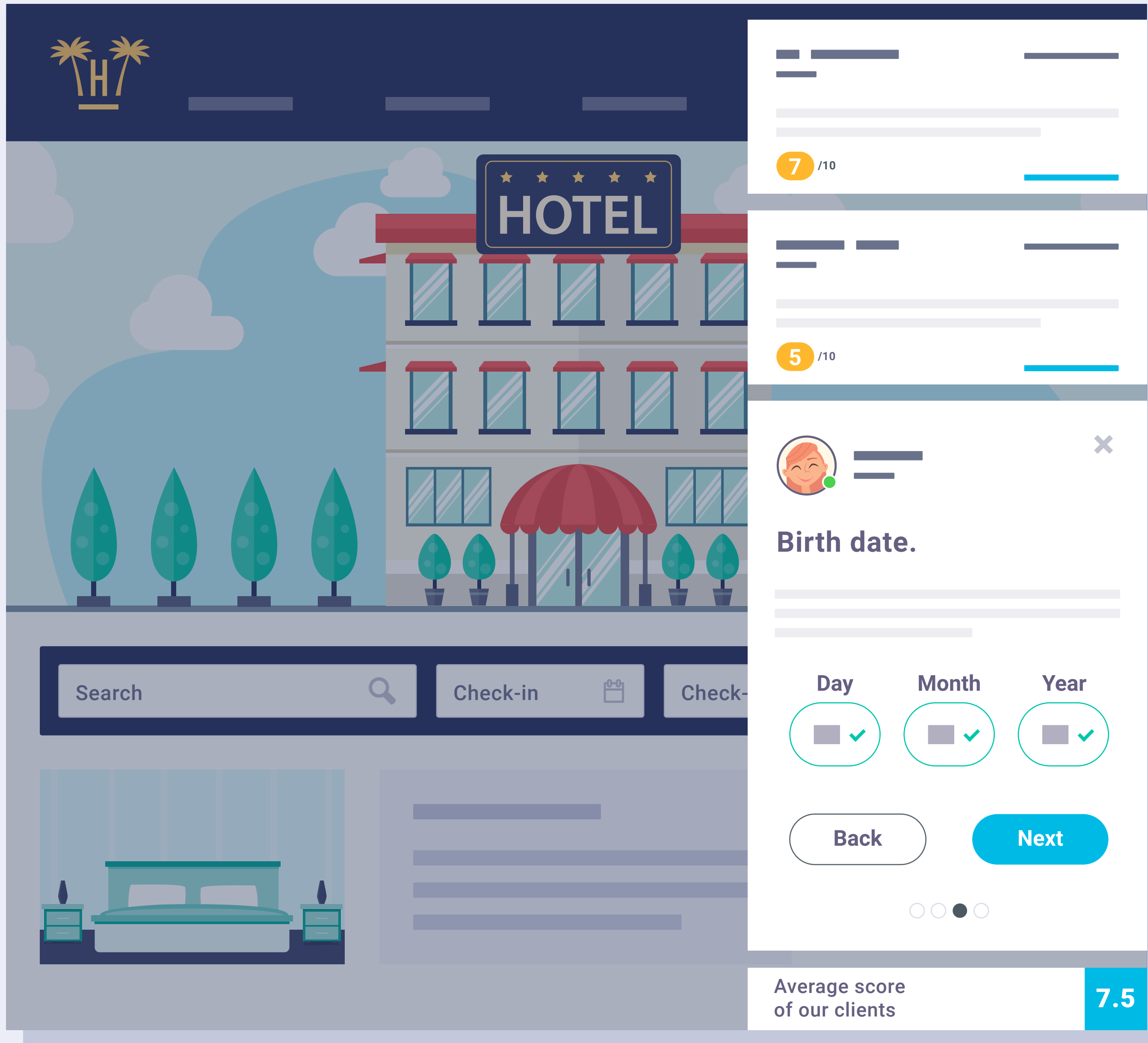
Via the form.

If the user chooses to use the form, the information required is their email, name, surname, date of birth and gender.

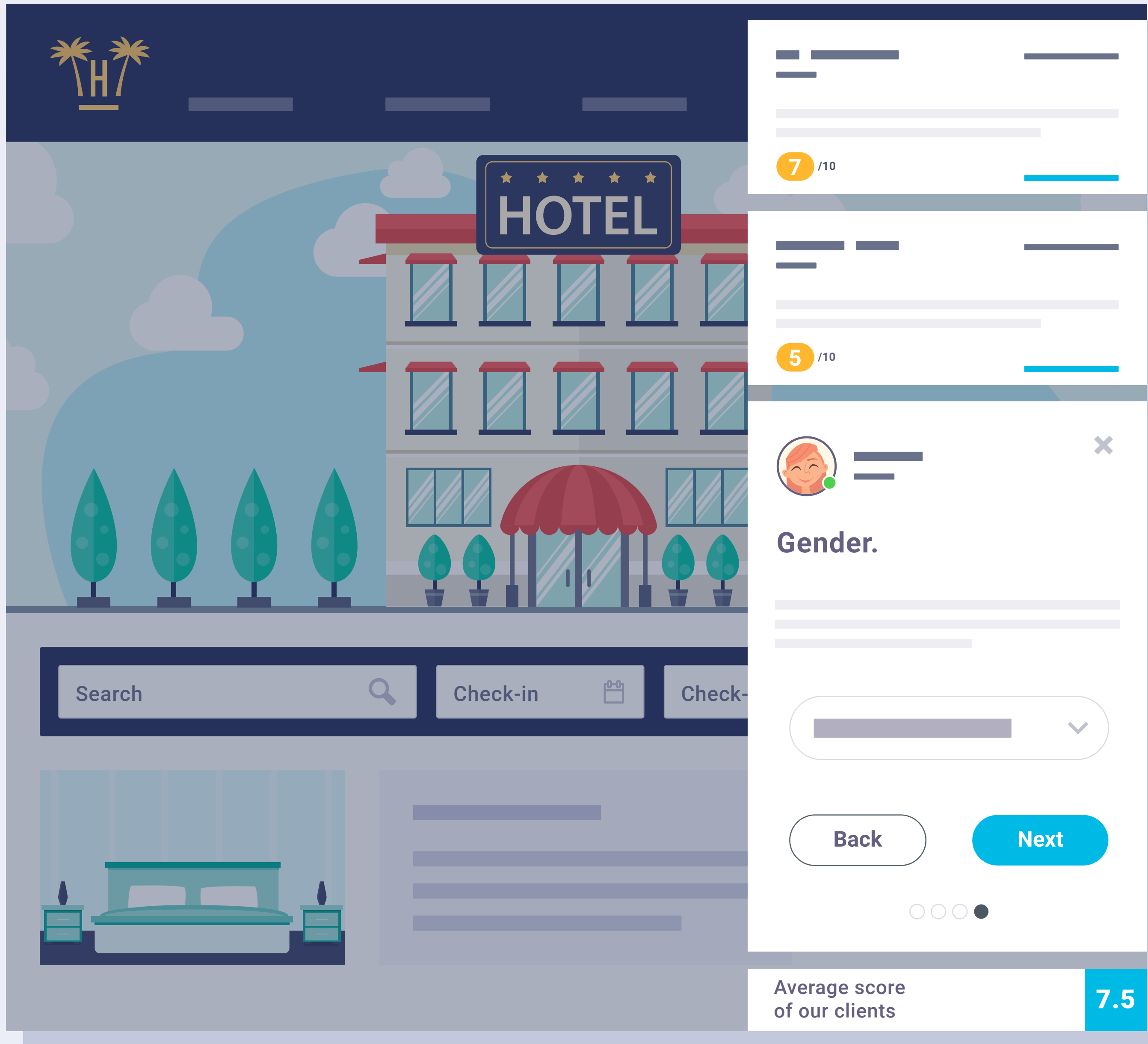
Step 1: Enter email address.



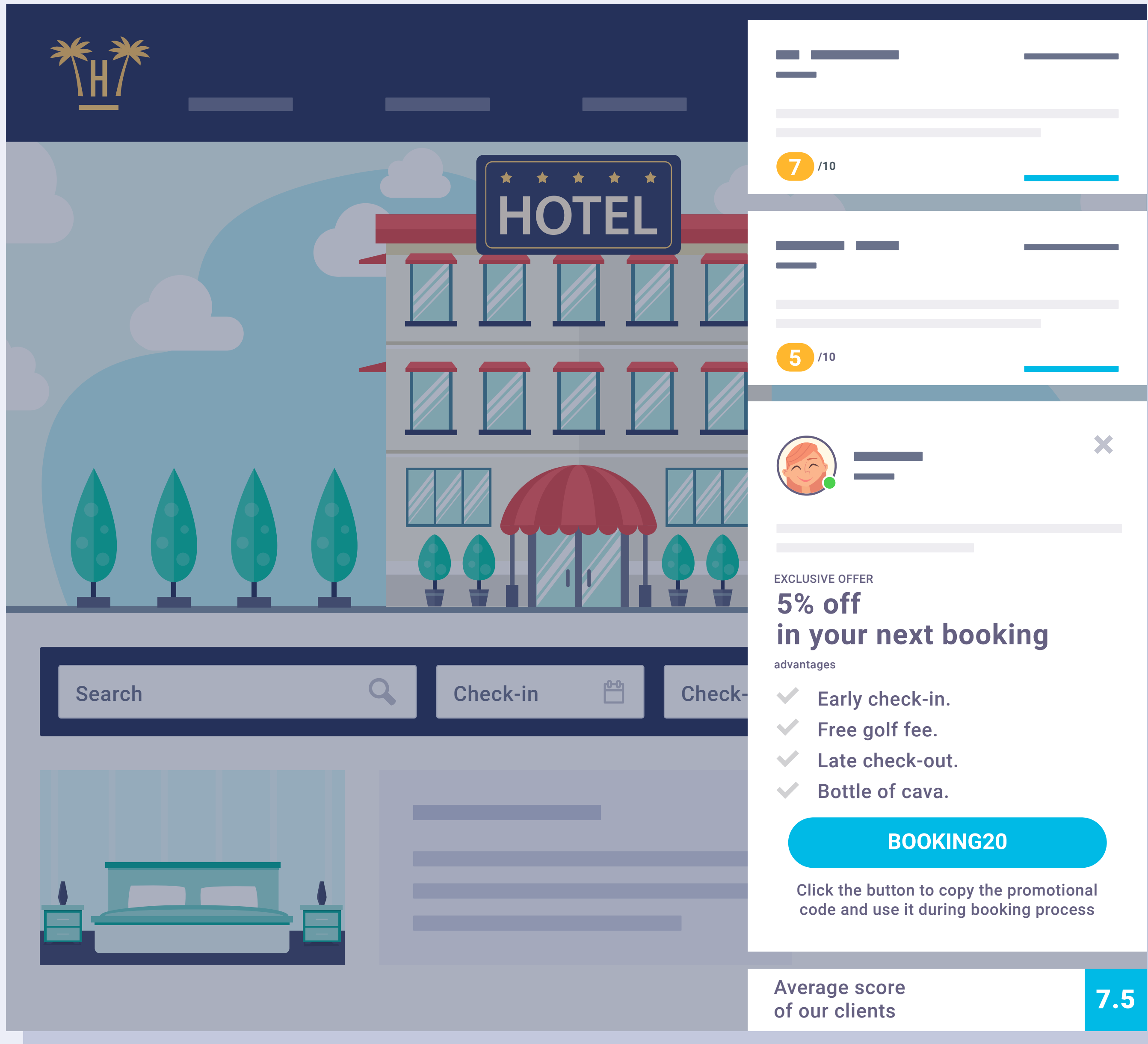
Step 2: Enter name and surname(s).



Step 3: Enter date of birth.



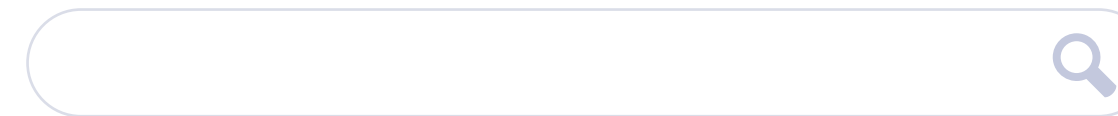
Step 4: Select gender.



Finally, the widget will show the promotional code for the offer to exchange when booking, as well as a series of benefits that can only be obtained by booking through the website.



Installation.



BELLBOT



Estadísticas

Configuración genérica

Configuración de las ventajas

Configuración de engagement

Configuración de las notificaciones

Configuración de la nota media

Configuración de eprivacy

Clientes y reservas



Conseguir el código de la etiqueta

Usar el mismo widget para toda la cadena

Configuración del widget

Fondo



Títulos



Texto



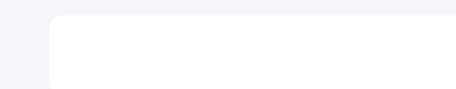
Links



Botones



Texto botón



Config. por defecto

Guardar configuración

Mostrar asistente del widget

Muestra al asistente, que les ofrecerá incentivos a los clientes para hacer la reserva.

Configuración de la apariencia del asistente del widget

Imagen:



Nombre:

Clara

Cerrar configuración

Cerrar configuración

Cerrar configuración

Installation.

To activate the widget, you only need to add a code to the website, which can be found in the control panel. This code is generated automatically and must be copy pasted in the web page footer before the closing '/body' tag.



Conf



Buscar



Tab code

Copy the code and paste it in the web page footer before the closing '/body' tag:

```
<script>
```

```
[REDACTED]
```

```
</script>
```

Clicking on it will open a window with the code to add to the web.

Engines now integrated



I Sales monitoring.

The booking engine need not be integrated with Hotelinking for the widget to operate.

If it is integrated, we can also monitor sales.



Dashboard.



INFO



Hotel info

Back

1. Basic info

Hotel name

Where is placed

Time zone

Address

Stars

Number of rooms

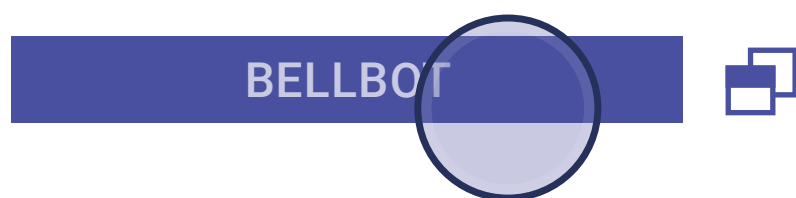


STATISTICS

LOG OUT

Dashboard.

The widget control panel is in the 'See statistics' section.



Estadísticas

Configuración genérica

Configuración de las ventajas

Configuración de engagement

Configuración de las notificaciones

Configuración de la nota media

Configuración de eprivacy

Cientes y reservas

Buscar

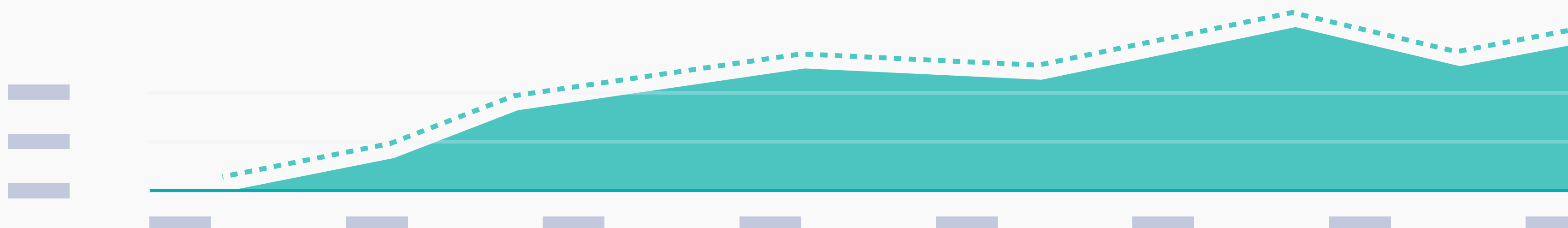


Usuarios en el tiempo

Días

Meses

Años



Cientes totales



7.6k

CLIENTES

Valor de la base de datos



16.7K €

VALOR UNITARIO, 2.2 €

After selecting 'Statistics', go to the 'Bellbot' section.



