Portal Pro. Data enrichment with PMS
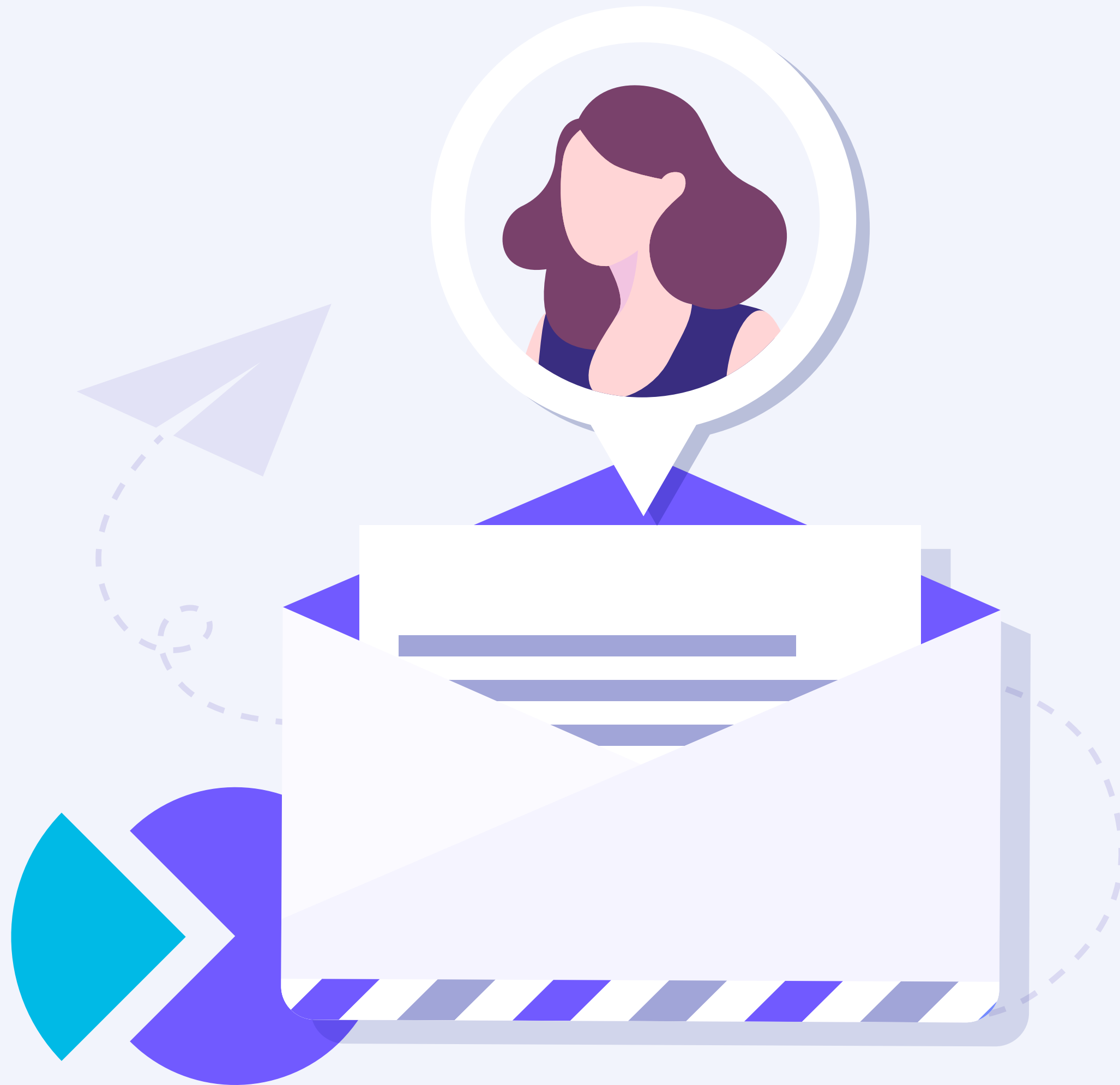
hotelinking
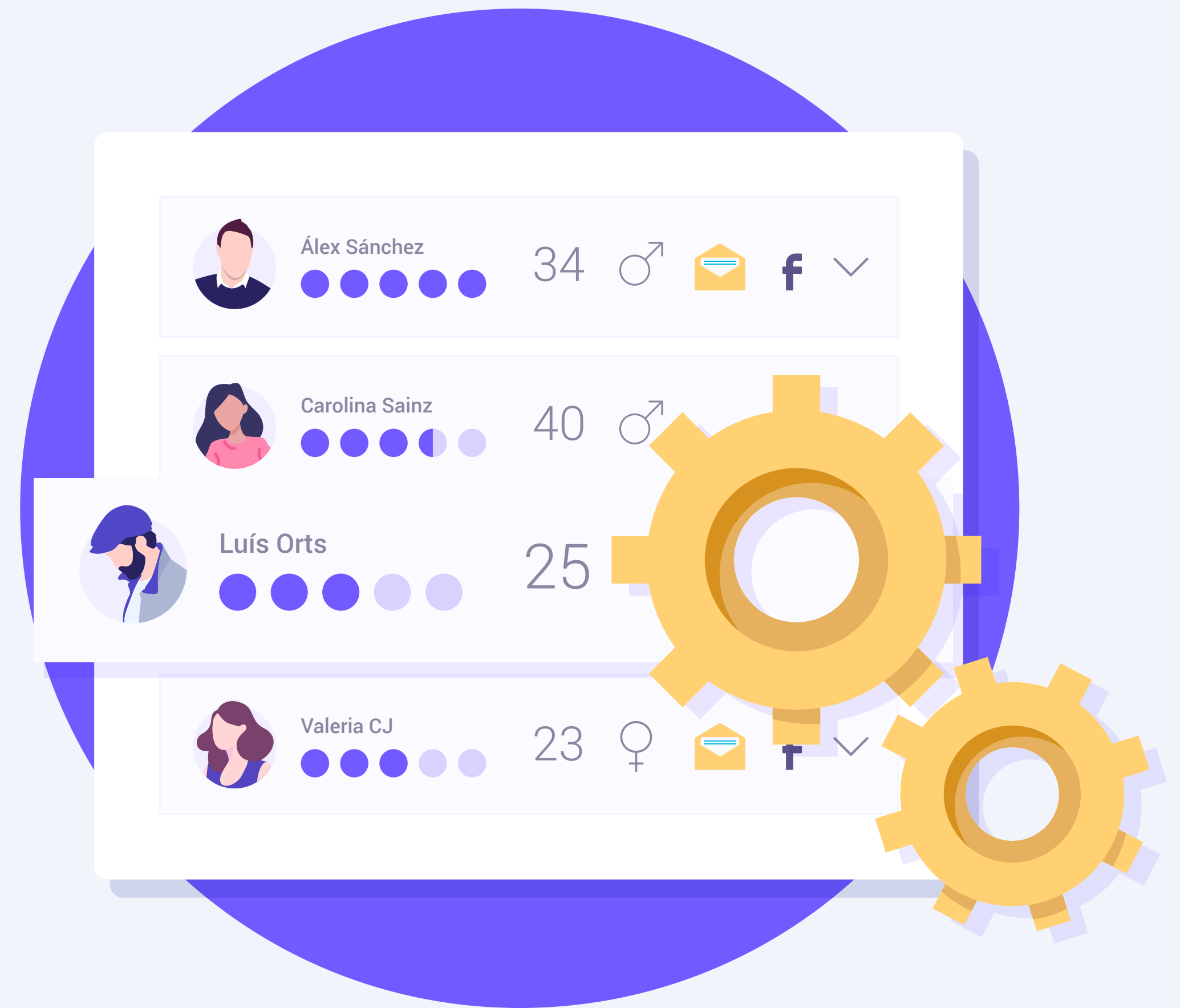
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What is PMS integration?

