

# More Time To Shine

## Liberate time and talent to deliver a unique experience

Every guest interaction needs to be a 'moment of truth'. Moments that deliver on your promise of a more authentic, more personal service. This demands that you eliminate every possible complication, error or delay. It requires systems and departments to talk to each other, processes to flow seamlessly and staff empowered to delight a discerning audience. This is Guestline PMS.

### The Challenge

Making a complex operation deliver a smooth experience with limited resources

### The Solution

Smarter, integrated and automated systems that empower staff to delight guests

- **Happy staff, delighted guests**

Free staff from operational complications and miscommunication and give them the intuitive, insightful and predictive information they need to work in a more rewarding way.

- **Save more**

Drive down operating costs (above and beyond new savings on IT and maintenance) with a unified solution that automates and simplifies your processes.

- **Profit more**

Choose an ever-evolving solution that scales with you. One that goes further to optimise rates and availability, upsells at every opportunity and retains your 'Best Guests', more profitably.



" Rate management is now a simple and automated process, which has boosted rates and occupancy. This in turn has driven guest spend across the resort which has contributed to an increase in yield of 21% "

Cerys John - Sales & Marketing Manager

# How it works...



## Personalise your guest's experience

- Know your guest better
  - » Smart postcode look up
  - » Data from all departments enriches the guest profile (e.g. room, VIP, loyalty number, black list), attributes (e.g. celebrity, dietary needs) or notes (e.g. private, public, F&B, housekeeping and confirmation). Add extra attributes if required (i.e. tick a box, text, number free, drop down or date format)
  - » All guests' correspondence, past stays/reservations and folio are stored and logged against their profiles and visible across the group (Group mode)
  - » Search profile by name or many other profile fields
  - » Match & merge duplicate profiles in batches or individually
  - » Share company and people profiles across hotels group (Group mode)
  - » Generate company profiles for agents, corporate or tour groups
    - Set agent commission per hotel (Group mode) to forecast commission costs and track as paid or disputed, set rate plan codes, charge routing rules for employees and volume of room nights agreed
    - Option to prevent payment/invoice to parent option
- Connect better through customised and automated email templates
  - » Merge tags enable you to translate email templates to the guest's or contact's preferred language at profile level, which are set up by you. Add hyperlinks to your social media channels, have them in html format to easily monitor guest engagement, and add promotion codes
  - » Schedule automatics emails or SMS guest notifications (e.g. booking confirmation, check-in, bill)
  - » Assign tasks by person, user group or department to follow up a specific guest enquiry
- Enhanced functionality with 3<sup>rd</sup> Party Integrations
  - » CRM
    - Cendyn Guestfolio CRM
    - Chorus
    - CRM SuperStars/Chartridge Group CRM
    - Customer Alliance
    - EZ-Runner
    - GuestRevu
    - Libra on-demand
    - ReviewPro
    - Revinate
    - Nimbus Point
    - Salesforce
  - » Sales: Upsell Guru
  - » Loyalty: BlueRunner

## Guestline branded bolt-on



### LanSync

Periodically performs one-way sync of data (e.g. reservations, financial & guest data) from one or more PMS databases (Group mode) and organises and stores it into a series of tables in a local Microsoft® SQL (on premise) database. The data can be used for a multitude of purposes, these include, but are not exclusive to 3<sup>rd</sup> Party CRM Integrations, Personal BI reporting, Excel Data extraction: ClockWork Marketing, Digital Alchemy, Guestfolio, Jerrang, Leonardo Microsoft Dynamics, Salesforce, Power BI Desktop, Tableau