BELLBOT



Estadísticas

Configuración genérica

Configuración de las ventajas

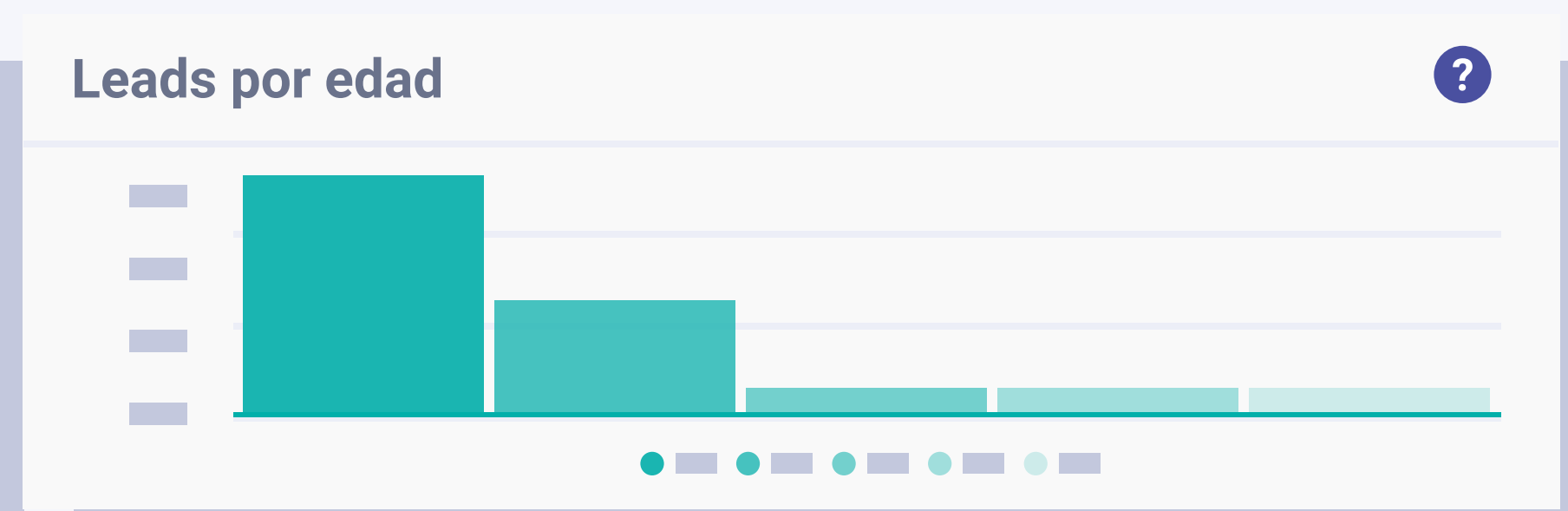
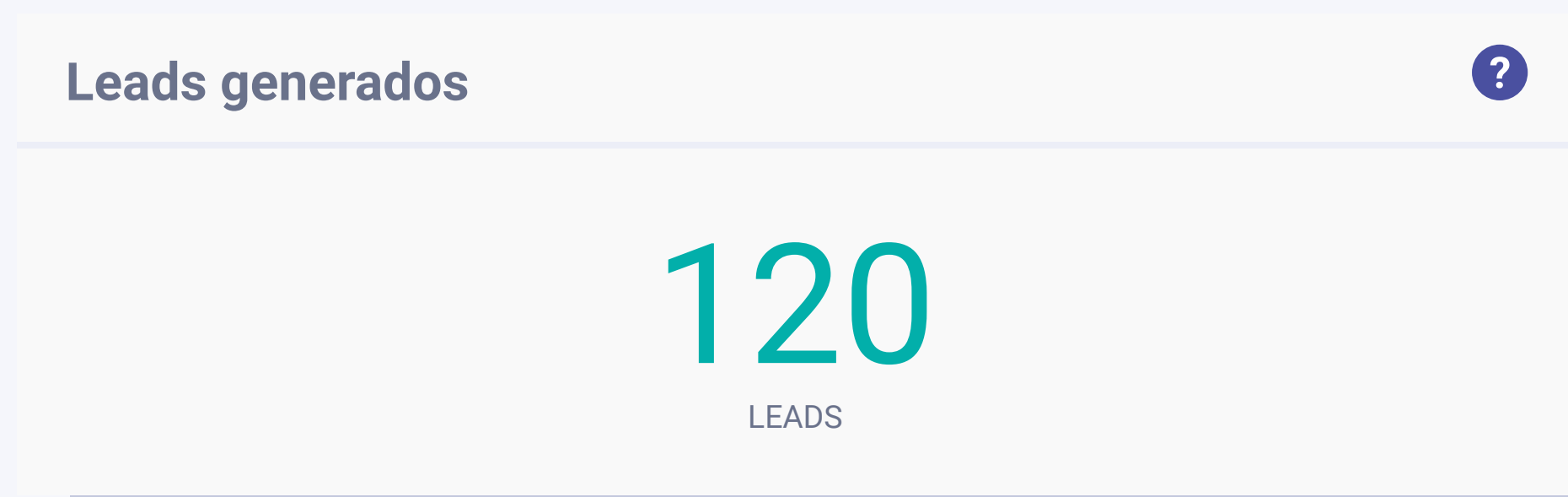
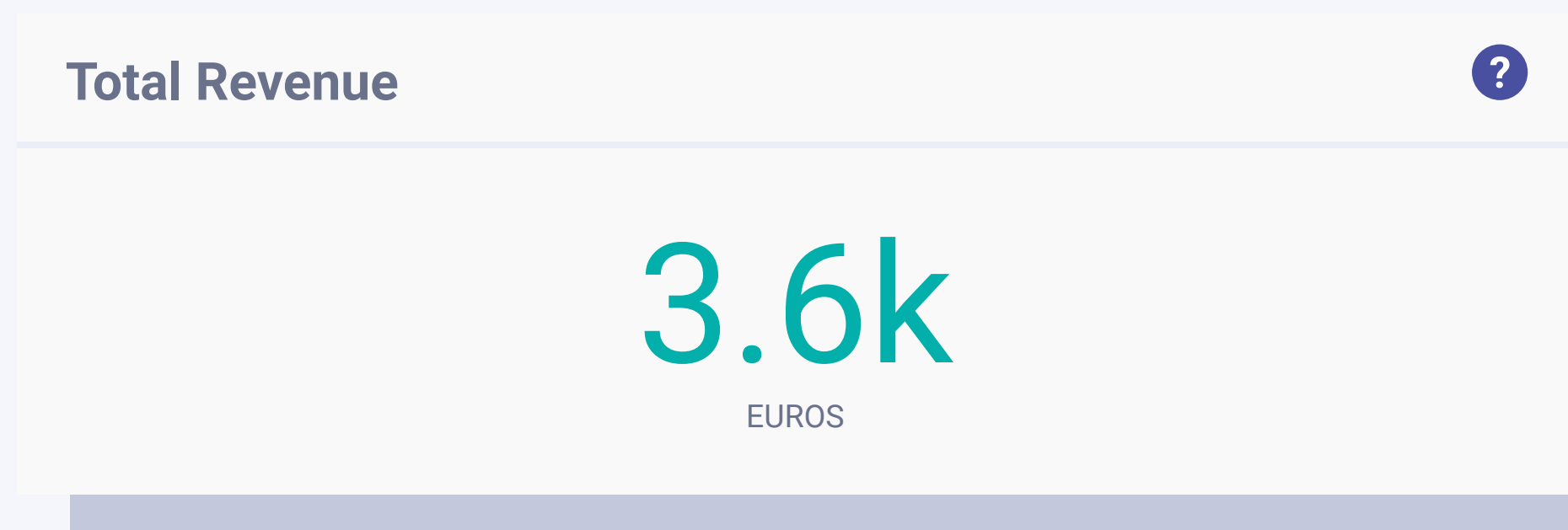
Configuración de engagement

Configuración de las notificaciones

Configuración de la nota media

Configuración de eprivacy

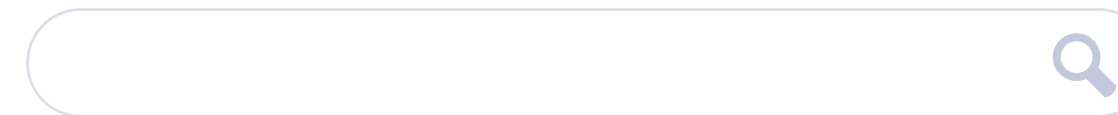
Cientes y reservas



Statistics.

This offers a general view of the widget's performance, showing information about revenue, bookings and leads* generated through the intervention of Bellbot.

*Leads are considered to be users who have completed the form but not made a booking using the widget.



Fondo	Títulos	Texto	Links	Botones	Texto botón

Mostrar asistente del widget

Muestra al asistente, que les ofrecerá incentivos a los clientes para hacer la reserva.

Cerrar configuración

Configuración de la apariencia del asistente del widget

Cerrar configuración

Imagen:
 Nombre:

Tienes algunos datos sin completar en algún idioma. En este caso, se mostrará el valor por defecto.

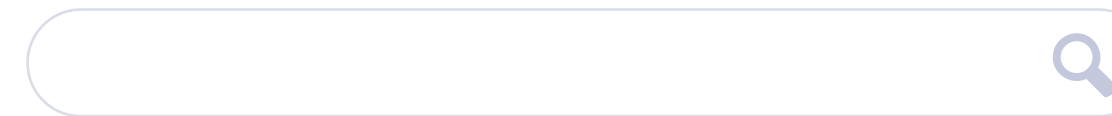
Título del asistente

WIDGET MOTOR RESERVAS

- Estadísticas
- Configuración genérica
- Configuración de las ventajas
- Configuración de engagement
- Configuración de las notificaciones
- Configuración de la nota media
- Configuración de eprivacy
- Cientes y reservas

Generic configuration.

This option can activate the assistant as well as choosing its position on the page, colours, name, image and charge of the assistant.



Clara

Subir imagen

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Tienes algunos datos sin completar en algún idioma. En este caso, se mostrará el valor por defecto.

Título del asistente

Guardar configuración del widget

Reset

Entregar ofertas según el comportamiento del usuario

Comportamiento:

Cantidad:

Oferta:

Selecciona...

Visitas a la web

Visitas al hotel

1

Selección de postres de bienvenida

Cena gratis

Sesión de spa gratis

15% descuento en hoteles de la cadena nueva oferta

Añadir oferta

WIDGET MOTOR RESERVAS



Estadísticas

Configuración genérica

Configuración de las ventajas

Configuración de engagement

Configuración de las notificaciones

Configuración de la nota media

Configuración de eprivacy

Clientes y reservas

You can also configure the offer to match the user's behaviour. Specifically:














Web visits: take the number of visits that the user has made so far into account. If they make several on the same day, they will count as one visit.

Hotel visits: consider the visits to the hotel or chain that the user has made. This information is available because the data entered in the widget form by the user is compared against the records kept by the hotel.



Campaigns

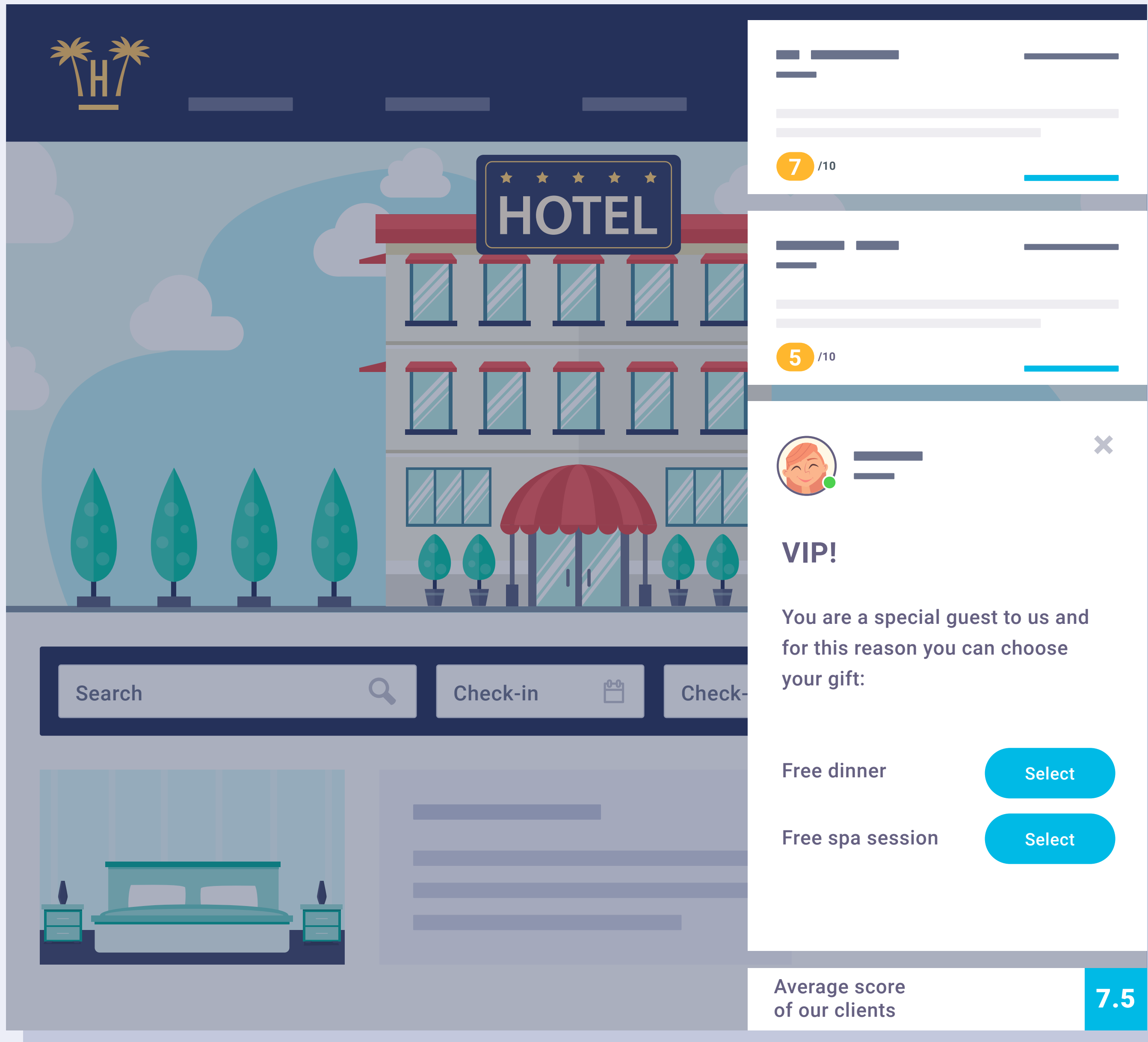
Back

Id	Created	Name	Acquired	Redeemed	From	Status	Action
48	05-07-2019	Dinner for two	0	0	08-05-2019	Assign to a landing page	 
49	05-07-2019	Spa day for two	0	0	01-08-2018	Active edition	   
50	05-07-2019	15% off in any hotel of the group	0	0	01-08-2018	Active edition	   
31	05-07-2019	Welcome desserts	0	0	01-05-2019	Active edition	  

REWARDS

LOG OUT

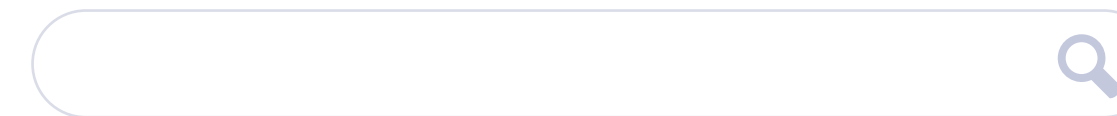
Offers that appear on the pull-down menu are defined in the 'Prizes' section of the Hotelinking general panel.