Álex Sánchez

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.**

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

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

Portal Pro and the integration with your CRM enable you to increase direct sales and customer loyalty.
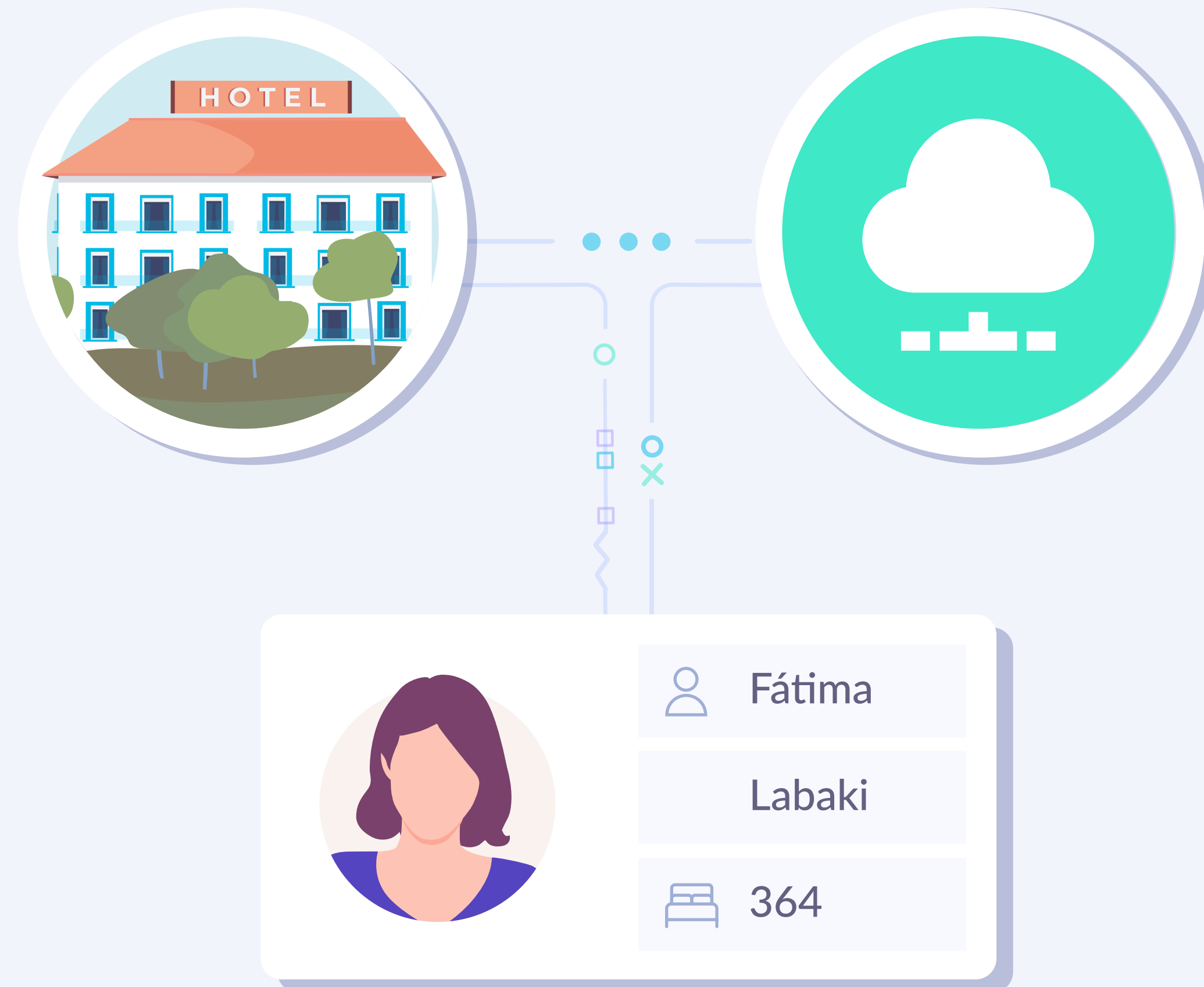
Services included
with Portal Pro

