

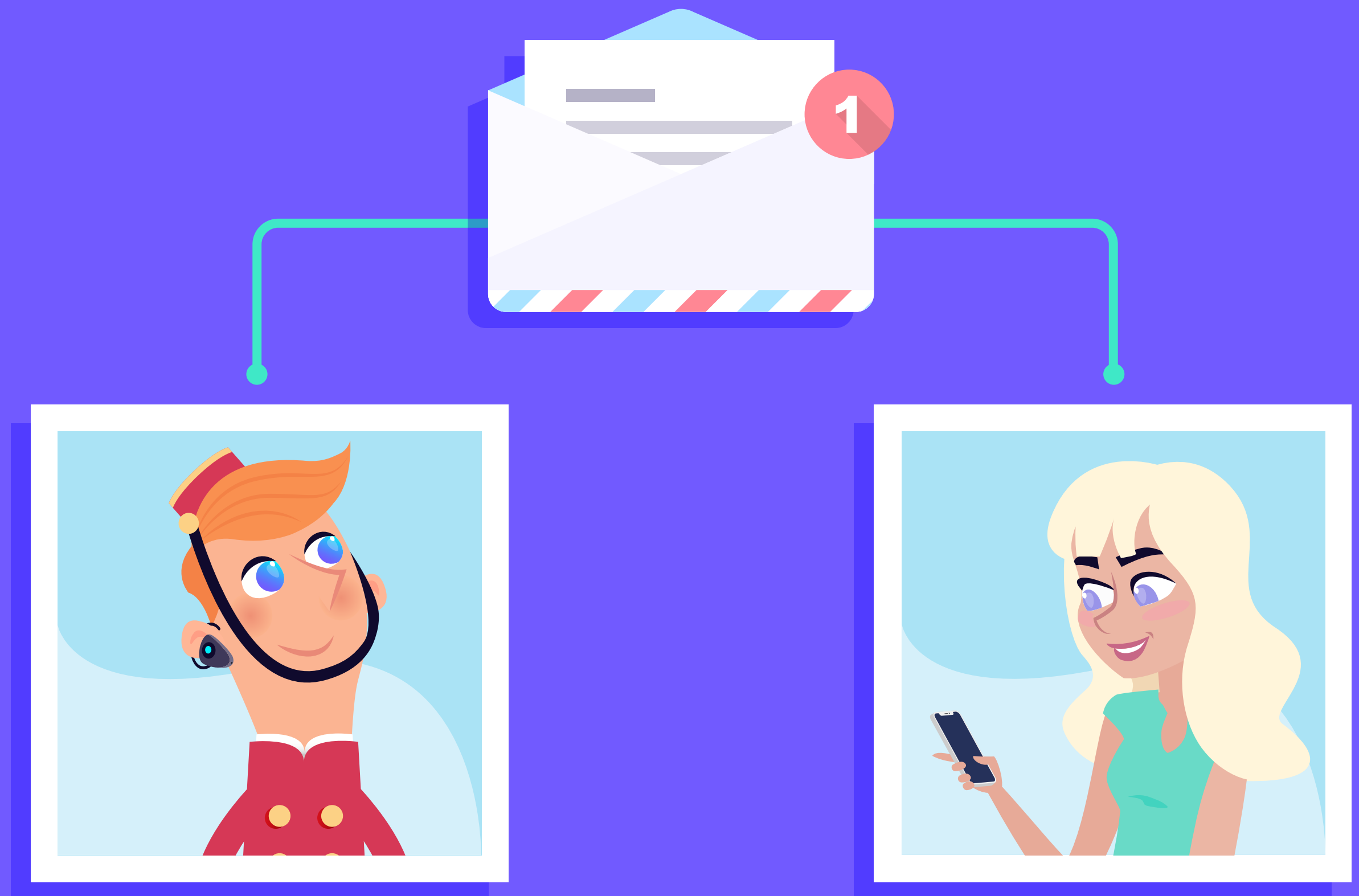
Functionalities.

Index

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What is Hotelinking?

Hotelinking is a set of products that will improve your hotel brand's online reputation, marketing, direct sales, and loyalty.





Jürgen Klaus



40 ♂



Jonathan McGregor



34 ♂



Sara García



25 ♀



Build a verified guest database rapidly.

Knowing your guests is something fundamental when it comes to making your hotel grow. By using [Hotelinking](#), you will have a deep knowledge of every guest visiting your hotel.



Let your guests help your brand go viral.

There is no one better than your own guests, to let the world know how valuable your hotel brand really is. Track every checked-in guest sharing your brand with their close friends on social media.