As we have seen, we can configure different options according to the number of times a user visits the web.

In this case, the user can select on the widget the offer that prefers from all those offered previously in each visit and obtain the promotion code, at the end of the registration.

In the event that the user leaves the website after the registration, the widget will be able to recognize him when he returns, addressing him by his name and offering the advantages that he had previously selected.



BELLBOT



Estadísticas

Configuración genérica

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Clientes y reservas

Añadir oferta

1 visita a la web
5% descuento reserva

No mostrar códigos promocionales

El motor de reservas debe permitir la integración por GET al activar esta opción, en otro caso el cliente no podrá aplicar la oferta en ningún caso. La promoción se enviará directamente como parámetro al motor de reservas sin necesidad de obtener un código promocional.

Parámetro GET del motor de reservas para enviar promociones

Guardar configuración

Mostrar comentarios de los clientes

Mostrar solo comentarios favoritos

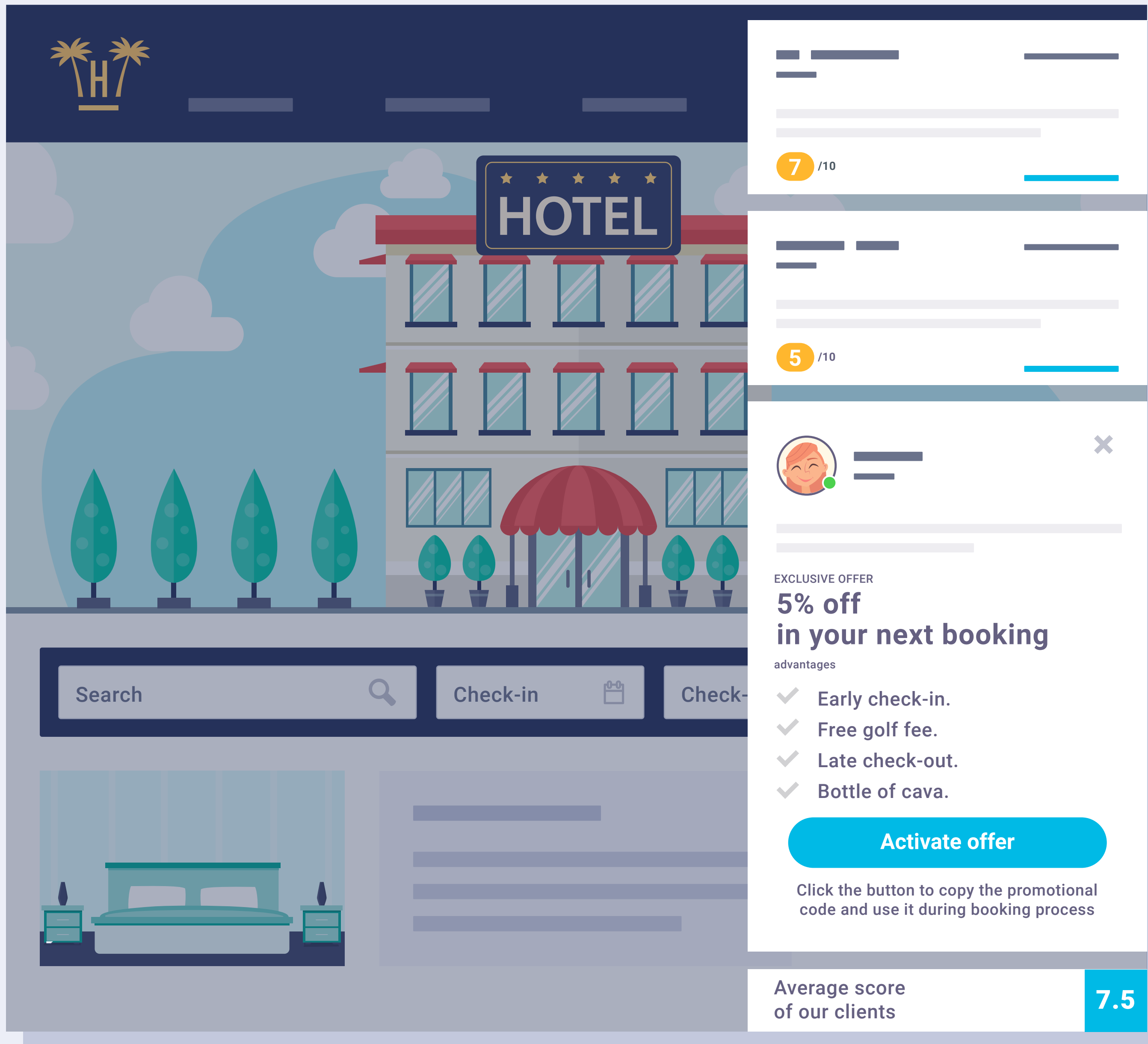
Mostrar solo comentarios si el número es igual o superior al número de comentarios a mostrar simultáneamente

Eliminar

Cerrar configuración

Cerrar configuración

Hide the promotional codes: if you prefer to hide the code in the widget, instead of the copy button, the system will display the option to apply it directly to the booking.



If this option is activated, the widget will display a button with the text "activate offer".



BELLBOT



Estadísticas

Configuración genérica

Configuración de las ventajas

Configuración de engagement

Configuración de las notificaciones

Configuración de la nota media

Configuración de eprivacy

Cientes y reservas

Guardar configuración

Mostrar comentarios de los clientes

Mostrar solo comentarios favoritos

Puntuación mínima

Comentarios a mostrar simultáneamente

Guardar configuración

Cerrar configuración

Mostrar solo comentarios si el número es igual o superior al número de comentarios a mostrar simultáneamente

Antigüedad

Tiempo entre comentarios

 seg.

Bellbot has two functions: the assistant and the communication of positive comments by hotel customers.

This function can be configured to show the opinions by age, score and the speed with which they are passed, or the time spent between comments and if they have image or not.

In addition, it is possible to select if you want the comments to be displayed even if there is a smaller number of comments to be displayed simultaneously.



SURVEYS

LOG OUT

😊 Guest ratings and comments (6.38)

Total: 81

Back

Search hotel



Dates

Start

To

End

Reset

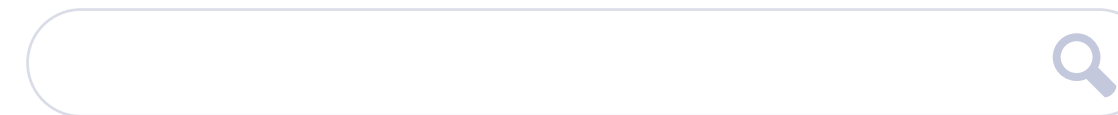
By Hotel

Export

By Chain

Favorite	Assisted	Guest	Hotel	Room Id	Location	Rating	Comment	Time-lapse to respond	When	Actions
★	●	Sara García	Hotel Paraíso	107	Es	8.2	Good hotel!	1 day and 1 hour	2018 09 20	
★	●	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	
★	●	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	

It can also be configured to show only the favourite comments, meaning those marked by a star in the 'Survey' section of the Hotelinking general panel.



BELBOT



- Estadísticas
- Configuración genérica
- Configuración de las ventajas
- Configuración de engagement
- Configuración de las notificaciones
- Configuración de la nota media
- Configuración de eprivacy
- Clientes y reservas

Mostrar ventajas

Cerrar configuración

ca de en es fr it

Título

Descripción

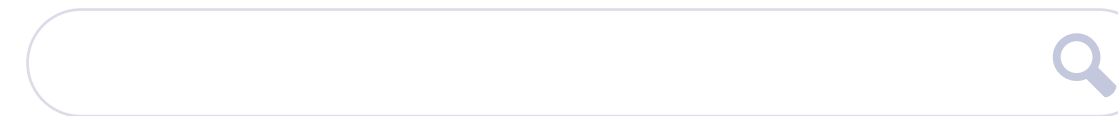
Ventaja garantizada

Añadir ventaja

Check-in temprano	Garantizada	Eliminar
Green fees gratuitas	Garantizada	Eliminar
Late check-out		Eliminar
Botella de cava		Eliminar

Configuration of the advantages.

This panel can show as many advantages as desired and these can range from welcome gifts to booking discounts. You can say whether the advantage is guaranteed, or the widget can specify the availability by default.



BELLBOT



Estadísticas

Configuración genérica

Configuración de las ventajas

Configuración de engagement

Configuración de las notificaciones

Configuración de la nota media

Configuración de eprivacy

Clientes y reservas

Gestión del tiempo ?

Tiempo de visibilidad del mensaje

 segundos

Tiempo entre mensajes

 segundos

Guardar configuración

Cerrar configuración

Mensajes personalizados Usuario no identificado ?

ca de en es fr it zh



Tienes algunos mensajes sin completar en todos los idiomas. Para los usuarios de esos idiomas les van a aparecer los mensajes en inglés.

1º mensaje



2º mensaje



3º mensaje



Engagement configuration.

The widget messages can be configured in accordance with the type of user visiting the website. The first is 'unidentified user' which is those who have not registered on the widget.



BELLBOT



Estadísticas

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Configuración de la nota media

Configuración de eprivacy

Clientes y reservas

Mensajes personalizados Usuario identificado ?

Cerrar configuración

ca de en es fr it zh



Tienes algunos mensajes sin completar en todos los idiomas.
Para los usuarios de esos idiomas les van a aparecer los mensajes en inglés.

1º mensaje



2º mensaje



Añadir nuevo mensaje

Reset

Mensajes personalizados Usuario repetidor ?

ca de en es fr it zh



Tienes algunos mensajes sin completar en todos los idiomas.
Para los usuarios de esos idiomas les van a aparecer los mensajes en inglés.

1º mensaje



The second type of user is 'identified user' who are those that have registered on the widget but not visited the monitored hotel. Finally, there is 'repeat user' who has registered on the widget and visited the monitored hotel.

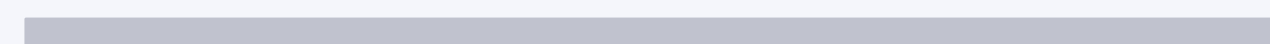


BELLBOT



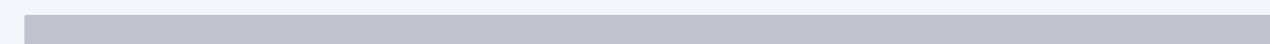
- Estadísticas
- Configuración genérica
- Configuración de las ventajas
- Configuración de engagement
- Configuración de las notificaciones
- Configuración de la nota media
- Configuración de eprivacy
- Cientes y reservas

Notificación nueva reserva



Cerrar configuración

Notificación check-in cercano

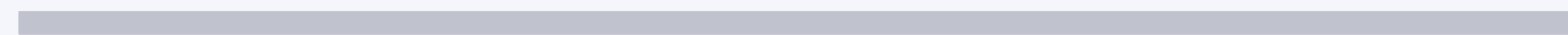


Cerrar configuración

Días de antelación

Guardar configuración

Notificación para usuarios con formulario parcialmente completado



Cerrar configuración

Nº de emails

Separación en días entre emails

Separación en horas entre emails

Guardar configuración

Configuration of the alerts.

There are 4 types of email alerts to configure:

New booking: notifications the hotelier receives every time there is a new user reservation thanks to Bellbot.

Close to check-in: notifications that alert of the arrival of a customer who has made a booking using the widget.



BELLBOT



Estadísticas

Configuración genérica

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Configuración de engagement

Configuración de las notificaciones

Configuración de la nota media

Configuración de eprivacy

Clientes y reservas

Guardar configuración

Notificación para usuarios con formulario parcialmente completado

Nº de emails

Separación en días entre emails

Separación en horas entre emails

2 horas

Guardar configuración

Notificación de regalo

Nº de emails

Separación en días entre emails

Separación en horas entre emails

2 horas

Guardar configuración

Cerrar configuración

Cerrar configuración

Users with a partially completed form: which encourages users who have not completed their registration to finish it and make a booking using the promo code.

Gift: to remind users who have registered and not used their promo code to make a booking.



BELLBOT



Estadísticas

Configuración genérica

Configuración de las ventajas

Configuración de engagement

Configuración de las notificaciones

Configuración de la nota media

Configuración de eprivacy

Clientes y reservas

Mostrar nota media de los comentarios

Cerrar configuración

Antigüedad

Todos

Menos de 15 días

Menos de 30 días

Menos de 90 días

Menos de 6 meses

Menos de 1 año

Todos

Guardar configuración

Configuration of the average score.

From this option, the score obtained by the hotel through Hotelinking's satisfaction surveys can be displayed.

The goal is to motivate users to book on the website.

In the 'Antigüedad' field it is possible to select the date of the comments, which will also be applied to the average score.



Mostrar privacidad (GDPR)

Cerrar configuración

Texto de privacidad

Nombre entidad

CIF empresa

Email empresa

Dirección empresa

ca de en es fr it

Descripción legal

Texto condiciones uso

Política privacidad



BELLBOT



Estadísticas

Configuración genérica

Configuración de las ventajas

Configuración de engagement

Configuración de las notificaciones

Configuración de la nota media

Configuración de eprivacy

Clientes y reservas

ePrivacy configuration.

The legal texts shown by the widget before the user enters their data are edited in the control panel. The hotel can customise them and create as many translations as it requires.



BELLBOT



- Estadísticas
- Configuración genérica
- Configuración de las ventajas
- Configuración de engagement
- Configuración de las notificaciones
- Configuración de la nota media
- Configuración de eprivacy
- Cientes y reservas

Buscar ✕

Nombre	Email	Género	F. nacimiento	Fuente	Importe	F. check-in	F. check-out	Promocode
Sara García	sara.garcia@gmail.com	Female	1983-06-22	Form	120.50€	2019-07-03	2019-07-05	Promo2019

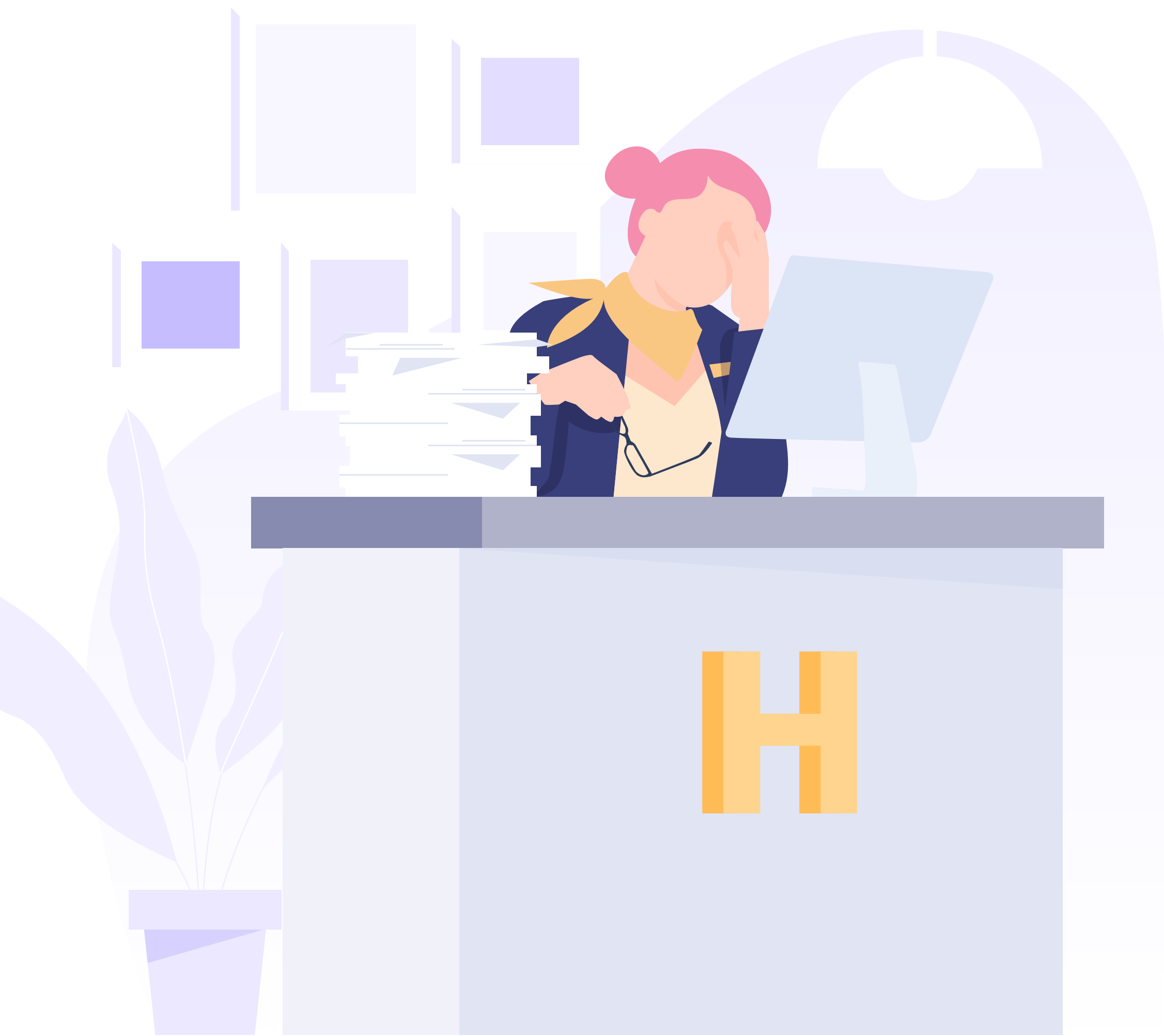
Mostrar resultados

Customers and bookings.