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.

Fátima

Labaki

364

app
by hotelinking

Hotel Paraíso

Client Profile

Go back

Basic inf.

Luís Orts

Last room: 007

Personal information
- ✉ l.orts@gmail.com
- 文 Es
- ⚥ Man
- 🎂 1980. 05. 23
- 👤 43110012L

Devices connected
to our WiFi
- 🖥 Windows 10

Registered from: Form
First login: 31. 03. 21
Last connection: 14. 04. 22

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

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

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

History

.CSV

18/02/21 - 20/02/21 Hotel Paradise

06/10/21 - 15/10/21 Hotel Metropolitano

30/12/21- 02/01/22 Hotel Alpino

21/01/22 - 24/01/22 Hotel General

13/03/22 - 19/03/22 Hotel Global

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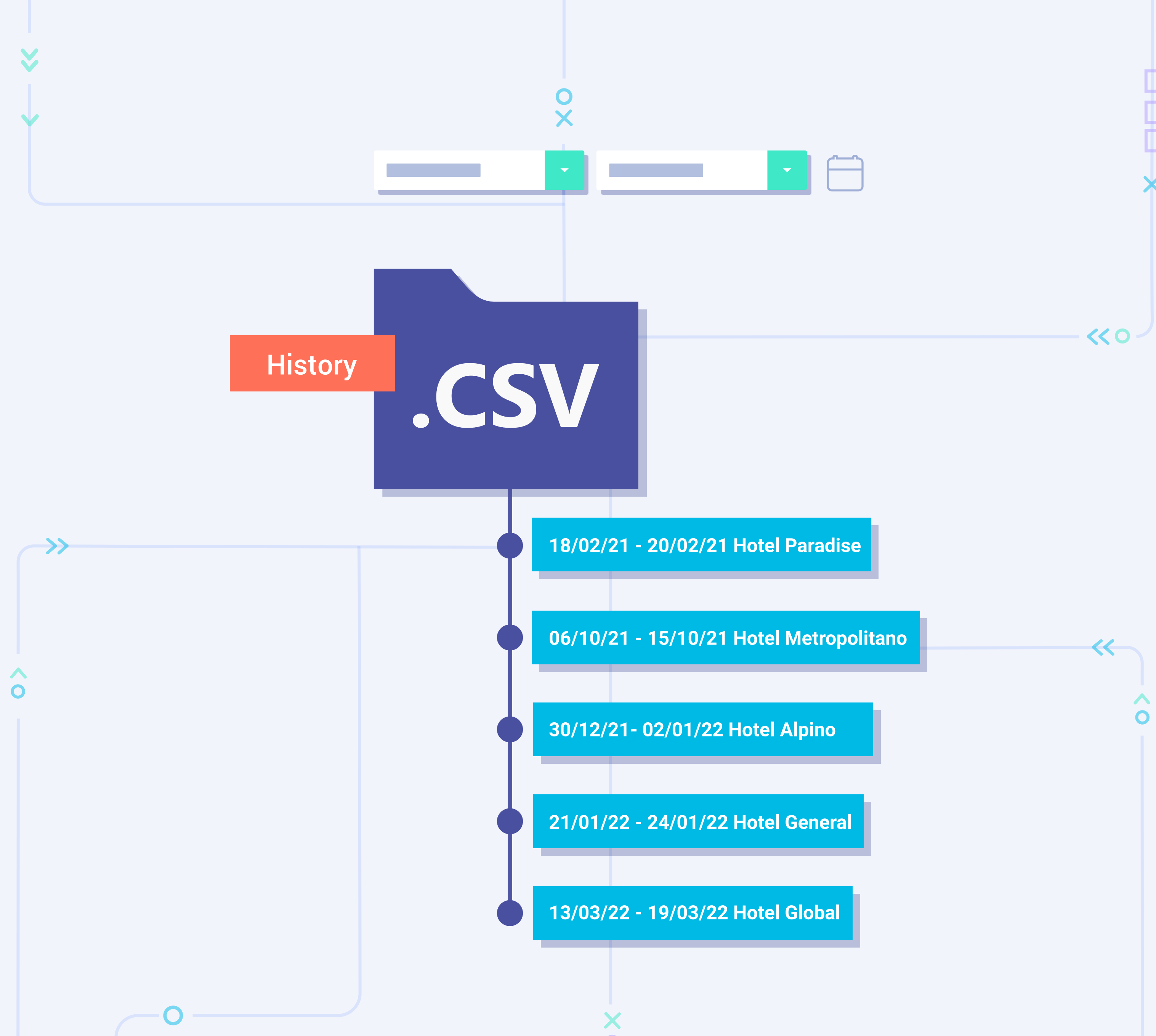
The Data Match process will cross-check the information of both data bases, obtaining **a single user with enriched data.**