# Maximise profit and occupancy

- Configure your guest's experiences
  - » Define products (e.g. newspaper, upsell packages/items) and rooms (e.g. double, single)
  - » Configure individual rooms (i.e. room photo, configuration, features)
  - » Set product or package rules and posting mode including
    - Analysis code (e.g. revenue centres)
    - Rolling allowance (e.g. offer only available for one specific night or for X days)
    - Date and time by which the offer must be accepted or used
    - Allowance per stay and maximum amount per day
- Achieve the right price
  - » Optimise rate plans
    - Flexible rate tables – control your rates on a day by day basis, either by setting the total selling price or simply the accommodation element of the rate (e.g. price per room type, per night either for specific nights or via a pattern fill)
    - Advanced purchase – booking must be made at least x days prior to arrival
    - Lead in – booking must be made within x days of arrival
    - Ceilings – number of rooms available at a specific rate or group of rates per night by room type
    - Price variances – automatically increase/decrease rate values based on occupancy and/or lead time
    - Cleaning schedule – include extra cleaning services for specific rate or room type
  - » Define restrictions and exceptions
    - Import/export exception rates to flexible rate tables against room type and dates
    - Control close outs, length of stay and stay through a rate plan level or a cascading level
    - Close rates to arrival/departure
    - Apply final adjustments or discounts
    - Make rate plans available on the appropriate channels fully integrated with Guestline Channel Manager<sup>2</sup> and Direct Booking Manager (DBM)
    - Enhance existing functionality with Revenue Management System (RMS)<sup>2</sup> 3<sup>rd</sup> Party Integrations Duetto, IDeaS (G2 and G3), Right Revenue, RevControl and HotelPartner
- Set overbooking by date for the overall room stock or per room type
- Take full control
  - » 'Actual & forecast' report by property
  - » 'Revenue advanced' report<sup>3</sup> compares your revenue by analysis codes with day, month and year to date figures as well as against budget
  - » Design query – select profile data filtered by segments in order to obtain mailing lists for marketing
  - » 'Save filters' feature, allows reports filters to be saved for use by other users or other properties within the group (Group Mode)
  - » 'Availability' report by room and month which may include room blocks and overbooking
  - » 'Occupancy' report shows by day and type of room the remaining available rooms, rooms sold, number of rooms blocked out, total stock, total number of guests and overbooking values
  - » Export reports in whatever format suits you the best – pdf, csv, direct print or email



# Liberate time and talent to delight

- Delight your guest
  - » Inform staff about specific guest preferences using the profile alerts logic or flagged attributes displayed when you click on a guest profile
  - » Transfer reservations from one property to another (Group mode) or manage a mid-stay move to another room type without having to create a new reservation
  - » Allow authorised staff to override availability or rates
- Automate the mundane
  - » Answer availability questions instantly
    - Search availability by rate or through the availability screen – access room type availability by hotel or across the group (Group mode) for a specific period
    - Planner – access to bookings indicating booking status by colour, media code, company, source, see availability of a specific room and number of nights, unallocated rooms, room ID, drag and drop reservation to another room
  - » Reservations
    - Select provisional status to hold a reservation
    - Create a 'to do' task to follow up and automatically release groups and room block allocations before x number of nights
    - Manage waitlists and convert them to bookings based on type of guest or priority
    - Log 'turn away' reasons to record the reason for the guest not booking
    - Link reservation to multiple profiles (guests and contact)
    - Simplify multi-rooms reservations
    - 'Quick notes' – add pre-defined notes to a reservation at the click of a button
  - » Quicker check-in
    - Enable an automatic warning if arrivals/residents for today are not allocated in the system
    - Allocate arrivals individually or automatically in a batch
    - Check-in multiple bookings at once
    - Make your guest autonomous with 3<sup>rd</sup> Party Integrations
      - Kiosk:
        - ChicoStay      - FutureSens/Ads-Interactive
        - Enzosystems   - Keez App
      - Guest Portal: Hotelbird
  - » Smoother check-out
    - Billing
      - Automatic warning of late check-out based on definable intervals
      - Deletion/amendment of a charge forces user to enter a mandatory 'reason' for auditing purposes
      - Split charges by guest and/or room
      - Transferred charges automatically suffixed with default descriptions to aid auditing
    - Payment
      - Deposit handling as a fixed amount or due deposit report
      - Configure transactional text against payments made and actioning transfers to other rooms/accounts
      - Carry out completions, refunds and take further payment authorisations (only available in Chip & Pin integration)
      - Integrated with GuestPay eCommerce and MOTO payment gateway
- Enhance guest experience with 3<sup>rd</sup> Party Integrations
  - » Internet: Air Angel
  - » Telephone: BT Meridian Option 11, Connected Guest/Tiger Mitel, Ericsson BP250, Goldstar GDK and Mitel
  - » Door Locking: Assa Abloy (TESA and VingCard), Cisa, Hafele, Hotek, Kaba, Miditec, Omnitec Gesthotel, Onity/KeyHotel, Orbita, Salto, TLJ, VDA and Ventaza
  - » TV: Orbiss and Quadriga