All the relevant information about users who have made a booking using the widget promo code appears on this panel. This means that the hotel can see at a glance which guests have used the widget and their details.

AutoCheckin





INTRODUCTION

The arrival of a guest to a hotel and the check-in process is one of the most critical aspects of the hotel service since it is the first touchpoint when visiting the property and it gives an idea of the quality of the service.

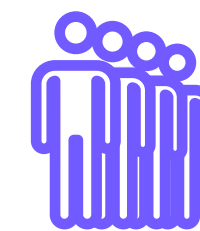
This process can be really tedious and lengthy for the customer since the receptionist must efficiently meet many standards within the shortest time.

PROBLEMATIC

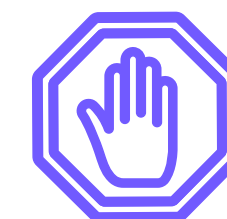
The check-in process at the reception **is often a manual process that is not very digitalised**, hence it generates waiting queues and is uncomfortable for guests. Data gathering, passport validation and document signing tends to be a process slower than desired.



Kiosks or totems solve part of the problem, but they still generate queues and do not allow to perform several check-ins simultaneously.



Current precheck-in systems only allow those guests who have booked through the hotel website to check-in online. **Travellers with bookings made through other channels (TTOO, OTAs) cannot check-in online.**



Meeting the current measures and capacity and distancing protocols is difficult, sometimes even impossible, with a manual check-in process at the hotel reception.





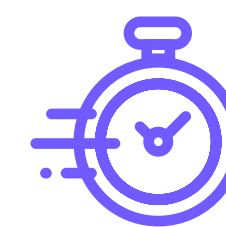
WHAT IS AUTOCHECKIN



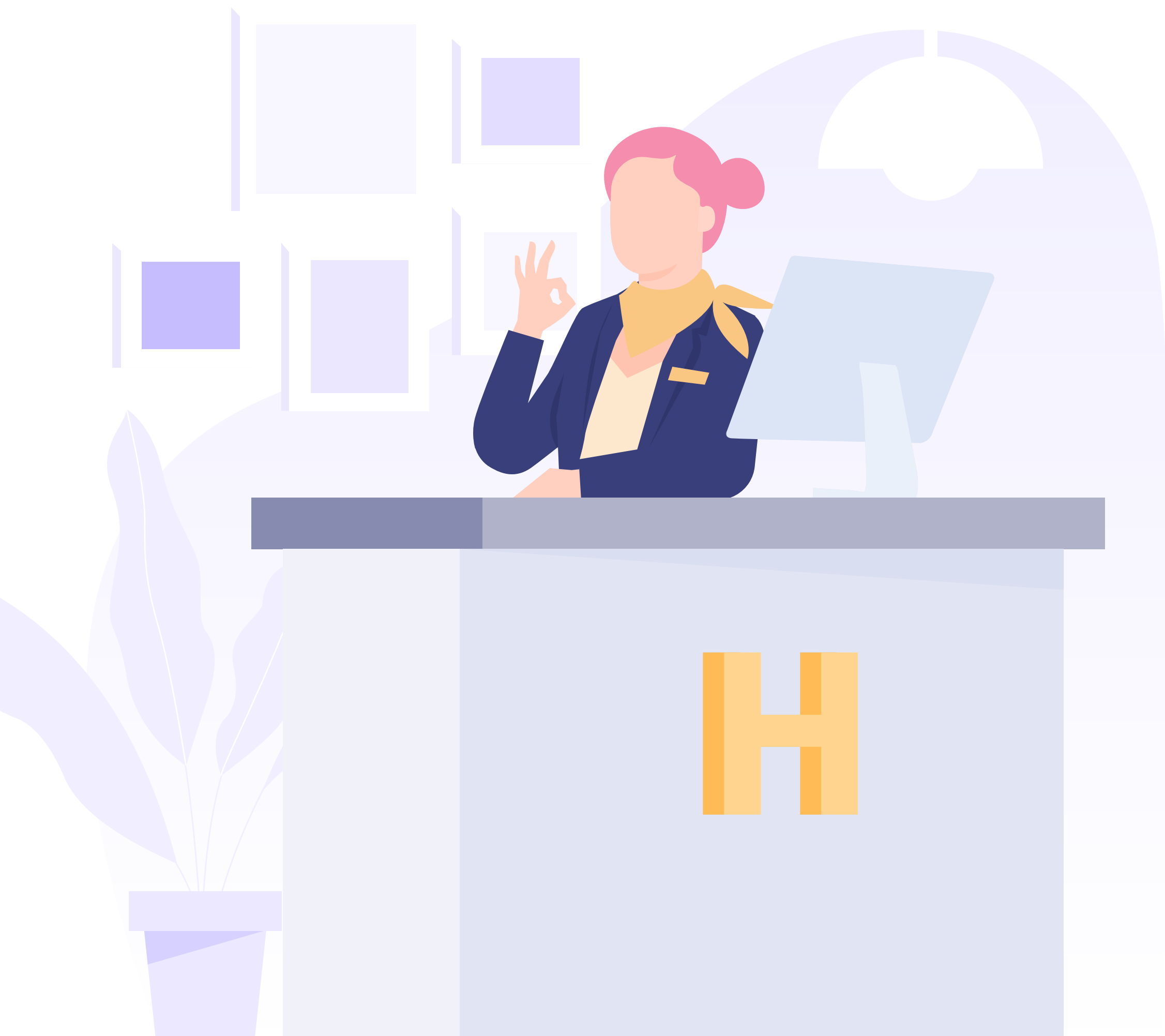
AutoCheckin enables guests to **check-in online, in an automated manner** and without involving a receptionist.



It enables travellers with **bookings from any channel** (direct web, TTOO, OTA) to check-in online from the hotel web before the arrival or upon arrival to the hotel using its WiFi.



Designed to complete check-in processes quickly, it is **the solution to long waits** at the reception and the tool that will improve the daily routine of receptionists.



BENEFITS



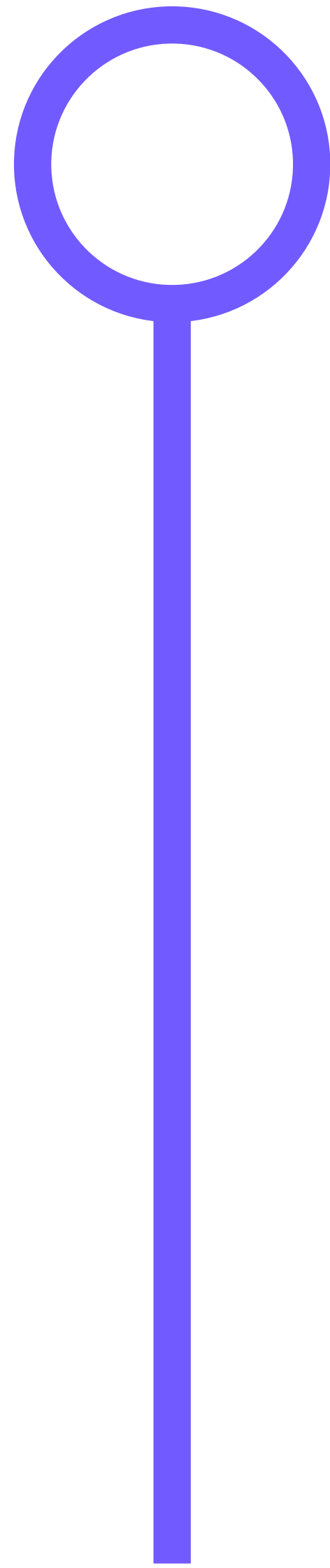
Optimising the check-in process **enables to significantly lighten the workload at the reception**, eliminating tasks that do not add an essential value.



By improving guests' check-in time, **it is easier to offer a proper quality service**, offering a fast check-in with no need to interact with a receptionist.



By digitalising the check-in process, **crowds at the reception are avoided** making it easier to maintain social distancing and protecting the health of employees and guests alike.



FEATURES

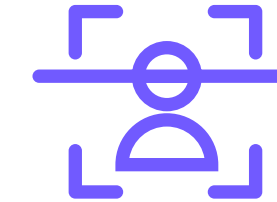
PHASE ONE



No need to download an app



Pre check-in of bookings made through any channel



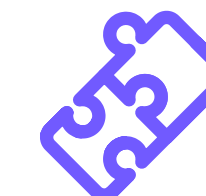
Data gathering by scanning passport/ ID



Easy to fill-in information



Includes digital document signature



Integrated with PMS and meeting GDPR



Send data to PMS in an automated way



Customisable with the hotel brand



Automated notifications by SMS

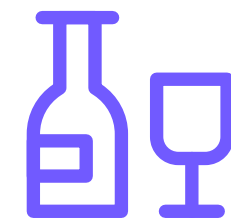


FEATURES

PRODUCT EVOLUTION – ROADMAP



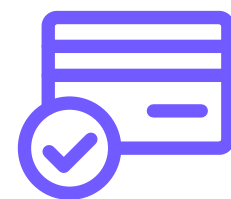
Guest gets to choose the room



Upgrades and crossselling possibilities



Invoice collection and fraud control



Credit card authorisation for consumptions



Digital opening of room door

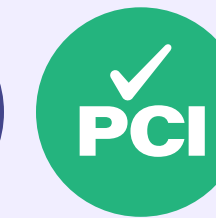


Automatic folio and check-out



Secure payment system

Complies with European regulations:



PSD2 regulations and reinforced customer authentication (SCA)

Level 1 PCI DSS certification





3 CHECK-INS IN 1



If the customer has booked through the hotel website, they will **receive an email with a link to check-in.**



Should they have booked through intermediaries such as OTAs or TTOOs, they will also **be able to check-in before the arrival on the hotel website**, in a section specially set up for this.

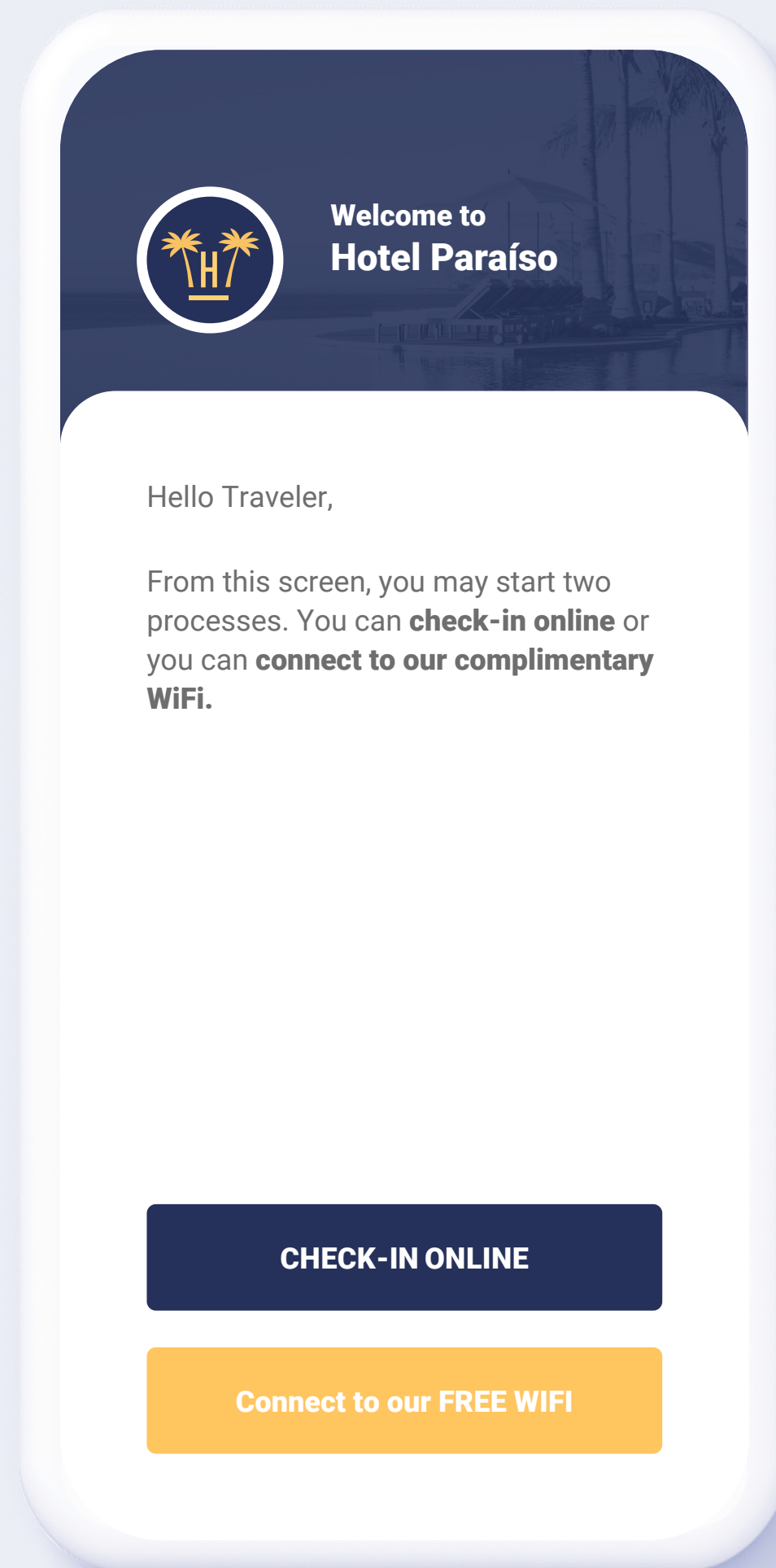
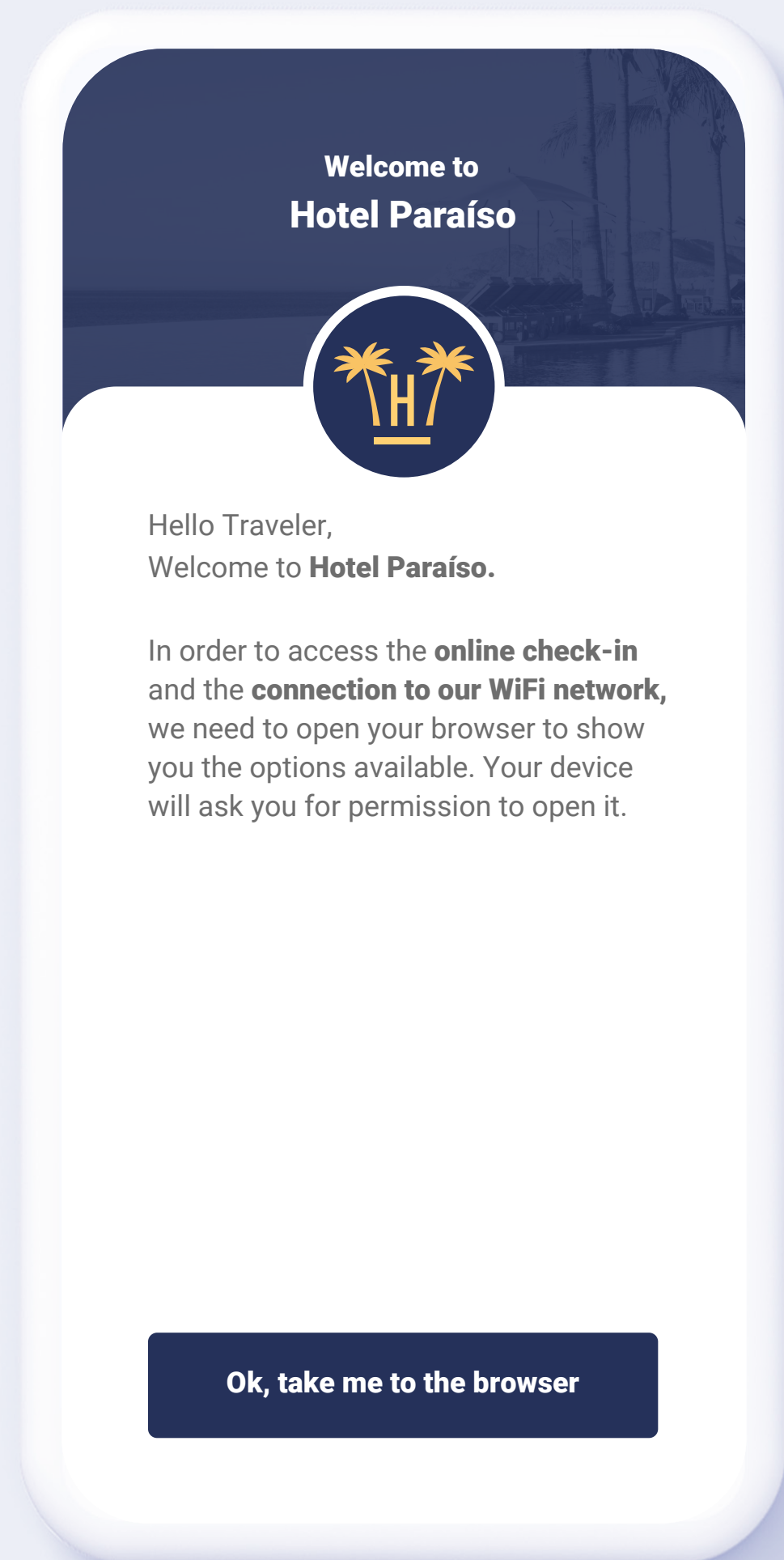