Hotel Paraíso

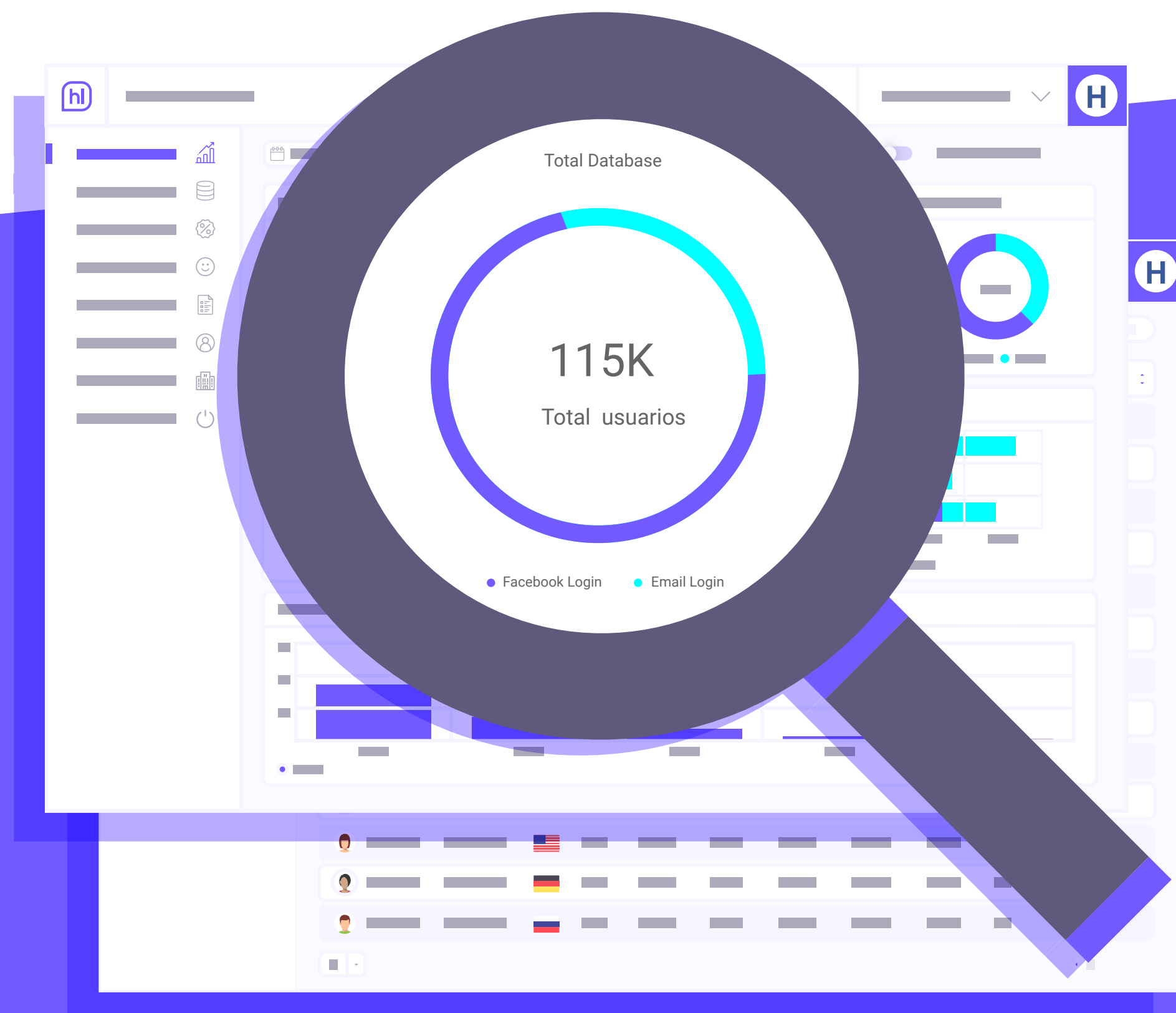


4,380 opiniones



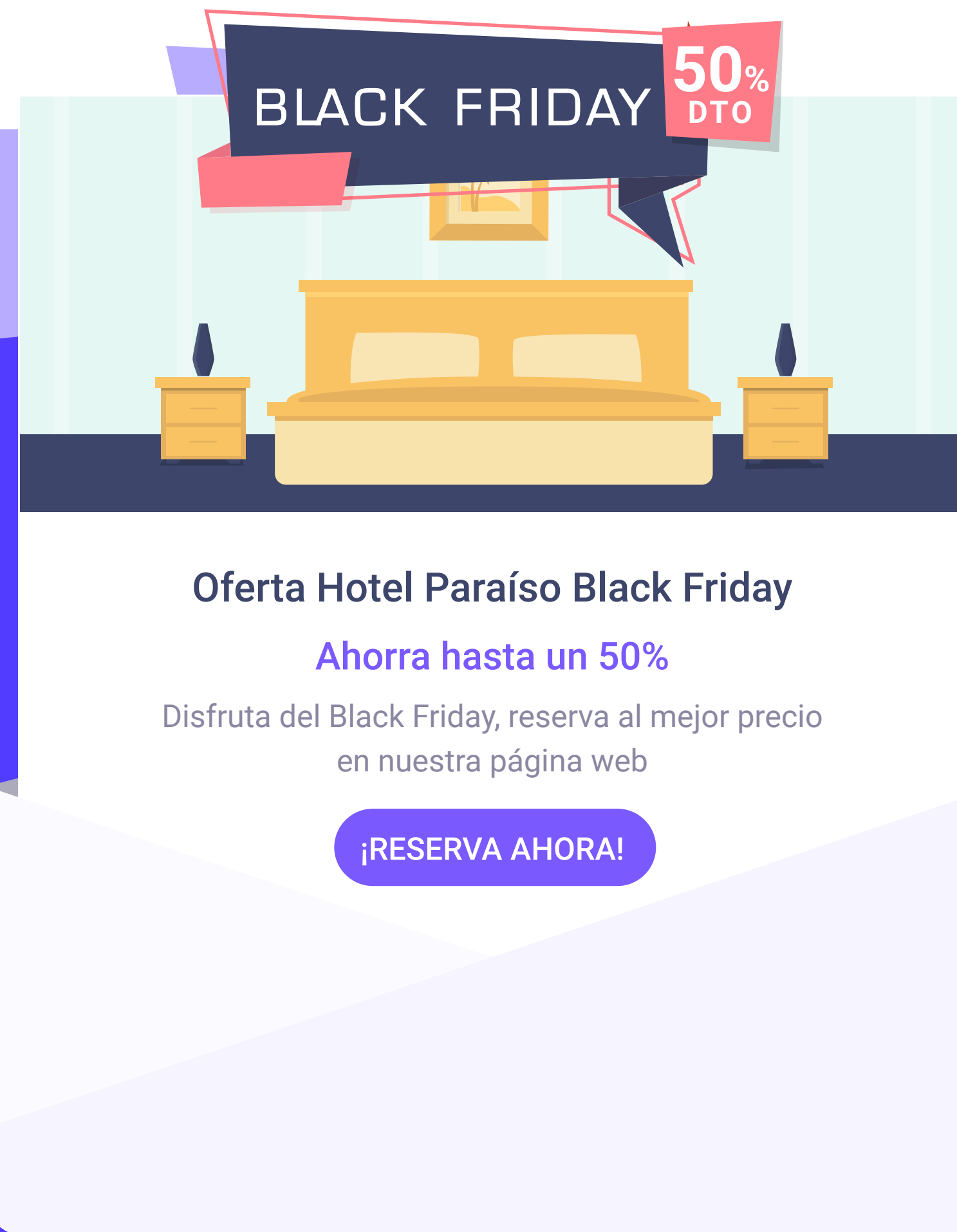
Boost brand engagement with every new guest.

There is nothing more valuable than having a direct communication channel with every guest that visits your property. The profits are countless, starting from obtain higher rankings on reputation and review sites.



Learn valuable trends from real time analytics.

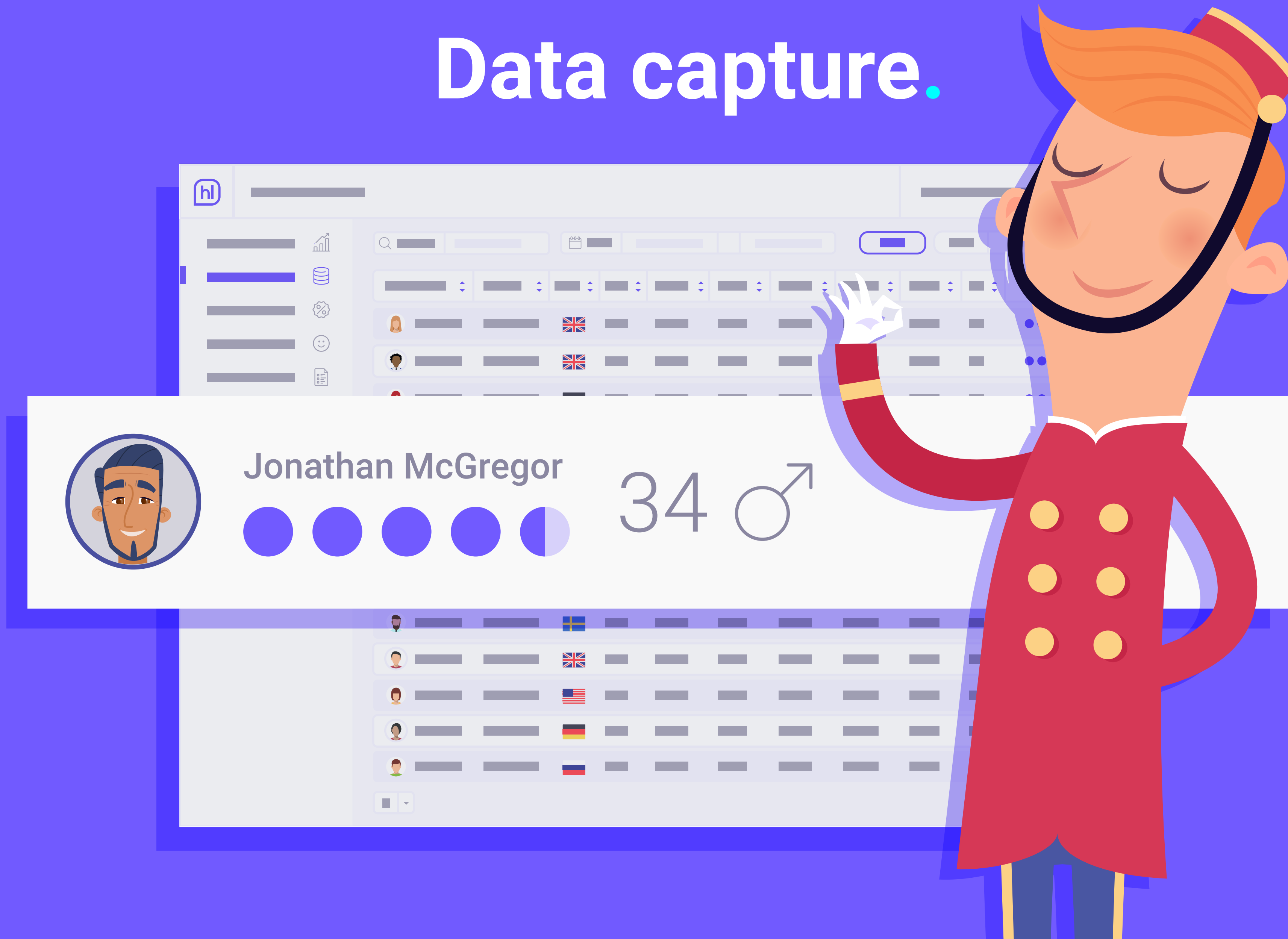
Start running your marketing strategies with powerful insights and data. Give your guests exactly what they want, thanks to real time statistics that will help you know them like never before.