pms_id

first_name

birthday

check_in

last_name

Portal Pro operation

Your privacy is important to us

| I am a guest | I have a code |

Enter your first name:

Enter your surname:

Enter your room number:

Confirm

Your privacy is important to us

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

I am a guest	I have a code

Enter your first name:

Enter your surname:

Enter your room number:

Confirm

Portal Pro
for hosted guests

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

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

Your privacy is important to us

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

I am a guest	I have a code

Enter your first name:

Carlos

Enter your surname:

Martínez

Enter your room number:

127

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

Incorrect data

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

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

Your privacy is important to us

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

I am a guest	I have a code

Please enter your access code:

Confirm

Portal Pro for non-hosted clients

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

Your privacy is important for us

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

I agree. Continue

Go back

Hosted guest

Non-guest customer

Your privacy is important for us

Hotelinking S.L. collects and processes your personal data during the WiFi connection about the begin as the data controller and as established in our Privacy Policy.
We collect the data to guarantee a secure connection. The legal basis for this is the data controller's legitimate interest in preventing unauthorised access, detecting incidents and preventing attacks. If you consent, The data collected will only be assigned to the hotel where you're staying to enable access to this WiFi service. The purpose thereof is to send you commercial communications related to the services contracted. The legal basis is the contract you signed with the hotel. You may contact us and exercise your rights of access, rectification, erasure, restriction of processing, objection and portability at dataprotection@hotelinking.com or as established in our Privacy Policy.
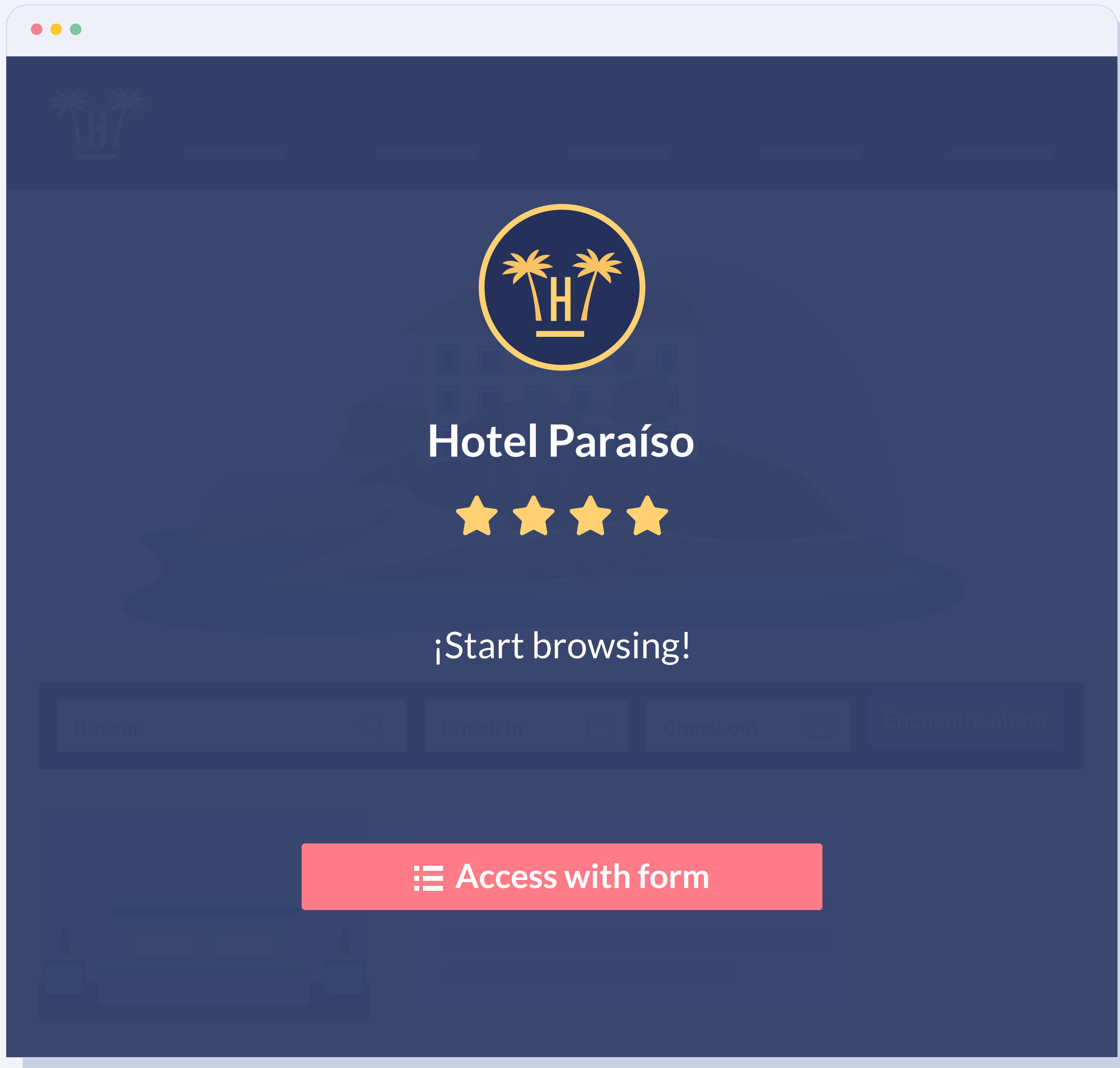
☐ I agree to the assignment of my data to Paradise Hotel to send commercial communications on their services.