If they have not checked in prior to the arrival, they can do so at the property itself. They will **just have to select the WiFi network**, and they will be redirected to a site where they will be able to check-in online, with no need to download an app or connect to the network.

■ HOW IT WORKS

PHASE ONE

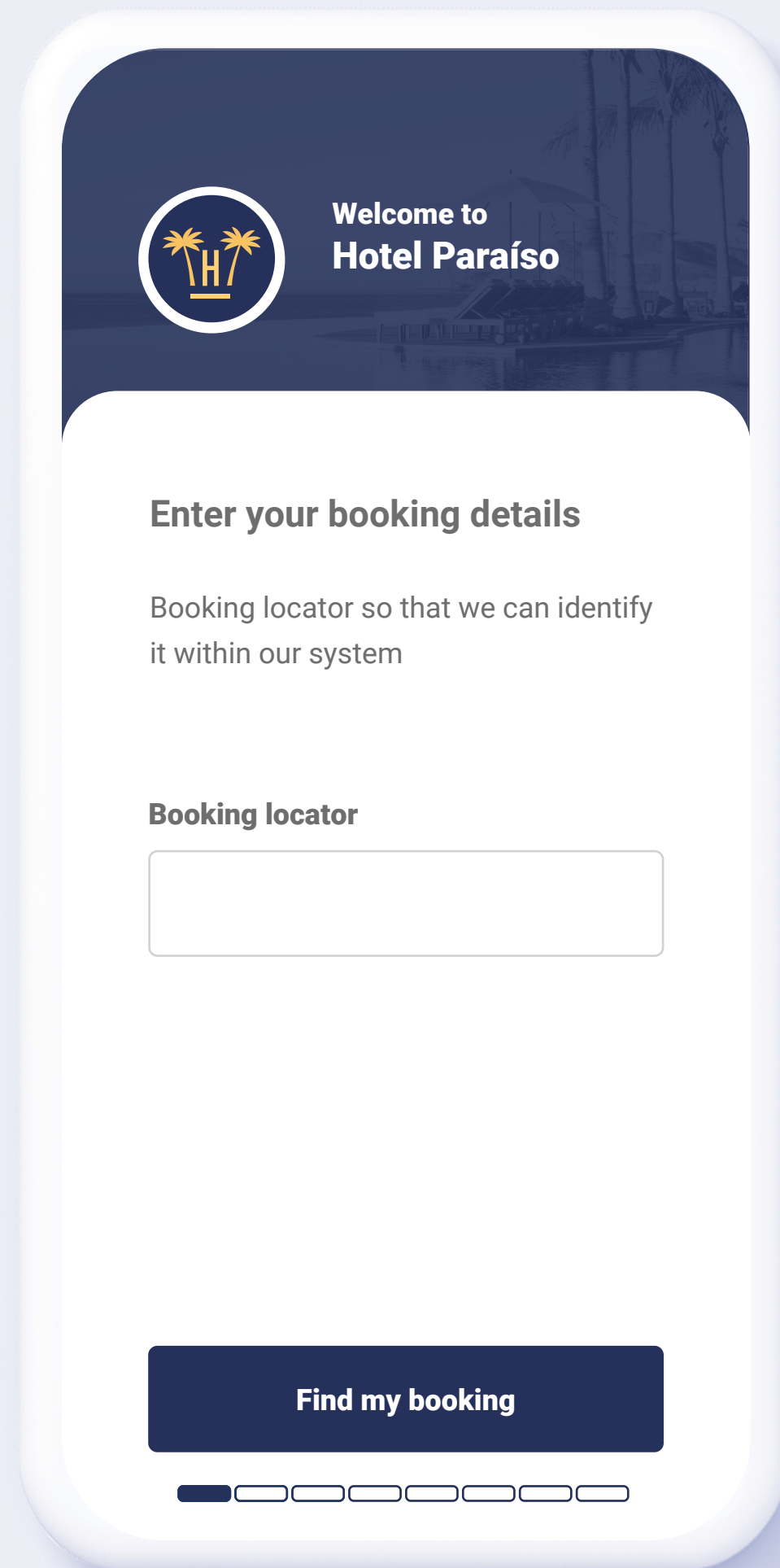




WELCOME

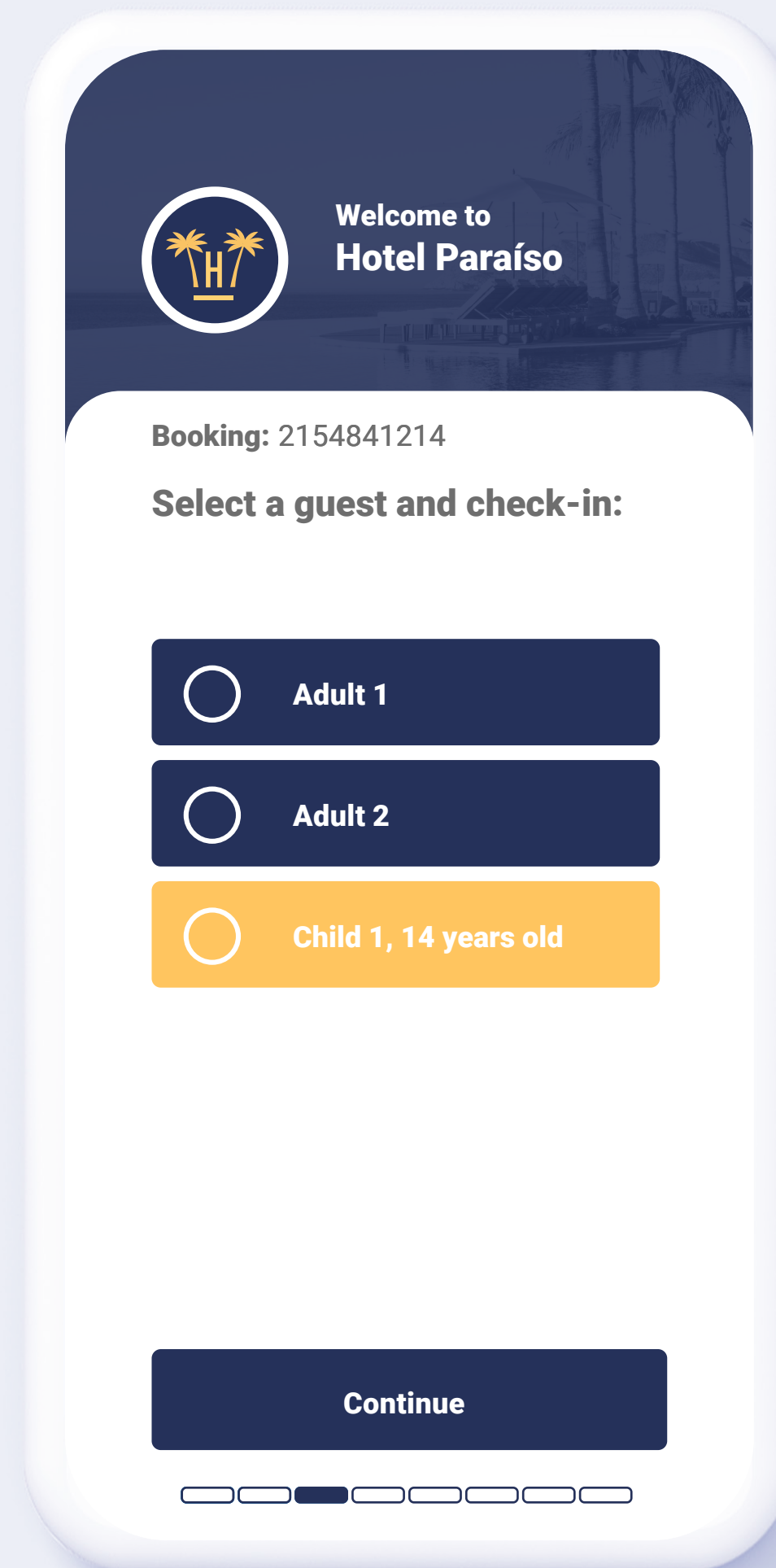
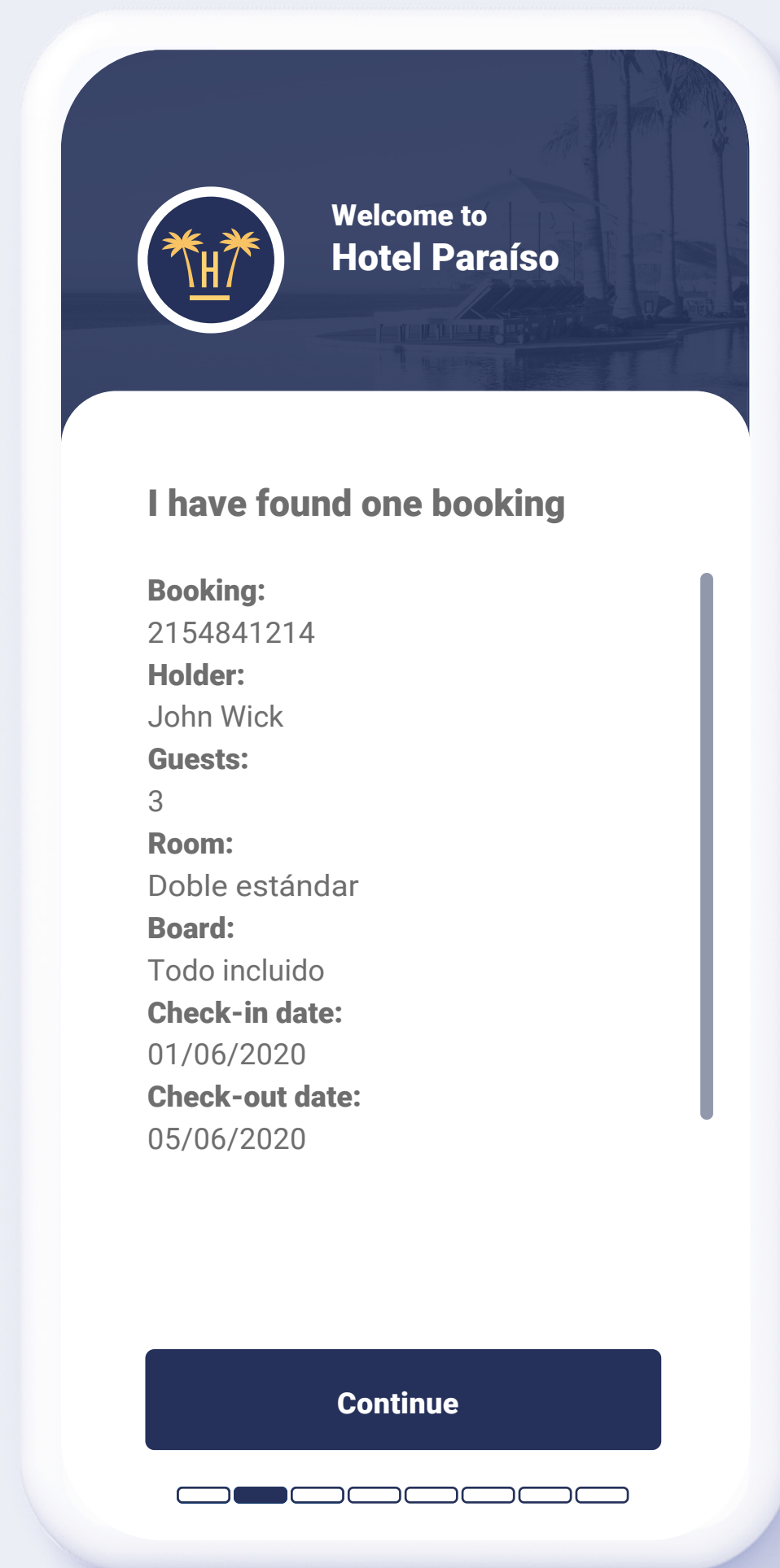
When the guest tries to connect to the hotel WiFi, this screen will appear redirecting the browser so that they can access the check-in online and the network, should they already have a room assigned.

The guest does not need to connect to the WiFi or download an app. They just need to select the hotel's WiFi and they will be able to auto check-in.