Promote loyalty towards your direct channel.

Sending standard email campaigns is not enough anymore. Hotelinking adds one-to-one personalization capabilities, taking email marketing return on investment to the next level.

Data capture.





Your privacy is important for us

Are you staying at the hotel as a client?

Yes

No

Captive portal.

When the client accesses the WiFi for the first time, our captive portal will appear. This portal will allow us to capture the client's data.

We will first ask whether or not the client is a guest in the hotel. Depending on their response, the client will be redirected to one of two screens.



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](#)

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](#)

Non-guest
customer

| Privacy.

If the client is not a hotel guest, the user will have to accept the **privacy conditions** to continue the process. If the client is a guest, they will simply have to indicate that they agree with the **legal note** and continue.



Paradise Hotel



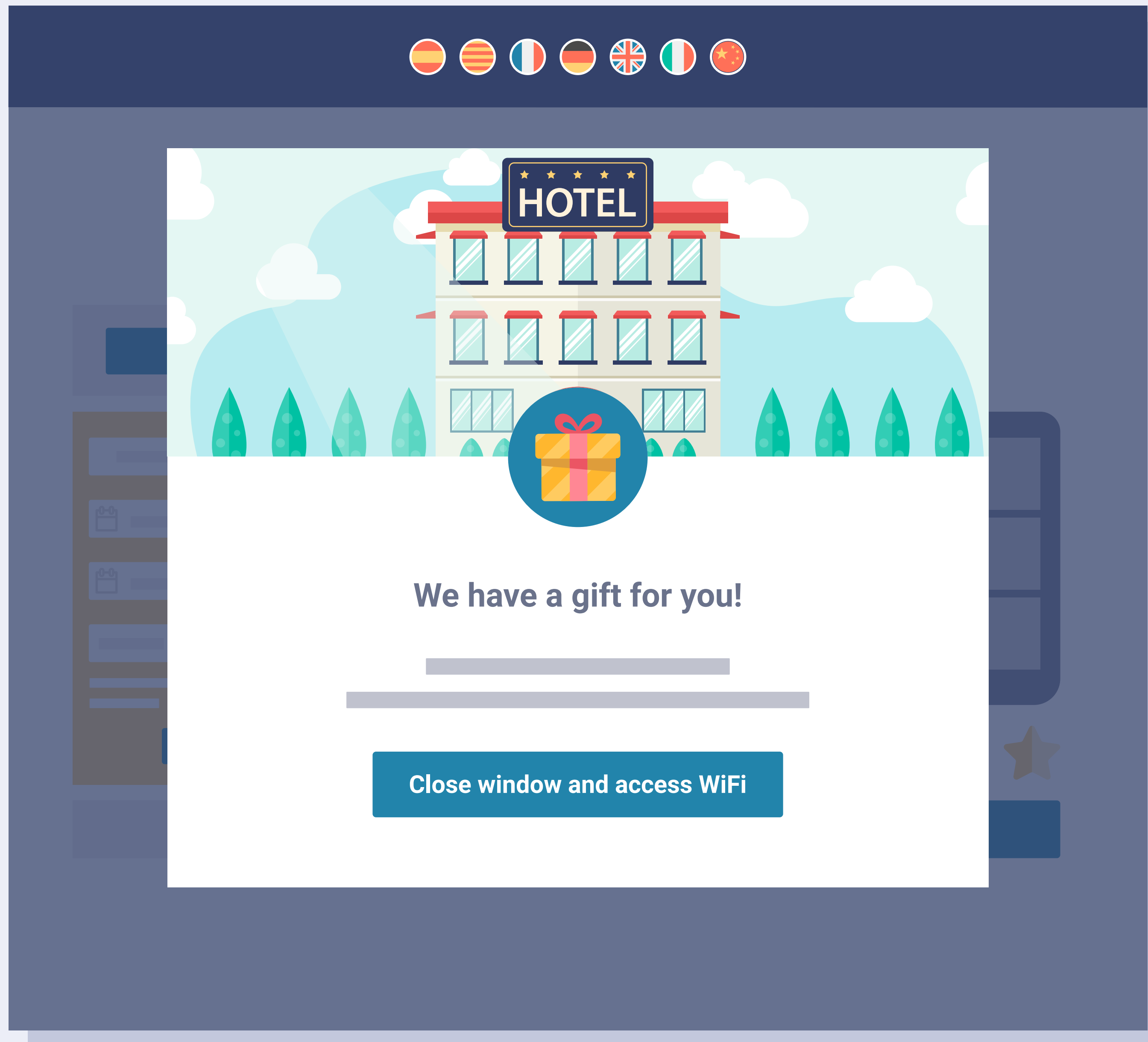
 Access with Facebook

 Access with form

WiFi access.

WiFi users can either access via Facebook, or via the web form.

It is simple and does not require a username or password to access.



WiFi screen / Captive portal.

Each hotel has a personalised WiFi screen / captive portal, and it is available in 6 languages.

We can also activate a pop-up which offers the client a reward. The reward may be redeemable during their stay (helping the hotel to increase internal consumption), or may be an offer to redeem on the company website (to increase direct sales and client loyalty).

Authenticate to access WiFi

Name

Email



Gender


Date of birth


Access WiFi

Access via form.

Regardless of whether a client accesses via a form or via Facebook, their email address is validated in real time. Data such as nationality, language or device MAC are automatically captured without this being specifically requested.