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'.

Hotel Paraíso

★★★★

¡Start browsing!

Buscar   Check in   Check out   Encuentra ahora

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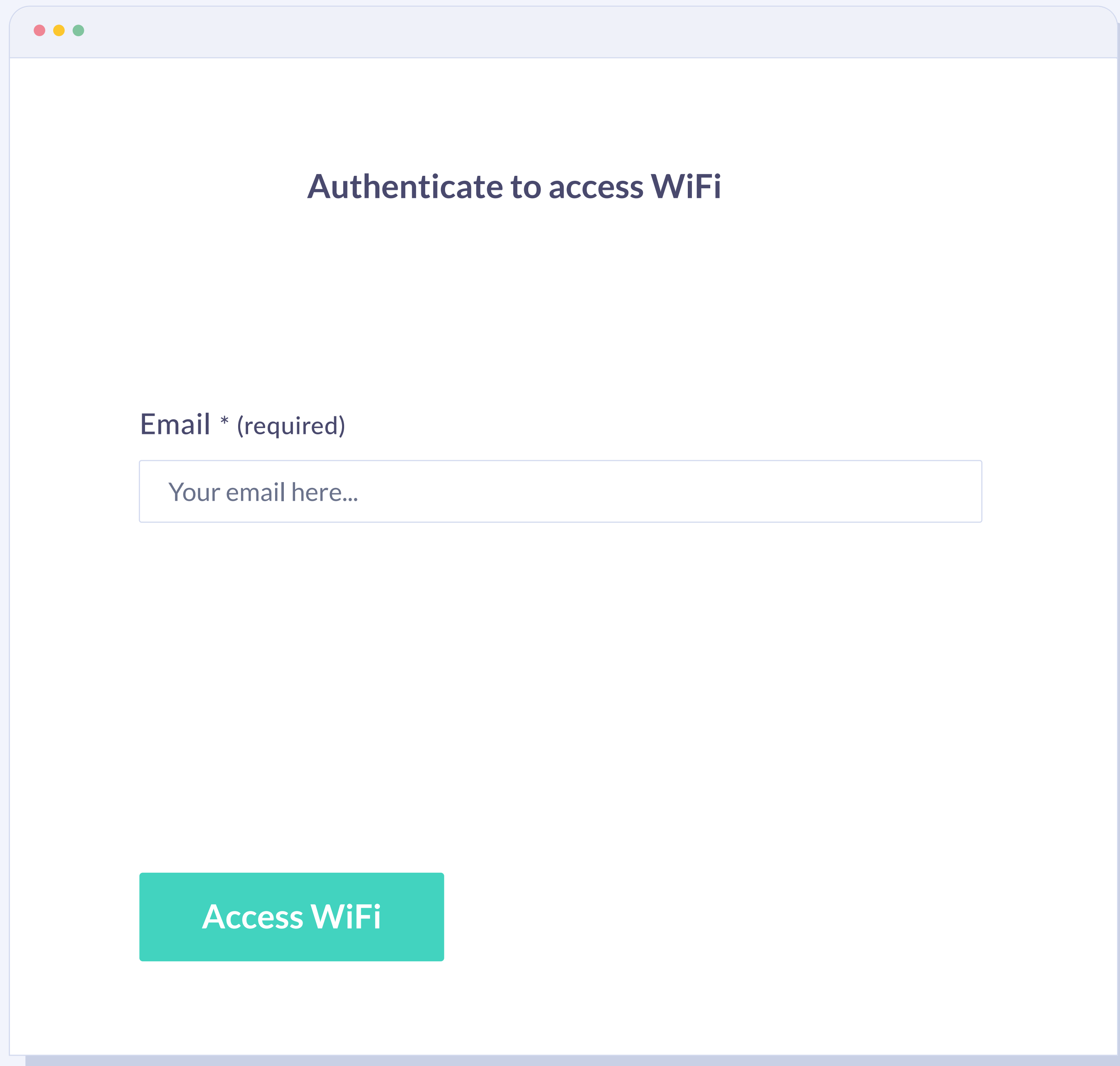
If the PMS tells us that the data are correct, we will allow **the guest to proceed to the classic Hotelinking portal**, where he/she will be given the option of connecting to Wi-Fi via form.