BOOKING SEARCH

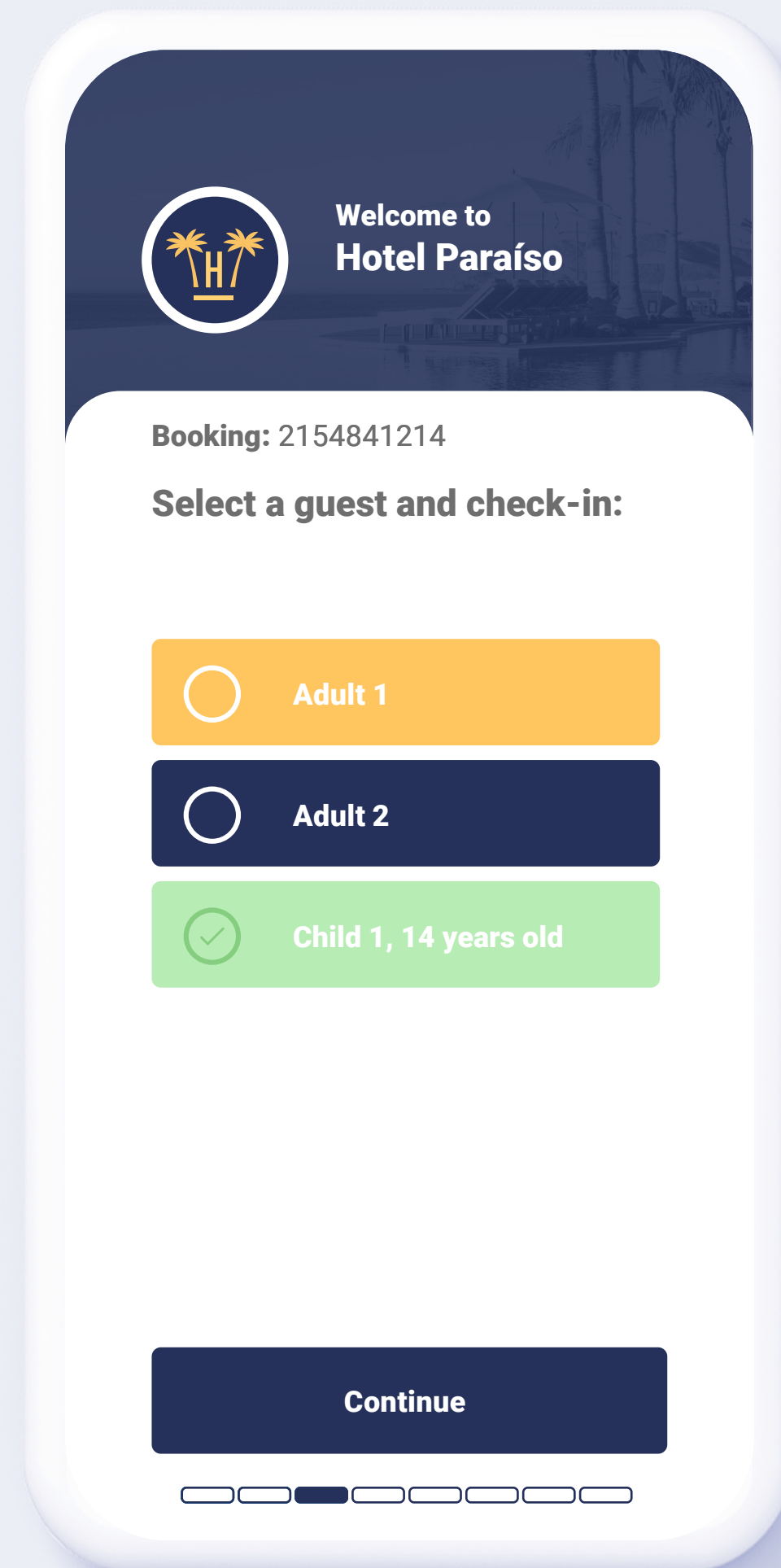
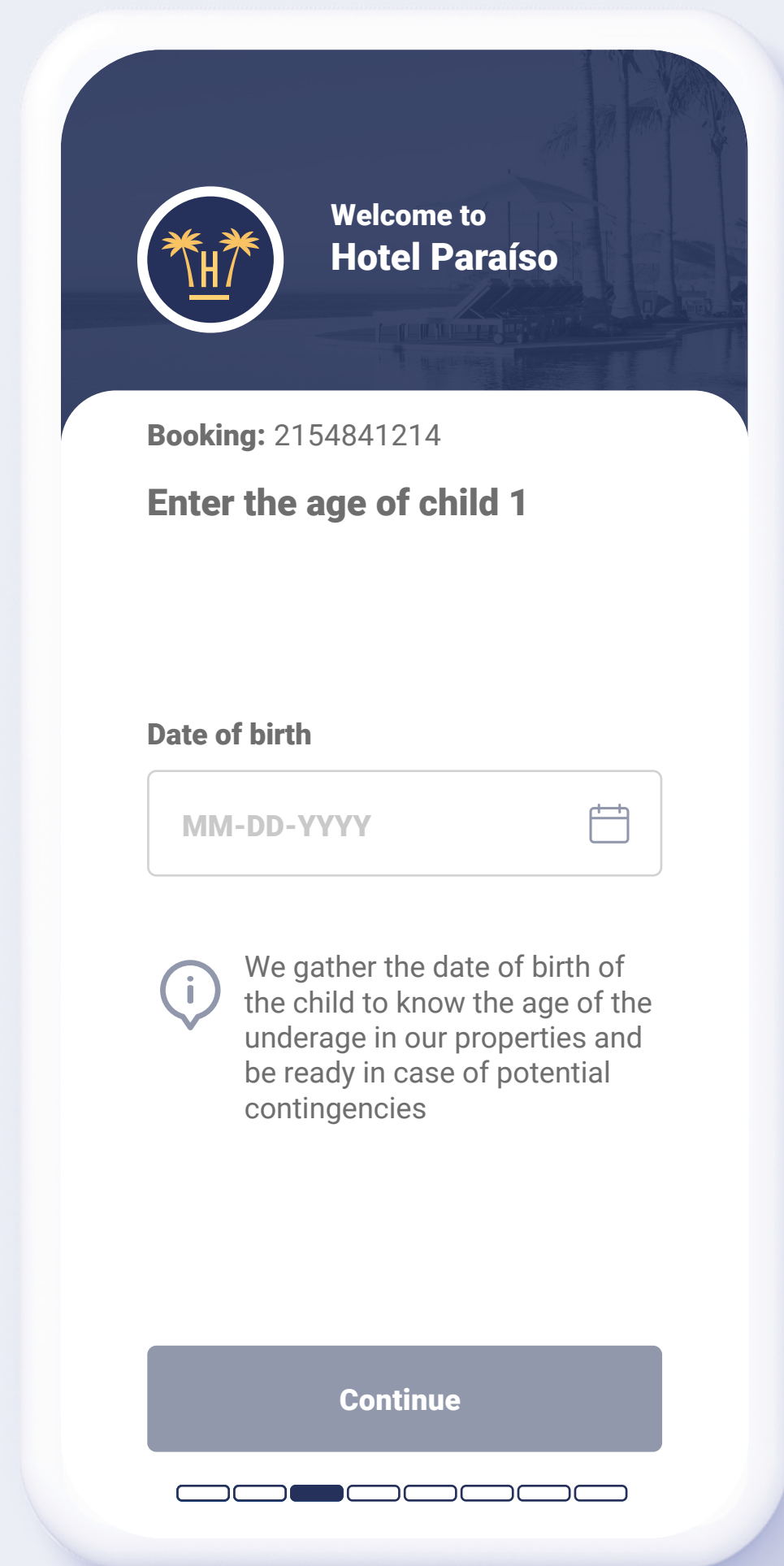
Hotelinking is flexible when it comes to finding the booking; the main method will be using the locator, but there are other possibilities such as using the surname or check-out date, among other filtering systems.



CHECK-IN: GUESTS

If the booking is confirmed, **the customer may continue and check each guest in.**

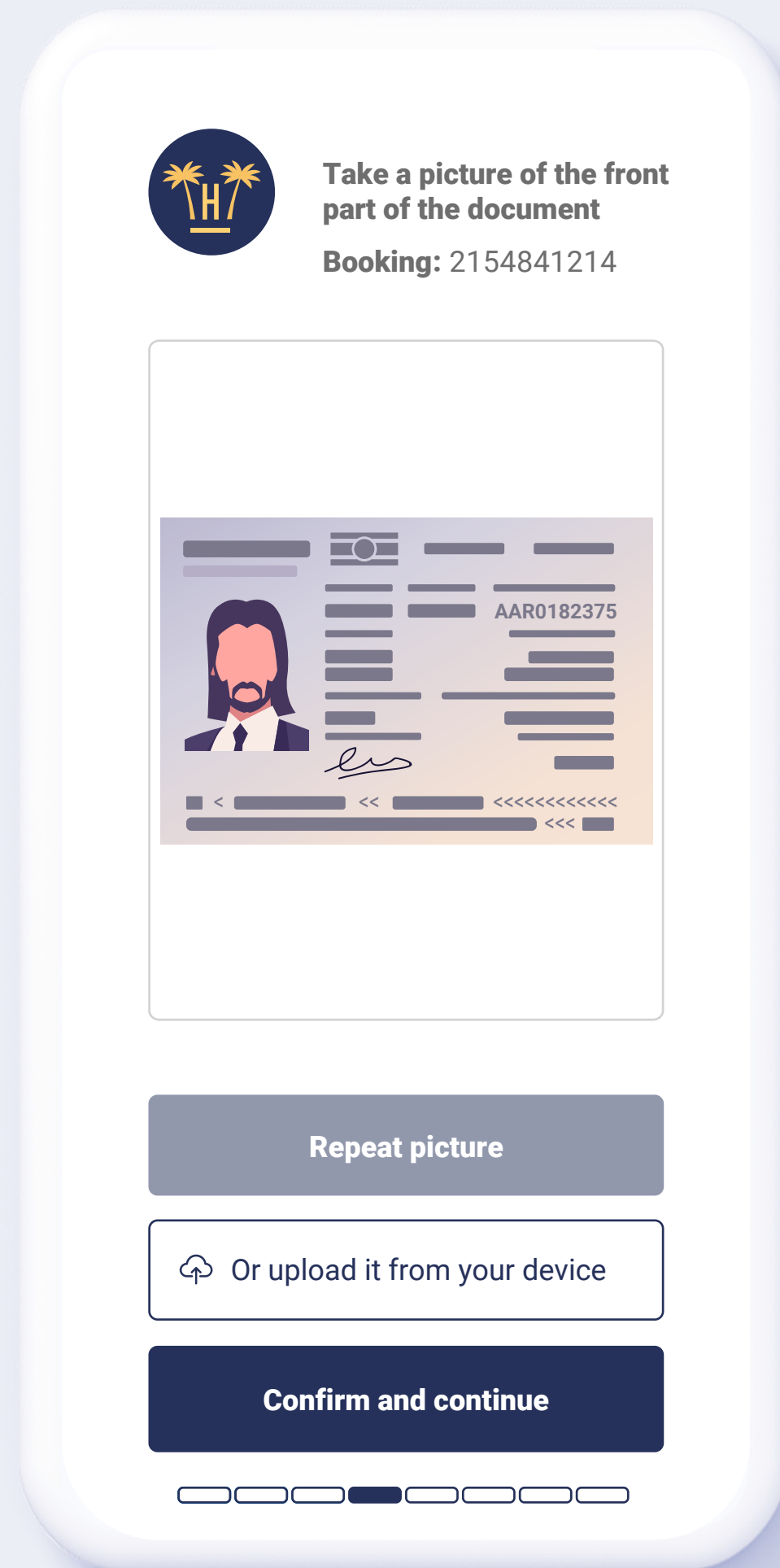
It is also possible that each guest checks in individually at the same time.



CHECK-IN: UNDERAGE GUESTS

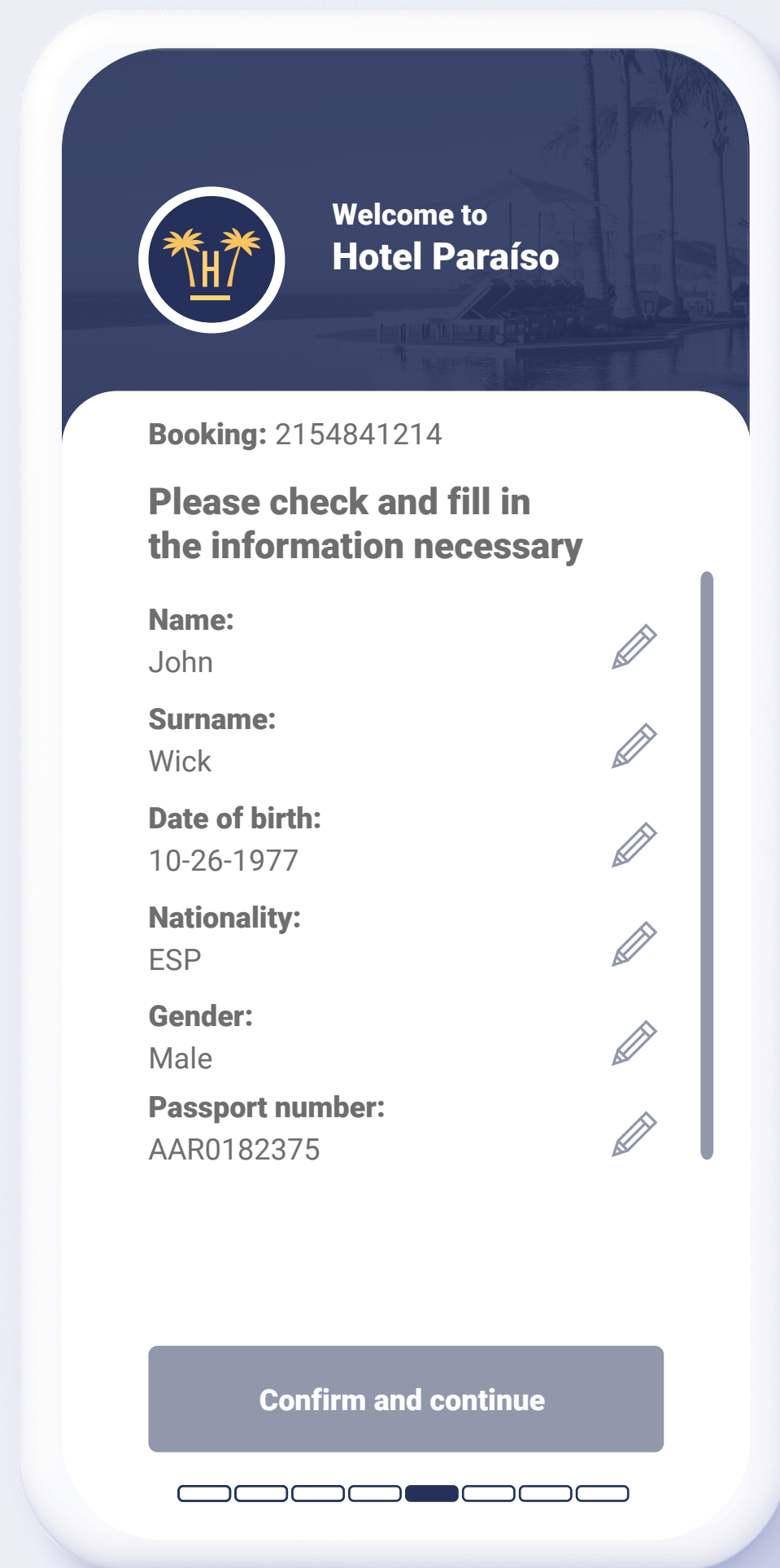
Should there be any underage guests, **only the age of the child will be requested.**

If the system notices that the data entered are not correct, it will request that the underage's ID is scanned.