Log in to Facebook

User

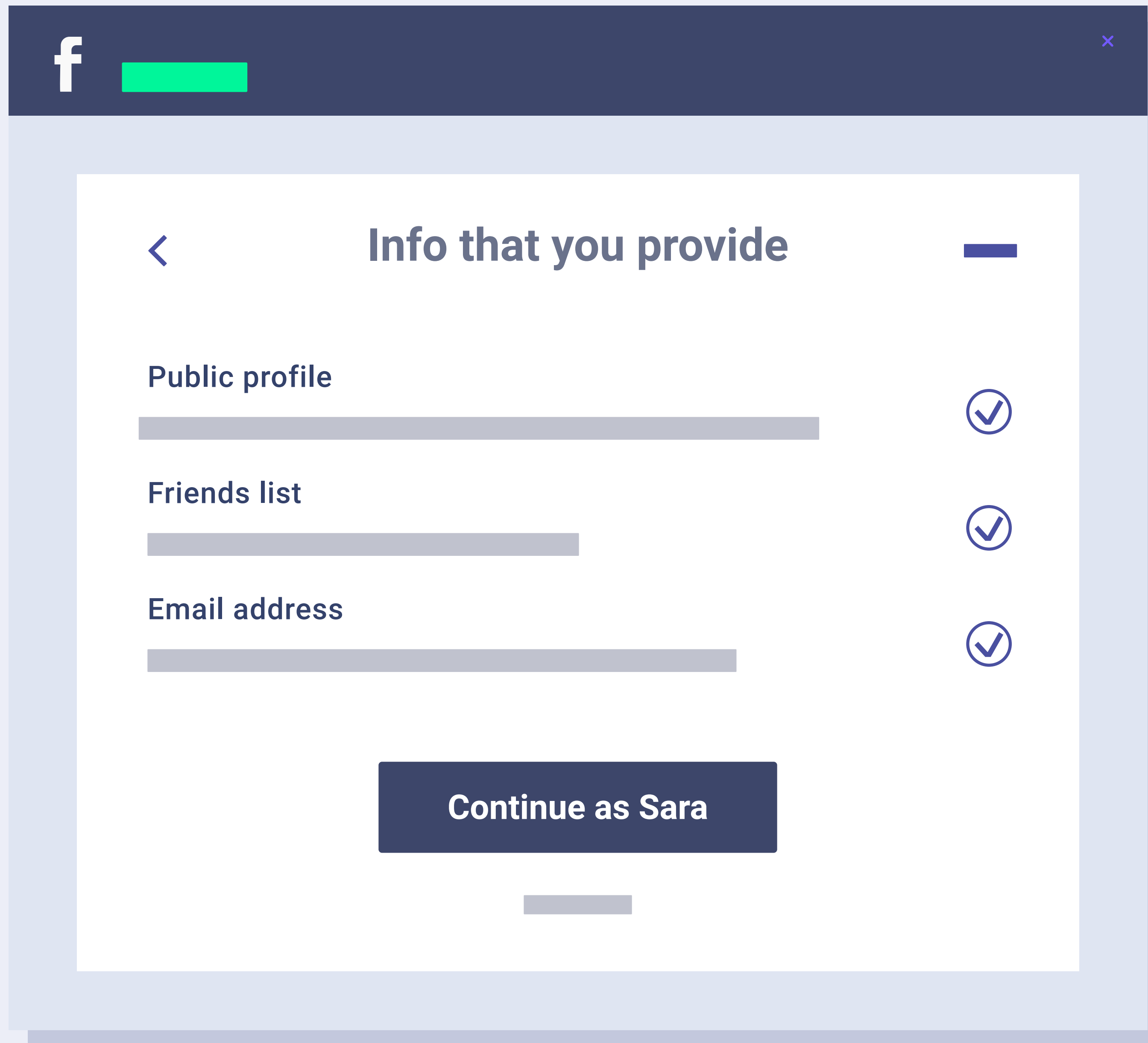
Password

Log In



Access via Facebook.

If the user decides to access the WiFi via Facebook, they will first be taken to the Facebook home screen which will ask them to log into their account (if they are not already logged in).



Public information permission.

Facebook will also request the require permission to access the client's public information, as well as their email address, birthday and list of friends.



Hotelinking will receive:

your public profile, friends list, birthdate, city
and email address

Continue as Sara



Facebook.

The following page requests the
user's permission to publish on
their Facebook wall.



Recommend to your friends on Facebook

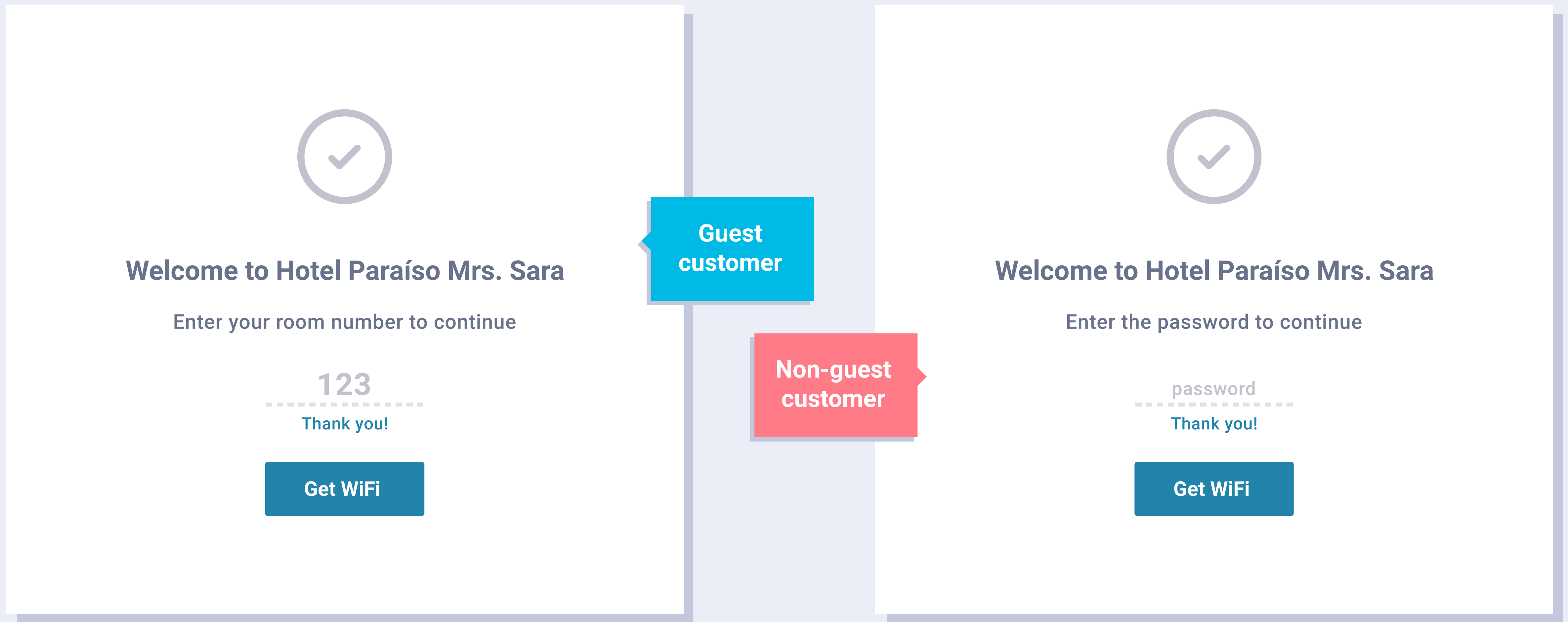
5% discount on your next booking

f Share on Facebook

Recommend to your friends.