Authenticate to access WiFi

Email * (required)

Your email here...

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.

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

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

Authenticate to access WiFi

Name* (required)

Carlos Martínez

Email * (required)

Your email here...

Gender* (required)

Man ⌄

Date of birth* (required)

| 1975 ⌄ | 01 ⌄ | 03 ⌄ |

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.

Welcome back to the Paradise Hotel,

Mr Carlos

You can now start browsing

WiFi now
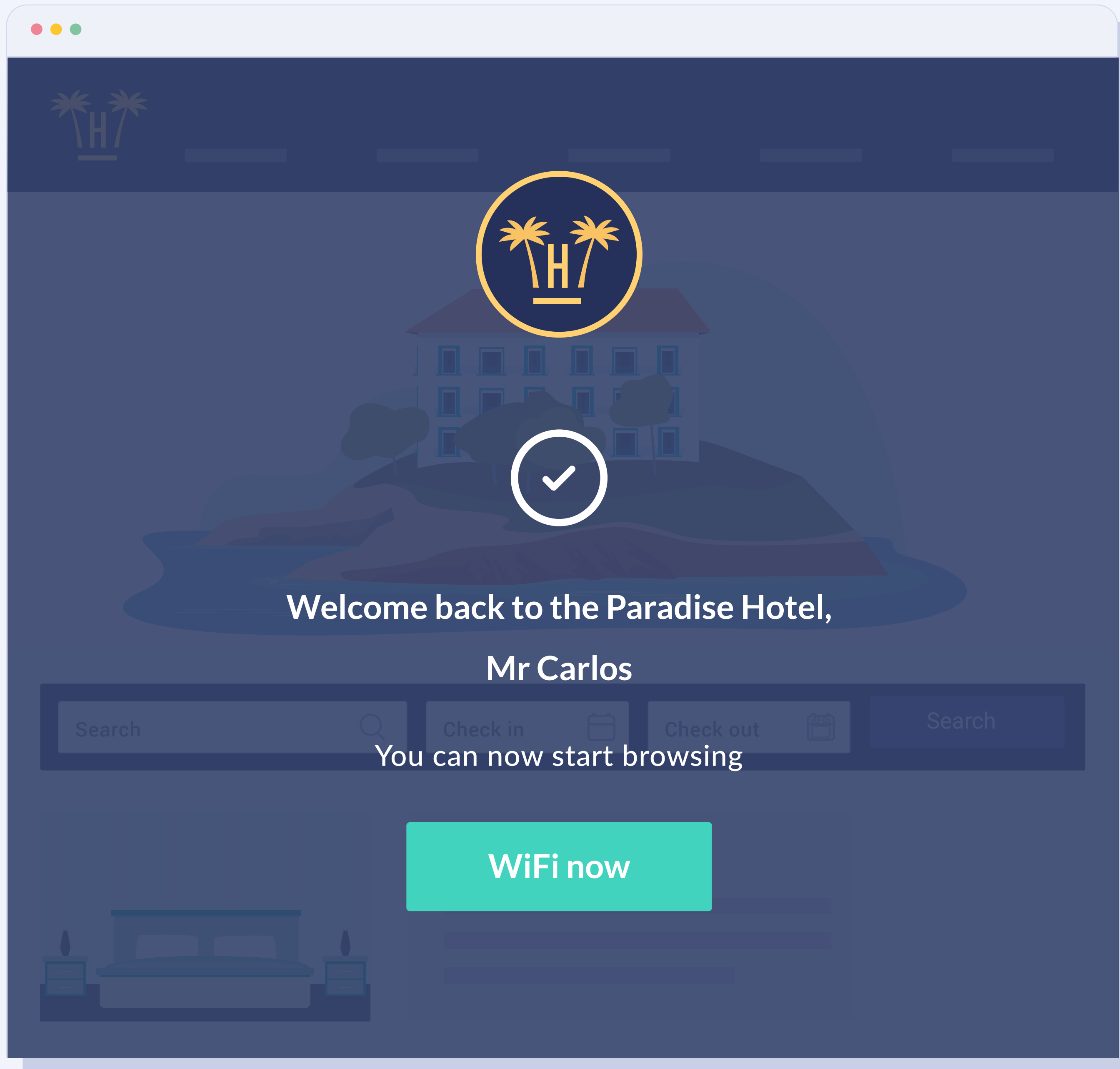
Completed Wi-Fi access

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

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

Your privacy is important to us

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

I am a guest	I have a code

Enter your first name:

Carlos

Enter your surname:

Martínez

Enter your room number:

127

Confirm

Your privacy is important for us

Choose your profile:

Name: Carlos Martínez
Date of birth: 03 / 01 / 1975

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

People with similar names

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

Authenticate to access WiFi

Name* (required)

Julia Sanz

Email * (required)

Tu email aquí...

Gender* (required)

Woman

Date of birth* (required)

| 2006 | 11 | 07 |

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

Access WiFi

Minors

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

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

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

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

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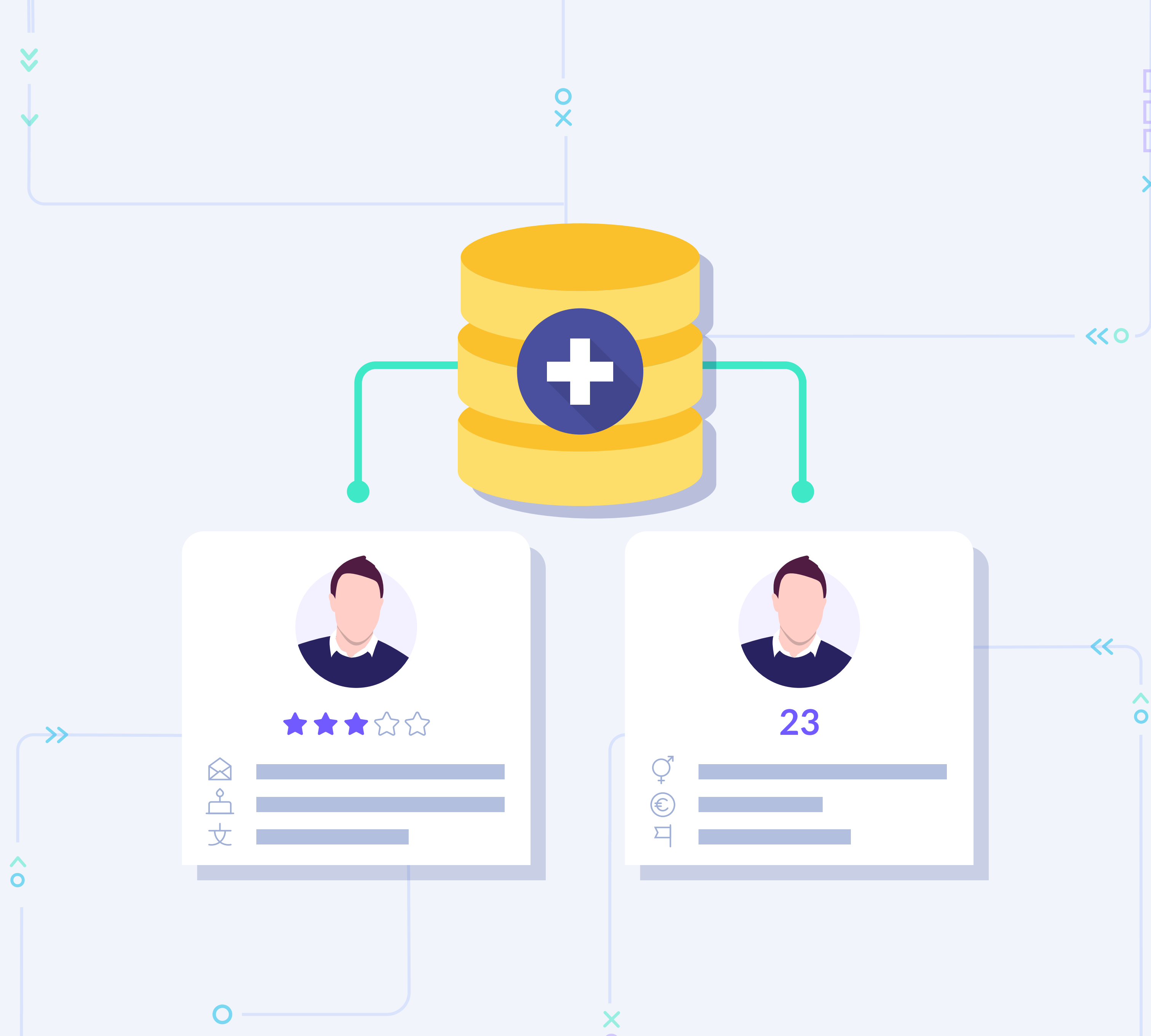
Data Match operation
for importing old data