DOCUMENT SCANNING

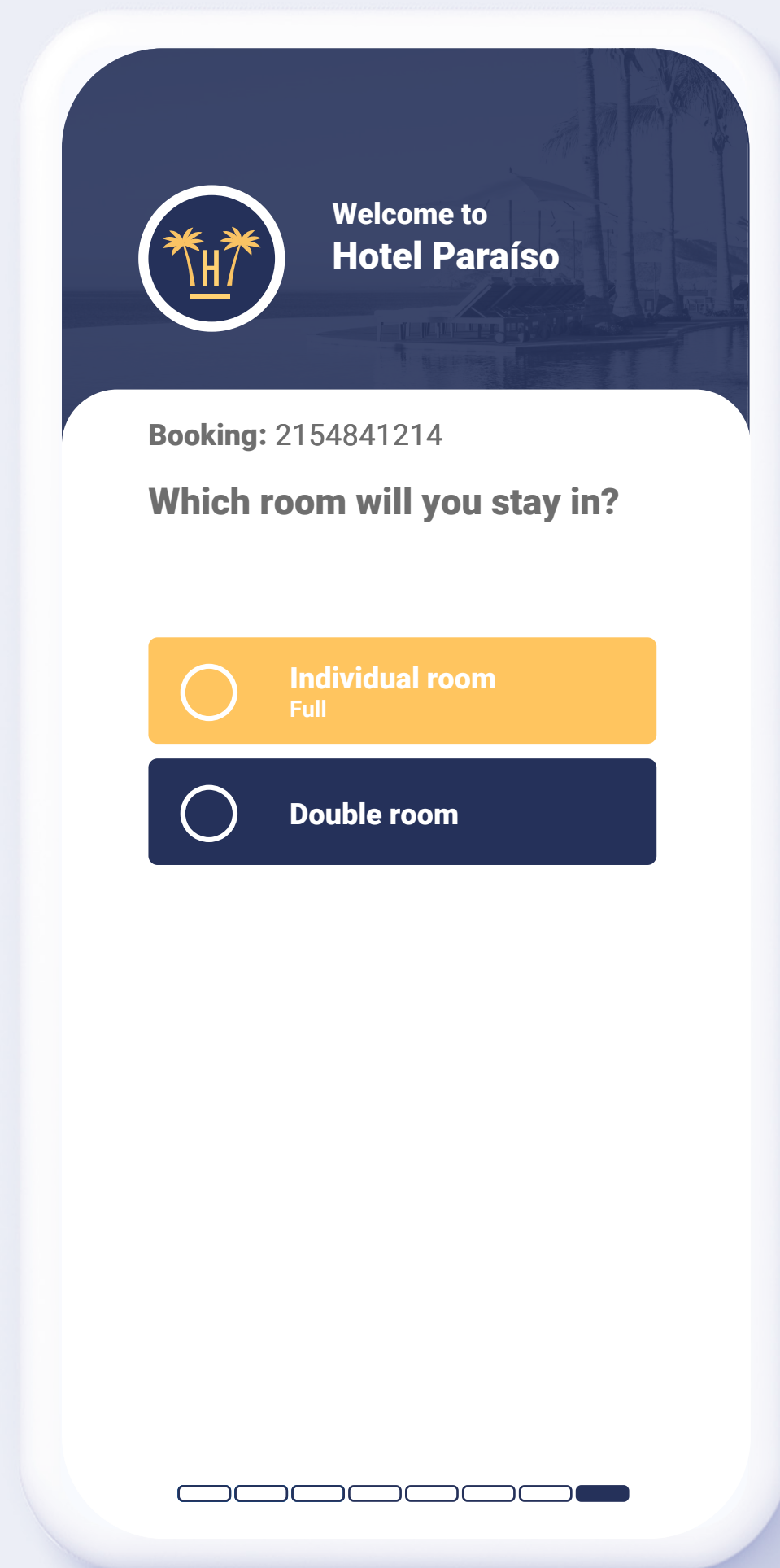
To perform a valid check-in, this step is crucial. The guest does not need to select the type of document or the nationality before; **the system detects them automatically.**



DATA VERIFICATION

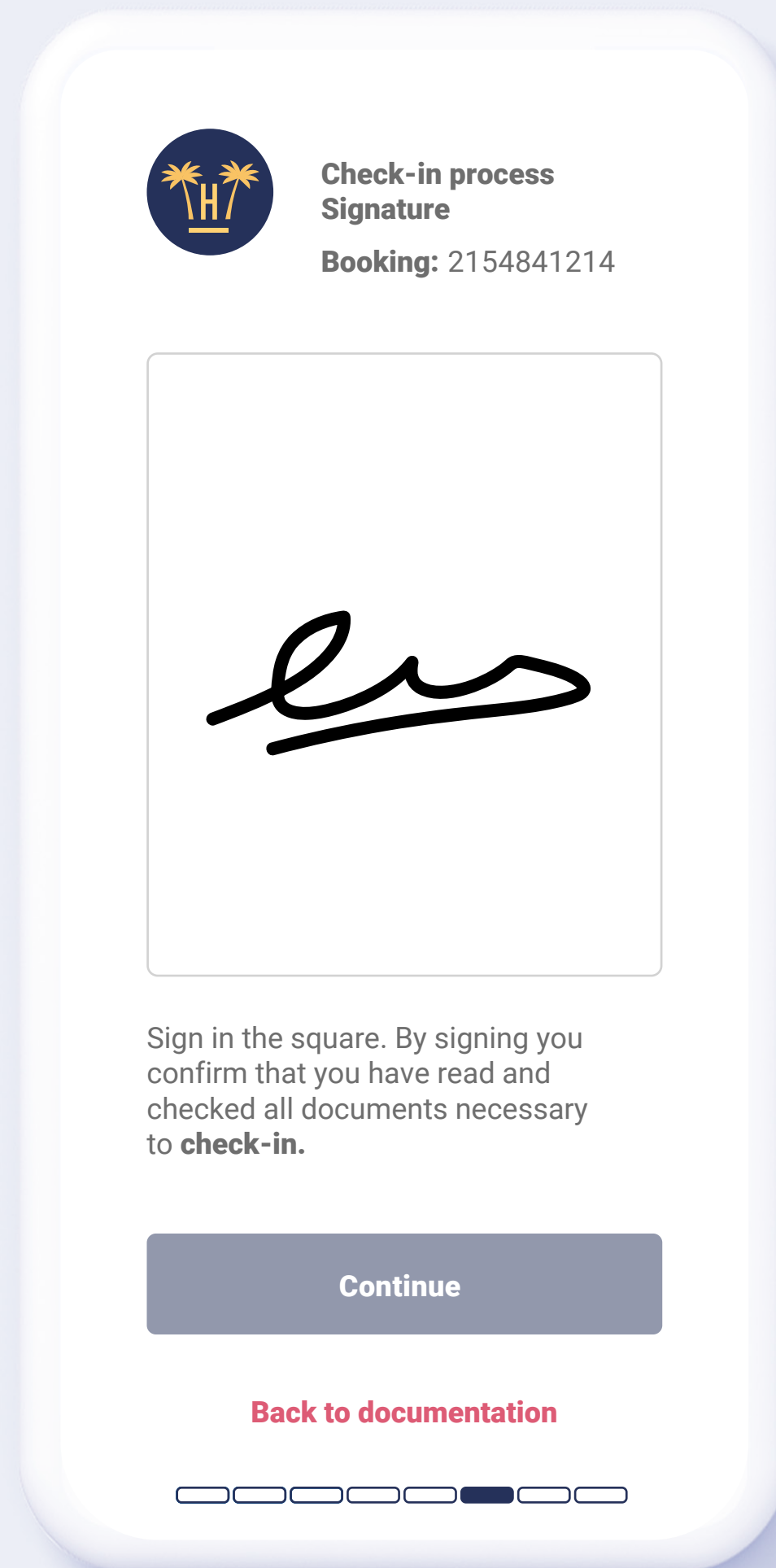
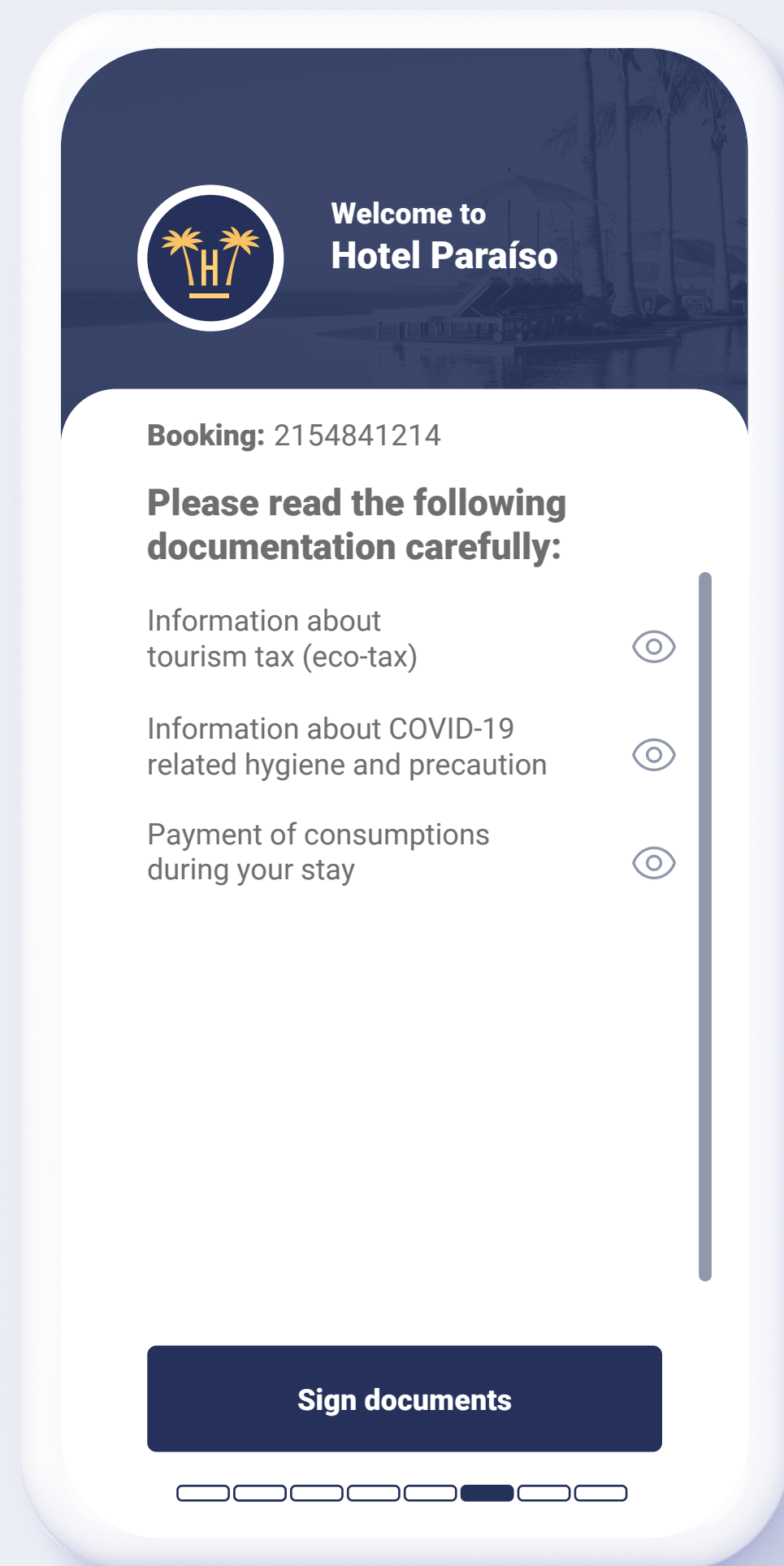
Before the check-in is completed, the guest can verify that the information gathered is correct.

The information will be automatically sent to the hotel's PMS.



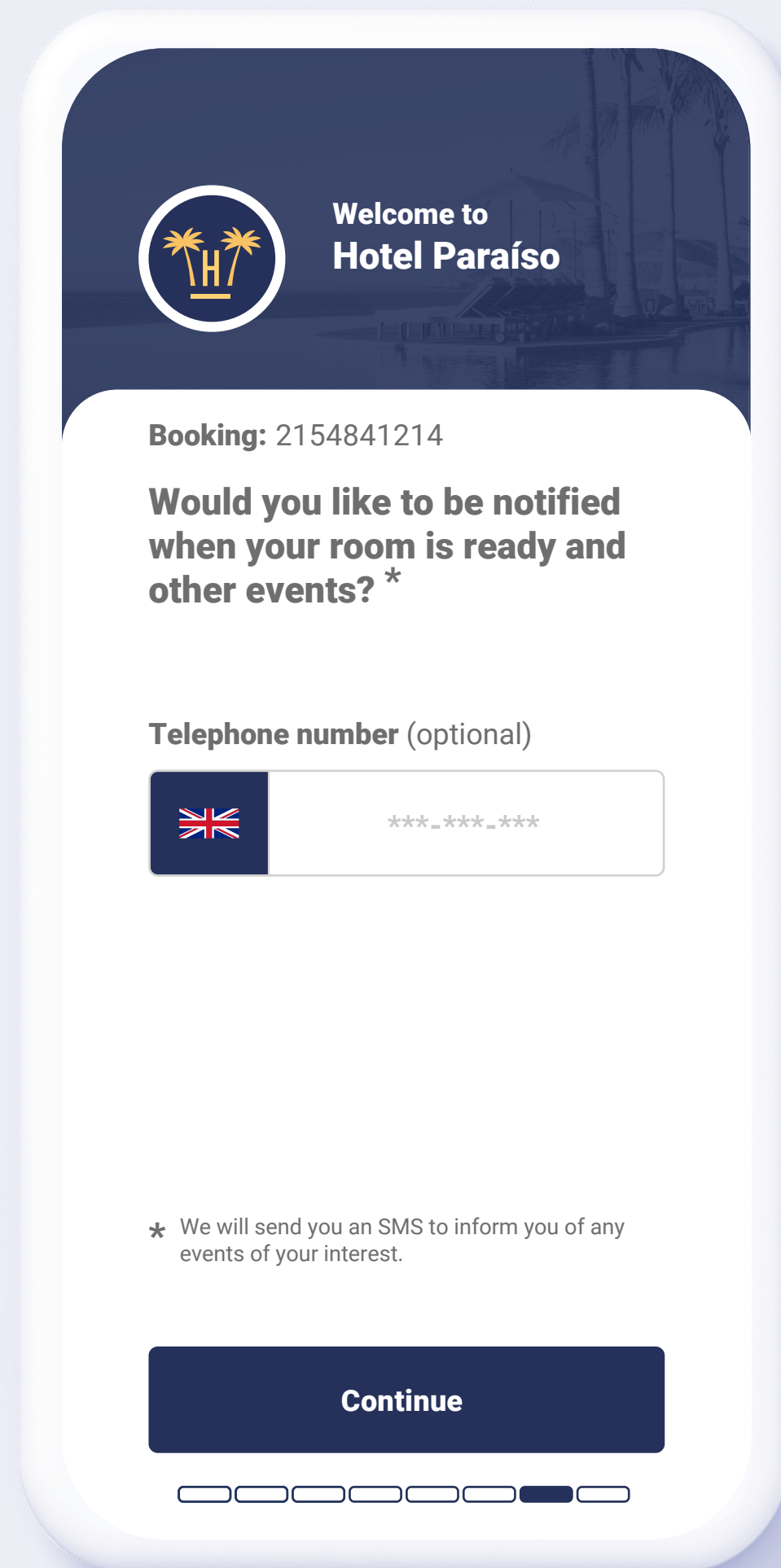
ROOM TYPE SELECTION

In this step, the guest **will select in which room and who each person will stay with.**