## Housekeeping and room maintenance

- The essentials for a streamlined process between housekeepers, maintenance and front desk
  - » Room status and colour (e.g. lean - green, fresh - blue, stayover - orange, dirty - red), which will be seen in reports and in the planner
  - » Cleaning schedule rules based on length of stay, department shifts or other are run every day at 3am
  - » Housekeeping sections by maid
  - » Maintenance status (e.g. outstanding, in progress, information required, completed)
  - » Maintenance types/codes
  - » Lost & Found status (e.g.: awaiting contact with owners, destroyed, given to police, outstanding, returned to owner, unclaimed)
- Log and allocate operational tasks quickly and easily
  - » 'Room Status' report details by reservation and room ID, the check in/out dates, number of nights, name of the guest, how many adults, children and infants per type and automatically allocates a Housekeeping Section based on cleaning schedule rules, which can be manually adjusted
  - » Individual housekeepers 'daily sheets' report includes profile items, attributes, housekeeping or other notes from reservation
  - » 'Q-Rooms' alert housekeeping that guest has arrived and is due to check-in so they prioritise those rooms
  - » Log a new maintenance issue from room maintenance report or planner (maintenance period) into single room or multiple ones assign to an engineer, specify a maintenance type, status, date, write any notes
  - » Log a lost or found item details (e.g. last seen or when found, return details, picture) and link it to the reservation and guest profile
- Keep track of operational tasks
  - » Update room attributes directly from the room status report
  - » Update maintenance task status (e.g. report only, warn user, deduct from stock and room out of service)
- Access to relevant reports
  - » 'Room status' report can also be filtered by room type, Housekeeping sections, status or other to get a summary of room status per section/housekeepers
  - » 'Product Distribution' report makes sure you refill the rooms with upsells
  - » 'Room Attributes' and 'Room Inventory' reports help keep track of items such as heaters, Z beds and cots
  - » 'Cleaning Forecast' shows occupancy and availability per day helping you to plan the Rotas for the day
  - » 'House Status' report includes notes of all bedrooms and function rooms
  - » 'Room Usage' report let you know when a particular room was last used and when is the next arrival
  - » 'Room Maintenance' report list long term issues to be aware of as well as all the date specific issues logged that you can filter by date, day, issue, room ID, etc
  - » 'ROOS' report states rooms out of services or deducted from stock (DFS)
  - » 'Lost property' report filter by date, item type (i.e. lost or found), status, location and order

## Guestline branded bolt-on



### Financial Export Tool<sup>3</sup>

Installed on a local machine (on premise) and automatically generates Journal (debit and credit) revenue and payment by analysis, nominal code in to various file types (e.g. csv, text, xlsx). Most financial systems allow these files to be imported in to their accounting software. Example of 3<sup>rd</sup> Party Integrations: Sage 50, Sage 200, SAP, Xero, Microsoft Dynamics NAV, Sun and many more



## Right-first-time accounting

- Set credit facility in company profiles – define a credit limit that cannot be exceeded without user access rights and accumulating subsidiary balances per account (combined credit limit)
- Add notes/activities to assist with credit control
- View per account invoices (debits), credit notes & payments (credits) and debt age
- Allocate credit notes & payments to invoices, adjust the payment value/amount & reassign invoices to another account
- Create templates for statements at property level, to the account payables contact
- View global balance per account (Group mode)
- Report unmatched debits and credits and company profiles credit facility, next chase
- End-of-day report
  - » Set the time you wish to capture the revenue of the day including per revenue code, POS revenue, sales ledger analysis, deposit, in-house analysis/guest ledger at individual and group level and detail of room balances, deposits held, aged debtors. Or close the day manually if you are an authorised user
  - » Automated EOD emails (to specified accounts) summarising revenue, payments, CFWD and statistics day, week and month to date