Once the user has accepted the requested permission, they will be given the option to publish a post about the hotel on their Facebook wall (it is not obligatory to accept).

We will explain how this process works in the following chapter.



Room number or password.

After sharing the post, a login screen shows up. Guests must enter the room number assigned in the check-in process. Only those clients who don't stay at the hotel but use their services or facilities will be provided a password to complete the WiFi login. Credentials are checked and if they are correct, users will get WiFi instantly. Otherwise, they won't be able to continue.

Thank you!

You should have internet access
via WiFi now

You are now connected to WiFi.

The client may now access the
hotel WiFi free of charge with all
information validated.

Promotion
of your brand.





Recommend to your friends on Facebook

5% discount on your next booking

f Share on Facebook

Recommend to your friends.

In this chapter, the user will be shown the process that they must follow to share their stay in the hotel with their friends.

Once the requested permissions have been accepted, the user will be offered the option to publish a post about the hotel on their Facebook wall (it is not obligatory to accept). In exchange, they may be offered a discount or a free gift.



Sara García

July 17

Having a great time in Las Bahamas!! - at Paradise Hotel



Paradise Hotel

Las Bahamas

paradisehotelbahamas.com



Public

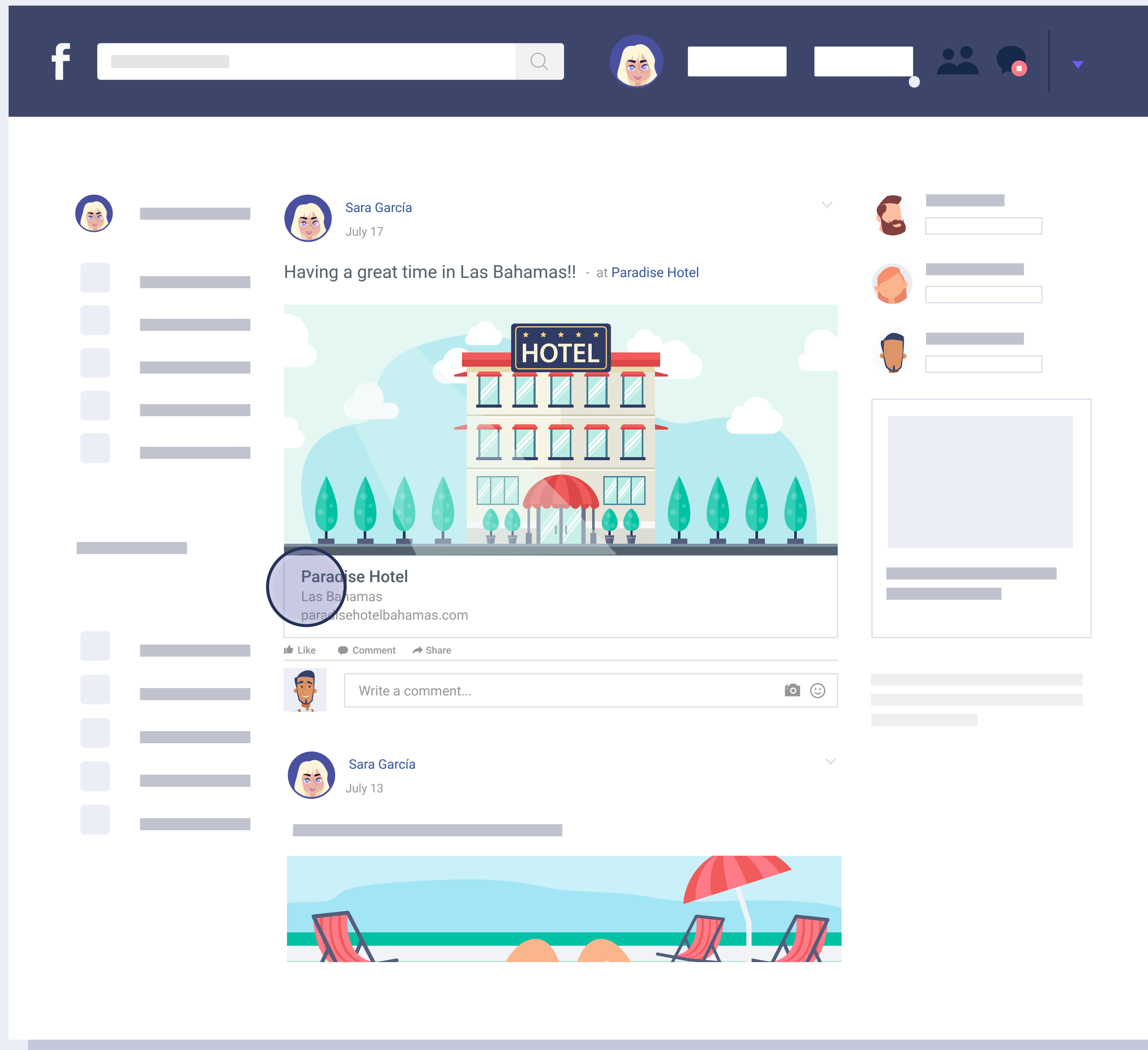


Cancel

Post to Facebook

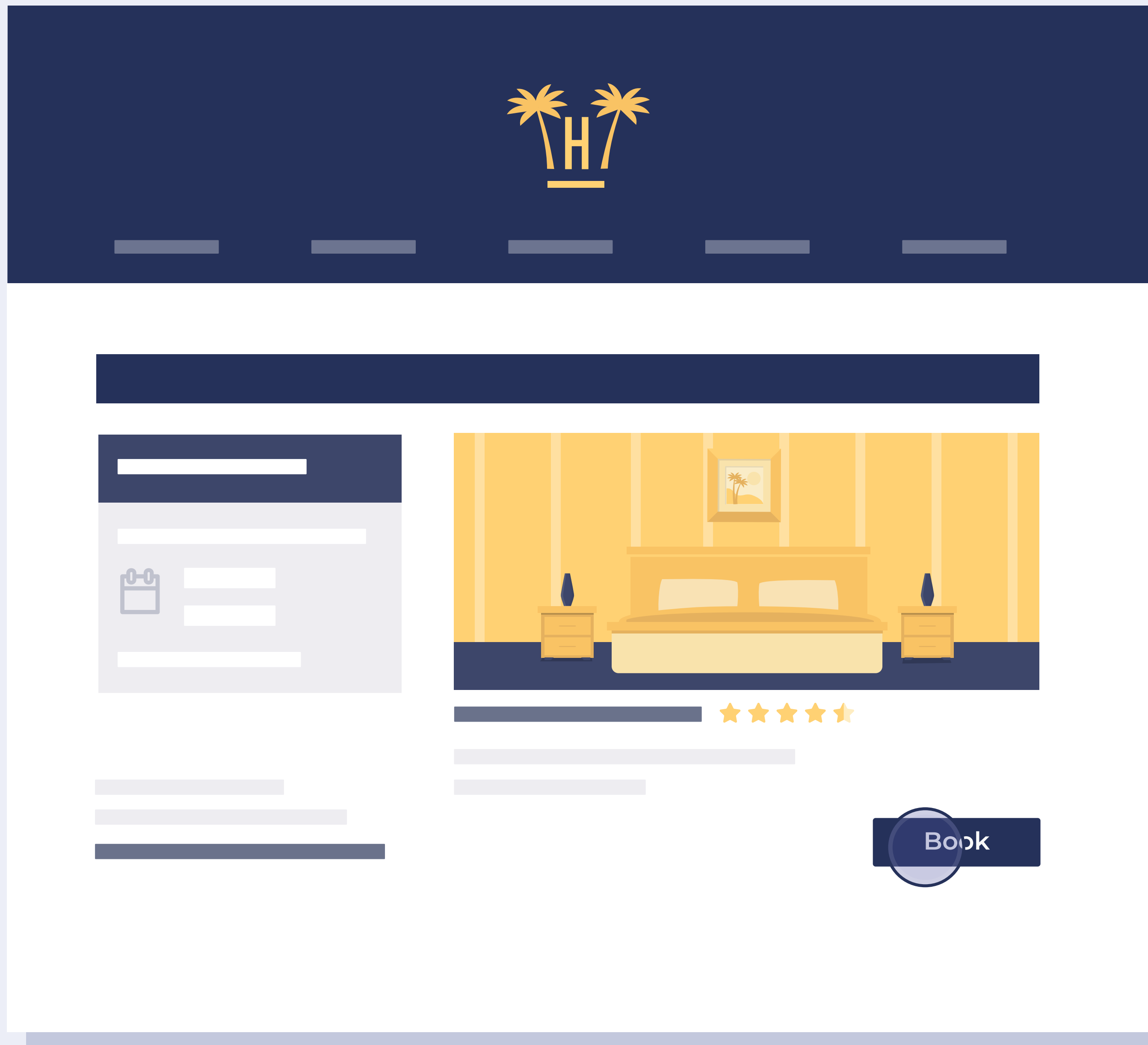
Publication on Facebook.

The user may add a personalised comment to the publication. The photo, name, location and website of the hotel will automatically appear in the publication (this is part of the implementation of integration with Facebook tasks).



Friends' clicks on the published post.

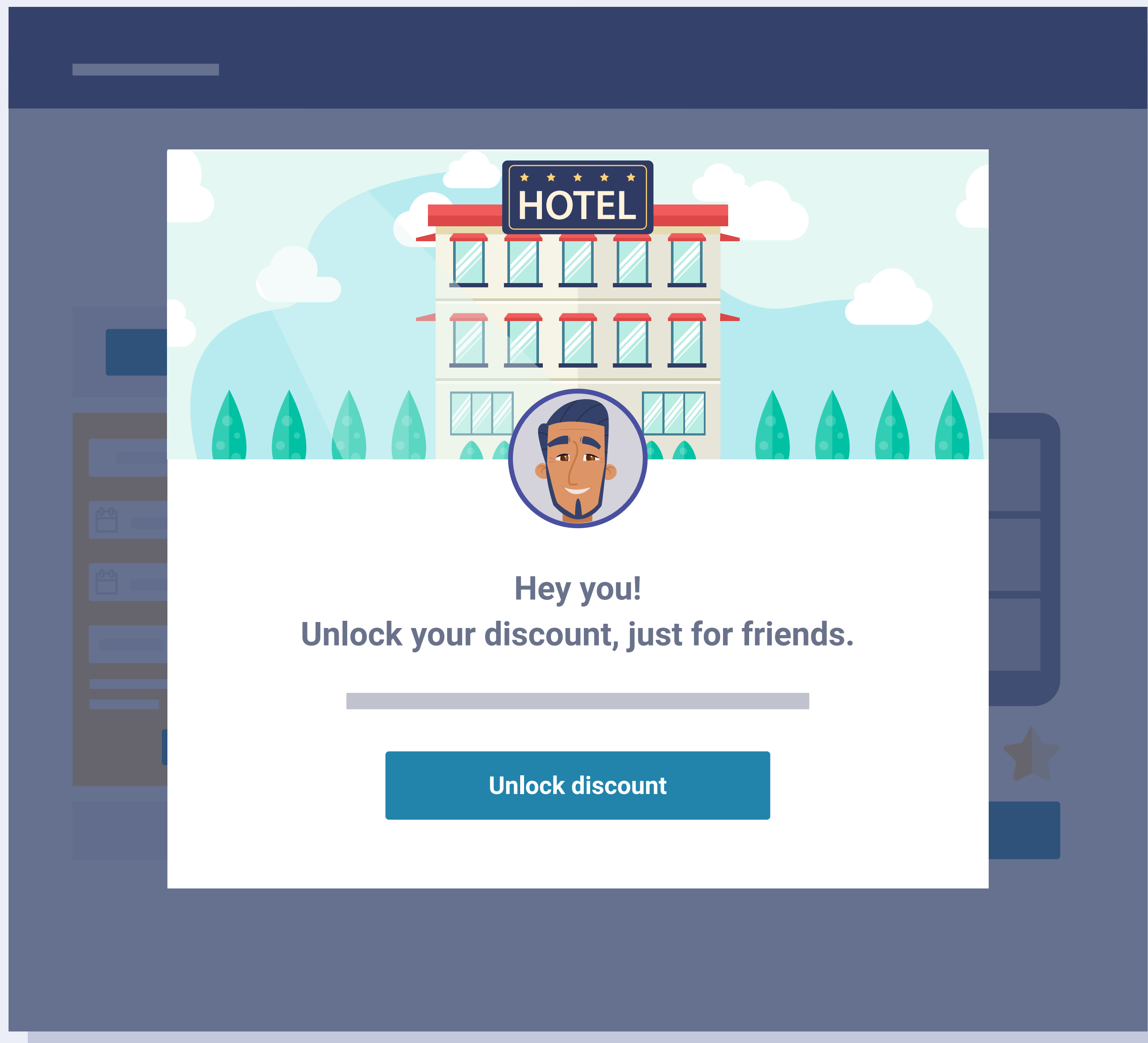
The publication of the WiFi user on Facebook will be seen by many of their friends. This creates impressions of the brand on Facebook and their friends click on the post. When a friend clicks on a post, they will automatically be redirected to the hotel's website.



Redirection to the hotel's website.