DOCUMENT SIGNING

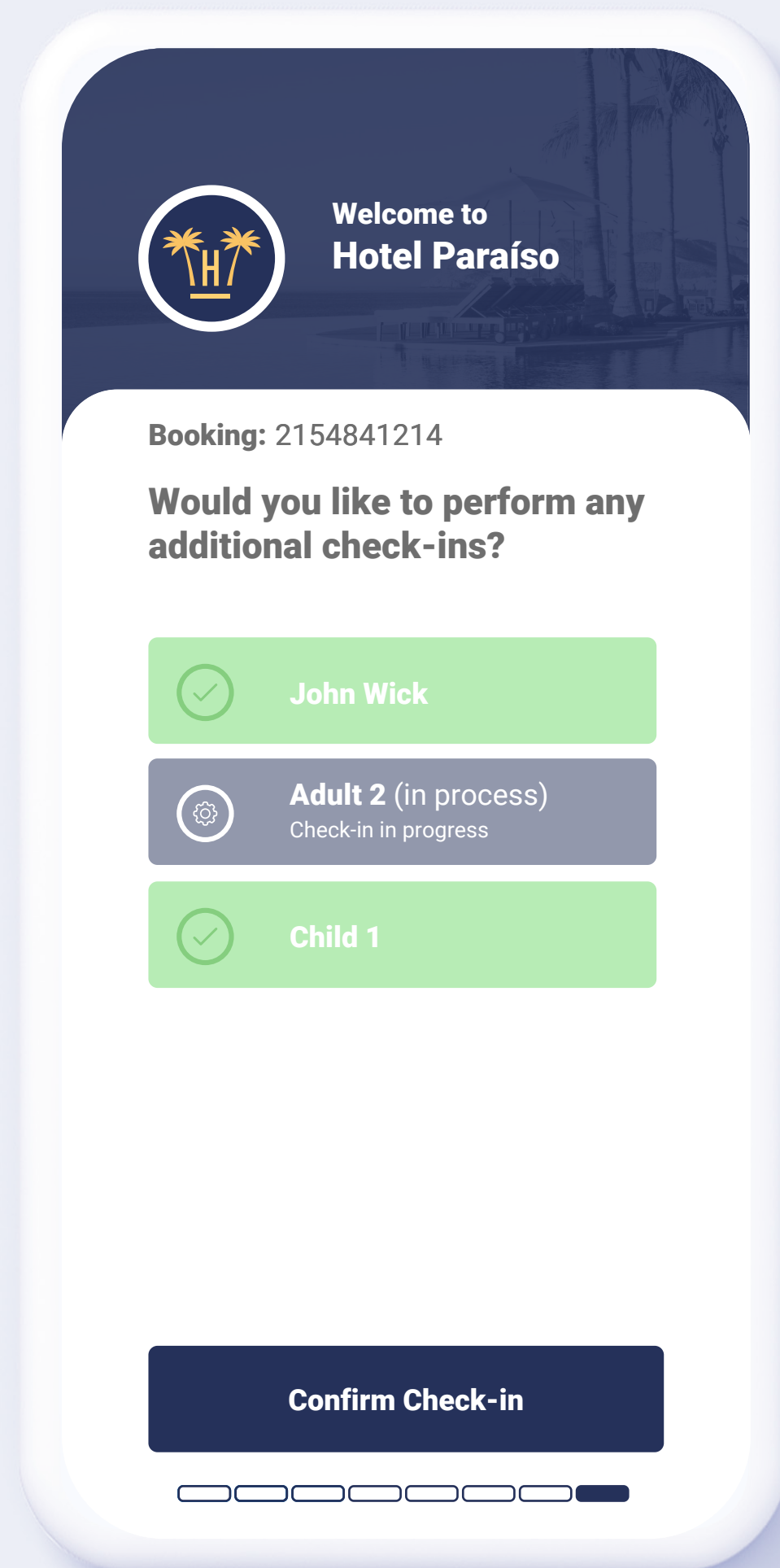
The AutoCheckin control panel will enable the hotel or chain to upload to the system **those documents that are necessary for guests to read and accept** as a condition to stay.



SMS NOTIFICATIONS

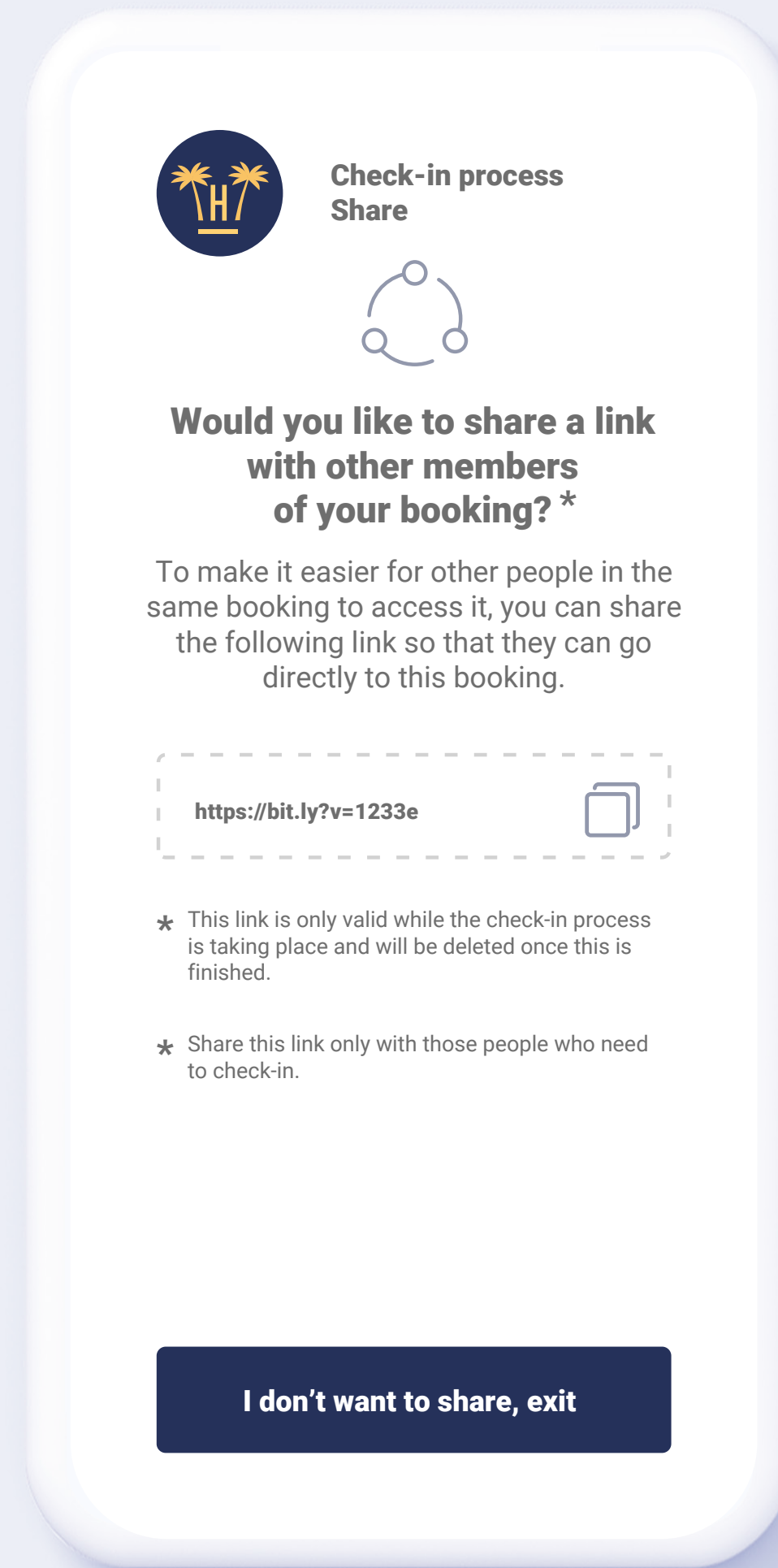
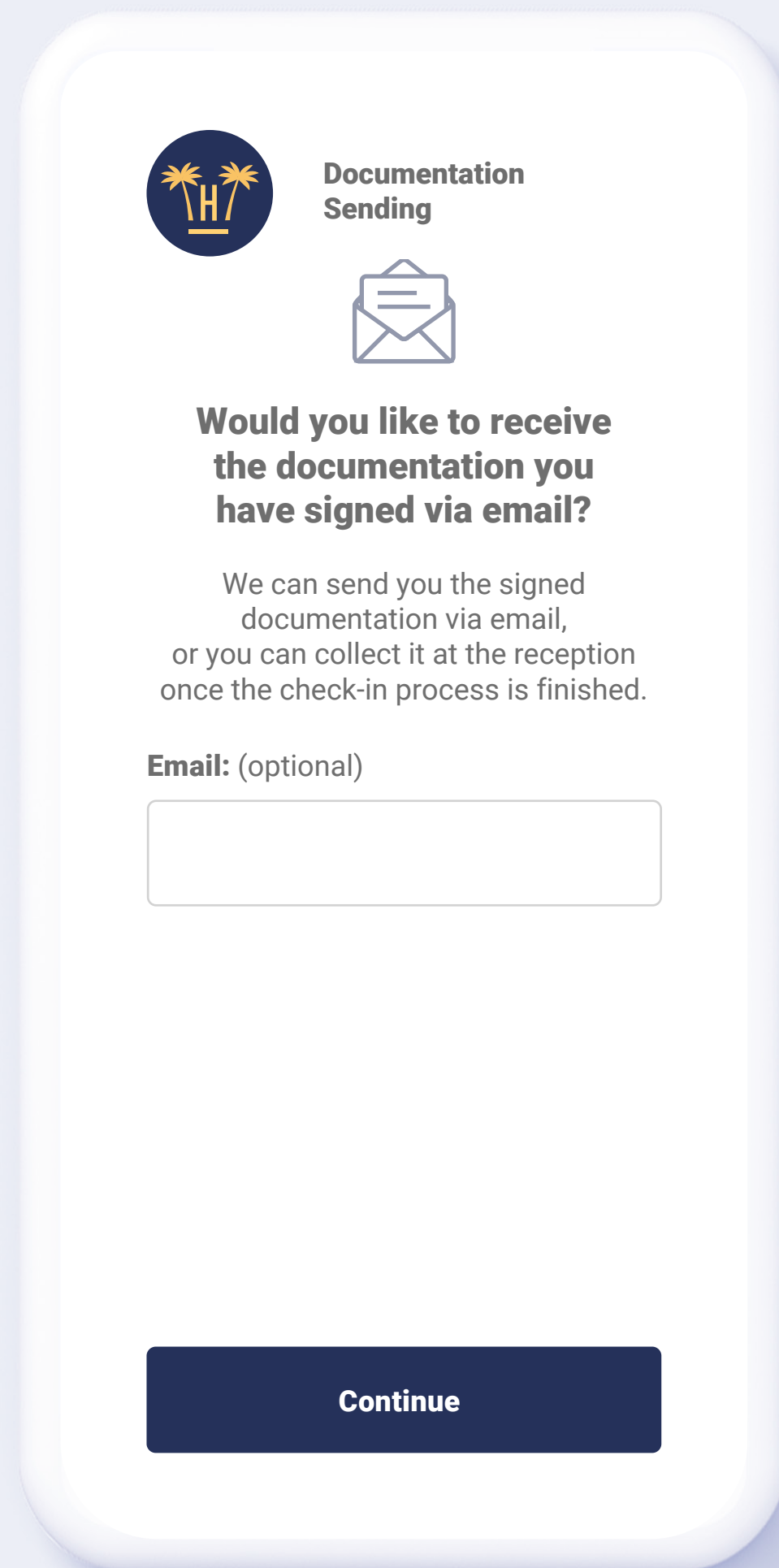
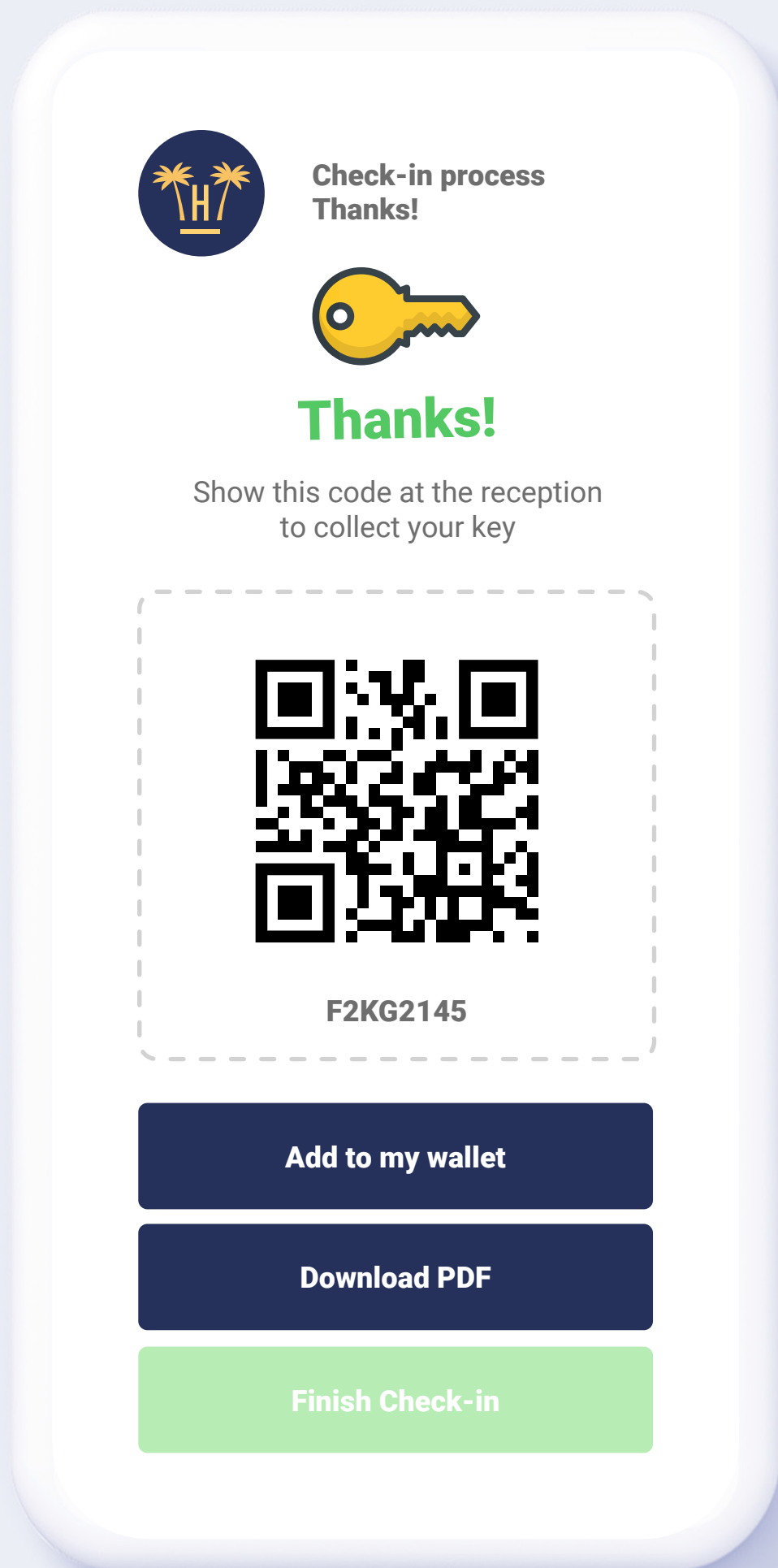
SMS notifications are very efficient to bond with guests. The guest can benefit from a direct and immediate contact with the hotel, and the property can make the most of this channel to gain their loyalty.

In this stage, the guest is offered the option to leave their mobile number so that they are notified via SMS when their room is ready.



DATA OF COMPANIONS

If the booking includes more people in addition to family members, **the system also allows to perform the same check-in process for each one of them**, and it even allows to share a link so that check-ins can be performed at the same time.



CHECK-IN FINISHED

Now, to enjoy their stay **guests only have to go to the reception and show the code provided to collect their room key.**

If they wish to do so, they can receive their booking documentation via email.

Also, they can share the booking details with other companions in a practical way through a link that is only valid during the check-in process.

The screenshot shows a mobile app interface for leaving a comment. At the top left is a circular logo with palm trees and the letter 'H'. To its right is the text 'Leave a comment for the property'. Below this is a speech bubble icon. The main question is 'Would you like to share anything with the property?'. Underneath is a text input field labeled 'Comment (optional)'. Below the text field is a time selection section labeled 'Time of arrival (optional)', which consists of two input boxes for 'HH' and 'MM' separated by a colon. At the bottom is a dark blue button labeled 'Continue'.

TIME OF ARRIVAL AND COMMENTS:

If the guest checks in before the arrival to the hotel, they can define an arrival time and add comments for special requests they may have. The information will be automatically sent to the PMS.

If the user checks in through the hotel's WiFi, the time of arrival will not appear.



GUEST JOURNEY
AUTOMATION PLATFORM

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