18/02/18 - 20/02/21 **Hotel Paradise**

06/10/18 - 15/10/21 **Hotel Metropolitano**

30/12/18 - 02/01/22 **Hotel Alpino**

21/01/19 - 24/01/22 **Hotel General**

13/03/19 - 19/03/22 **Hotel Global**

Data Match operation

We will only use Data Match linked to the Portal Pro service when we want to obtain **old guest data before the service is launched.**
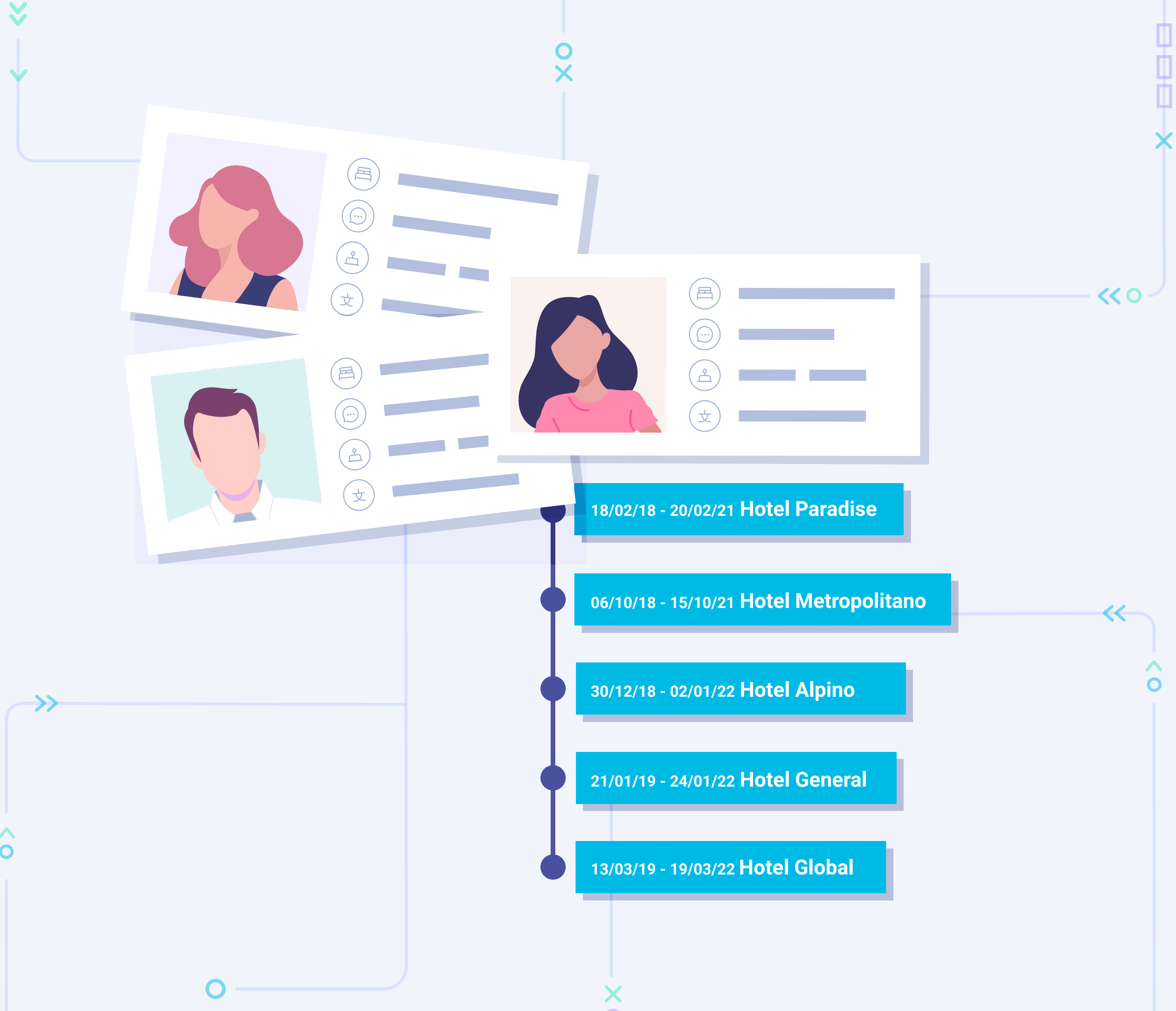
This is the process through which both data bases are compared (the Hotelinking database and the PMS data base). The aim is to find and identify the same user in both data bases. This allows us to **enrich both data bases.**

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

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Datamatch

Go back

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

Search [   ]   Show [25 ⌄] entries   Previous 1 Next   Export

Consolidate data

E-Mail	Name	First name	Gender	Birthday	Nat.	Checkin	Checkout
s.garcia@gmail.com	Sara	García	Mujer	22. 06. 83	ES	04. 07. 21	08. 07. 21

.CSV

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

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

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

Related content

Enrichment with a PMS of guest data

Portal Pro operation

Suite of contactless tools for hotels

hotelinking

CONTACTLESS TECH TO CONNECT WITH YOUR GUESTS

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