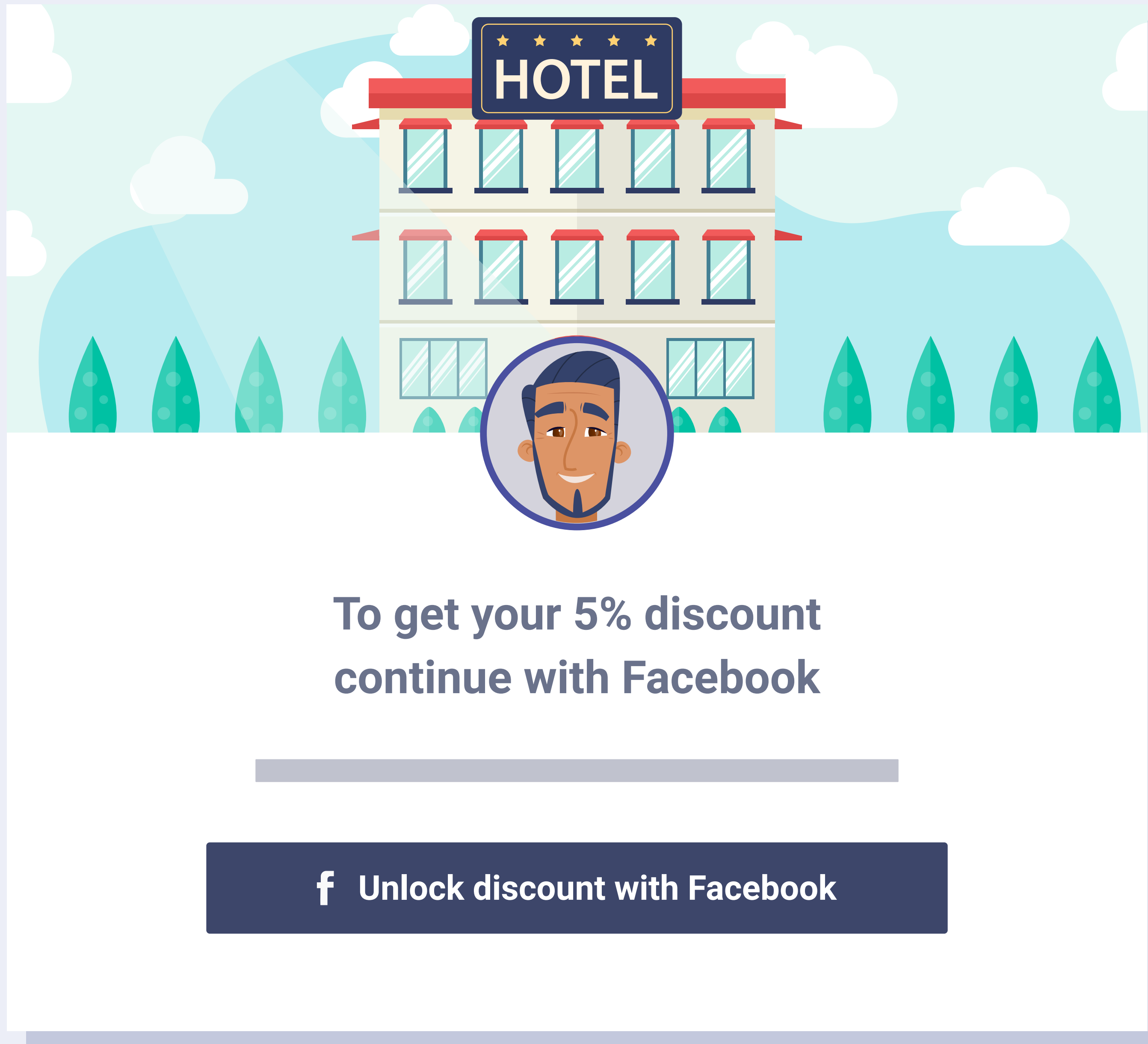
The user's friend who clicks on the post will be redirected to the hotel website where they will be able to make a reservation if they wish to.

The conversion rate using this system is very high.



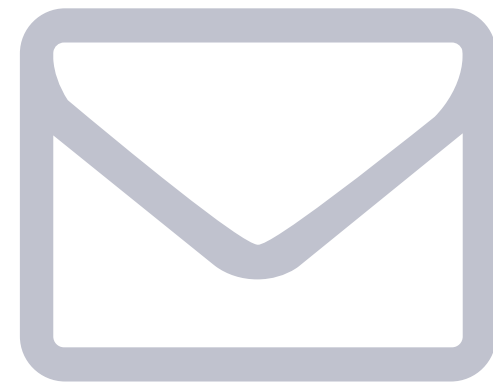
Access discount for friends.

Thanks to the integration of Hotelinking with the main national and international engines, we can show personalised messages only to the web traffic generated by Hotelinking. In this case, a special discount will be offered for being a friend of a valued hotel guest.



Generation of potential client databases.

In order to claim their reward, the friend of the client must log in via Facebook. This allows us to generate a database of potential clients (can be downloaded at any time).



Congratulations!

Book now with my offer applied

Enjoy your reward.

This is the screen used to directly inform the client's friend that they can use their reward. They can also do it later by following the instructions that we will send to them by email.