## Empowering software

- Quick to learn
  - » User-friendly navigation with integrated screens – close one window and it reverts to the previous
  - » Customisable hotkeys / shortcuts at the top of pages
  - » Default homepage set up to reflect user role and responsibilities
  - » Open and use multiple browser windows at the same time
  - » Dates and number formats displayed in regional format
  - » Available in English, German, Spanish and Dutch<sup>New</sup>
- Easy to maintain
  - » Self-service customisation of customer facing documents (e.g. deposits, receipts, registration cards, account statements)
  - » Tax rules, rate plans, products, entity descriptions, user rights - all editable directly by you
- Accessible anywhere
  - » Log in through Guestline PMS Browser<sup>1</sup> or via a specific URL in any browsers (i.e. Internet Explorer 11, Chrome on Windows OS, Safari 9 on MAC OSX El Capitan)
  - » Use on any device (e.g. desktop, tablet and smartphone) and operational system (i.e. iOS, Android and Windows). Guestline PMS Mobile is device agnostic for 'on the go' General Managers, owners, housekeepers and mobile receptionists
    - View key performance indicators
    - Generate reports at the click of an icon
    - View live arrivals, residents and departures
    - Check-in guests away from the front desk
    - Easy reservation lookup
    - Search/create/edit guest profiles
    - View live availability
    - View current and archived End-of-Day, Weekly and Monthly reports
    - Housekeeping status updates



## Protect your business

- Respect guest privacy (GDPR compliant)
  - » Guest profiles include such preferences as 'Exclude from Mailings' and 'Exclude from 3<sup>rd</sup> Party Mailings'
  - » Option to suppress Guest Name on 'Housekeeping Room Status' report
- Secure payments
  - » Level 1 PCI Certification compliancy for payment hosting and processing
  - » Tokenise credit cards and store tokens against reservations
  - » Use 3<sup>rd</sup> Party applications such as 'RedBox' to securely capture credit card information via touch tone and tokenises the information to be PCI compliant
- Secure users
  - » Enforce secure passwords – minimum 10 characters that can be reset and demands periodic renewal
  - » Set up, activate and deactivate user accounts centrally
  - » Personal or sensitive functions are password protected (e.g. payment gateway, overriding rates)
  - » Auto log off after 10 minutes by default (adjusted to your requirements)
- Secure business data
  - » Offline<sup>1</sup> backup every 15 minutes of the most important data and reports in a minimum of two terminals
  - » Export system logs by action, time, user log in, failed log in attempts with IP Information
  - » Powered by Microsoft Azure cloud
- Always compliant
  - » Local city taxes customisable worldwide (i.e. per room/per person, flat rate/percentage, start and end date, room rate range, number of nights and apply to nett or gross value)
  - » Generate country specific reports mandated by local authorities e.g. 'Visitor Data' report in the Netherlands or 'Police' report in Spain
  - » Create pro forma invoices (before guest arrival) and invoices with VAT (when charges are posted)

## Bolt-ons



### Guestline Channel Manager

Make every channel deliver more, for less



### Guestline CRS (Groups)

Unify your properties, take control and scale the savings



### Guestline Advanced C&B

More revenue from more events for less hassle



### Guestline EPoS

Unify your food, drink and room experience



### 3<sup>rd</sup> Party Integrations

Additional services such as restaurant, bar and spa



### GuestPay

Simplified end-to-end guest payment process

<sup>1</sup> Guestline PMS Browser is required for some functionality (e.g. door locking, offline reports)

<sup>2</sup> Revenue Management Systems 3<sup>rd</sup> party integrations require Guestline Channel Manager

<sup>3</sup> 'Revenue Advanced' report requires Guestline Financial Export Tool