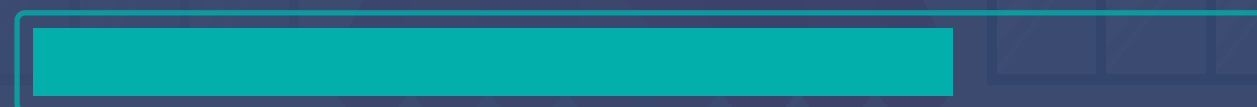


Paradise Hotel

We are verifying your promo code

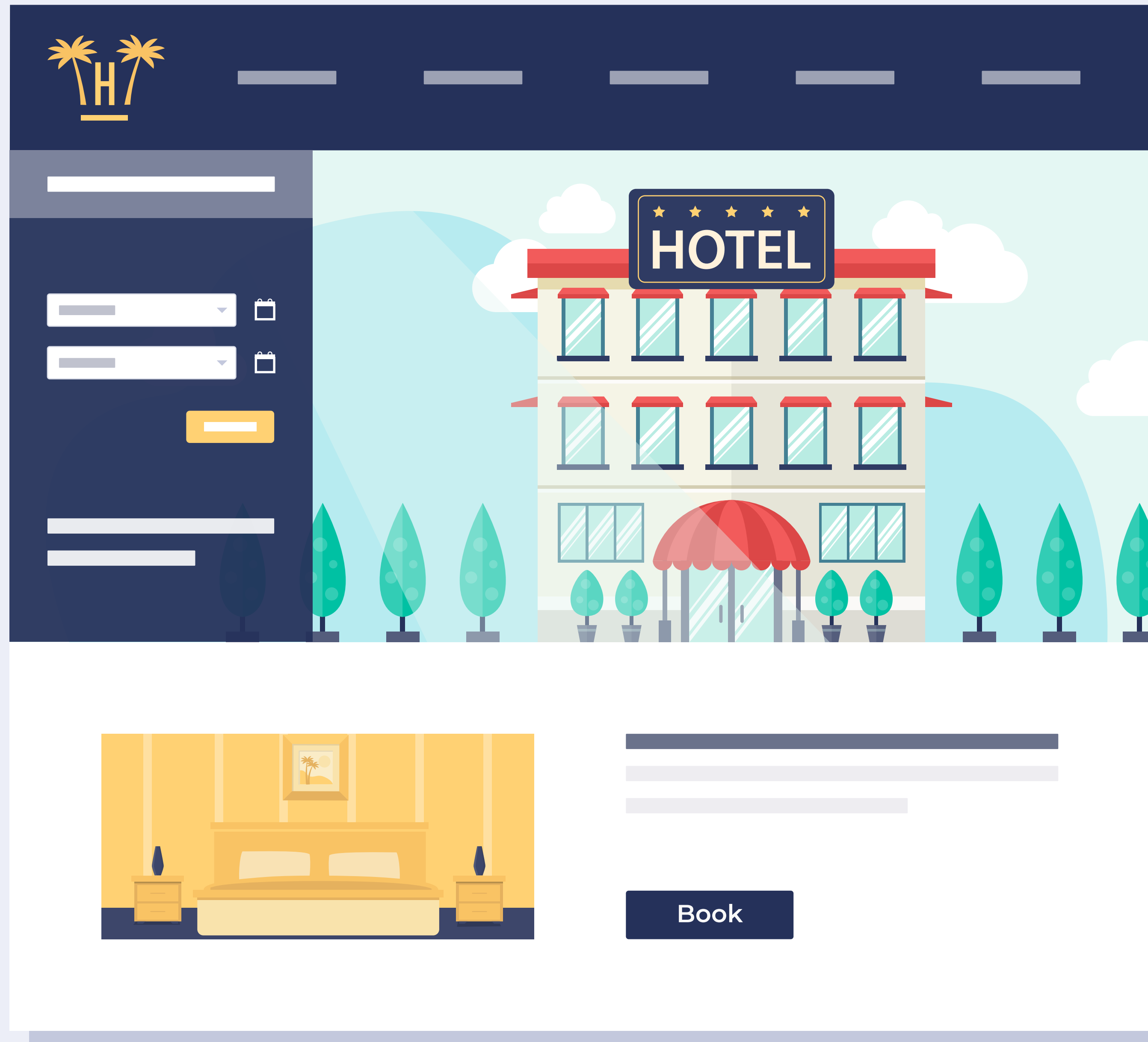


**5% discount
on your next booking**



Verification of promotional codes.

If the user clicks on the button on the previous screen button, the system will redirect them to the hotel's company website. The promotional code associated with the offer will be applied automatically, as Hotelinking is integrated with the booking engine.



Redirection to the hotel's website.

On the booking engine of the hotel's website, the discount is applied automatically and the user can select the dates of their stay and formalise the reservation. The conversion rate using this system is often very high.

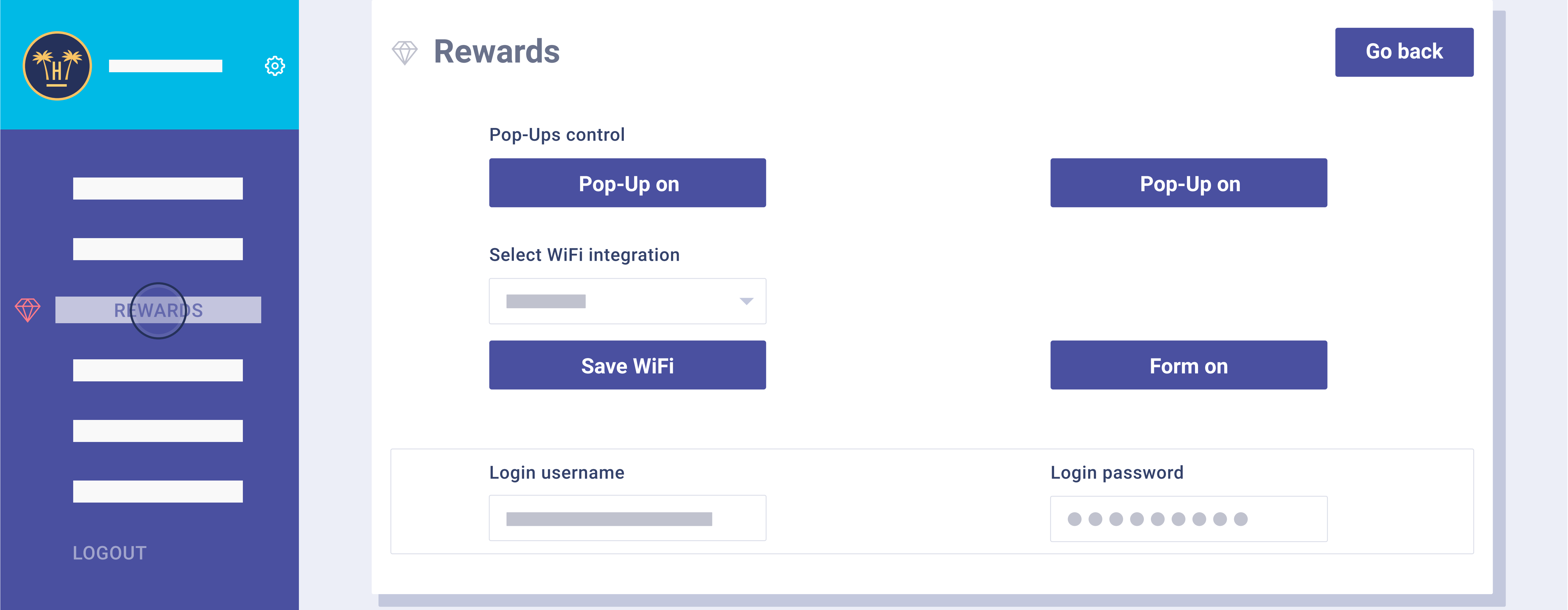
Automated communication.



Automated communication.

WiFi rewards.





| Rewards.

WiFi rewards for clients can be configured by the hotel, and have many casuistries so they can be adapted to all needs.



REWARDS

LOGOUT

WiFi Gift for Guests

Offers for WiFi users

| Select an offer | How do you get it? | Where is redeemed? | From | To | Valid for | Default | |
|-----------------|--------------------|--------------------|----------|----------|-----------|----------------------------------|--------|
| 5% descuento ▼ | Always ▼ | Web ▼ | 02/04/20 | 02/05/20 | 30 ▼ days | <input type="radio"/> | Delete |
| 15% spa ▼ | Always ▼ | Web ▼ | 02/04/20 | 02/05/20 | 30 ▼ days | <input checked="" type="radio"/> | Delete |
| Add offer | | | | | | | |

Save changes

Post-Stay incentive

Select an offer

Actions

Crear new incentive

X

WiFi rewards can be automatically programmed, making a difference between hosted and non-hosted customers, in case you want to offer different gifts to each type of customer.

Prizes can have fixed dates or to apply an offer without an specific period of time.



REWARDS

LOGOUT

W

10% discount

10% discount dinner

10% discount on your next booking

10% discount spa & massage

20% discount on your next booking

40% discount on your next booking

Valid for

Default

30

days

Delete

30

days

Delete

Save changes

Post-Stay incentive

Select an offer

Actions

Crear new incentive



A series of rewards can be configured to access the WiFi. These can be redeemed during the client's stay to increase internal consumption, such as 2X1 on drinks at the bar, or rewards that they can redeem on the website, such as a discount on their next stay.



YOU'RE READY TO ENJOY YOUR GIFT

**Take 2 Cocktails and Pay only 1 in our
Skybar from 8:00 p.m. to 9:00 p.m.**

Dear Sara

On behalf of the **Hotel Paraíso** team, we would like to thank your
for choosing us with this gift that you can redeem.

Redeem your gift

The team at Hotel Paraíso would like to thank you for your visit.

Reward to redeem.

This is the email that the guest will receive when the reward chosen by the hotel can be redeemed during their stay. This helps to increase the internal consumption of clients in the hotel. The system sends the user an email in their language, offering them a free gift for having accessed the hotel's WiFi network (if this option is activated).



Click and hold to redeem

restaurantdiscount

You can use your promocode to book on our website now, but if you wish to do it later, we sent you an email.

Redeem your promocode now

Automatic redemption.

When the client clicks on the button in the received email, they will reach this dynamic screen. The client must show the screen to hotel staff. By clicking on the red button three times, it will be redeemed automatically.



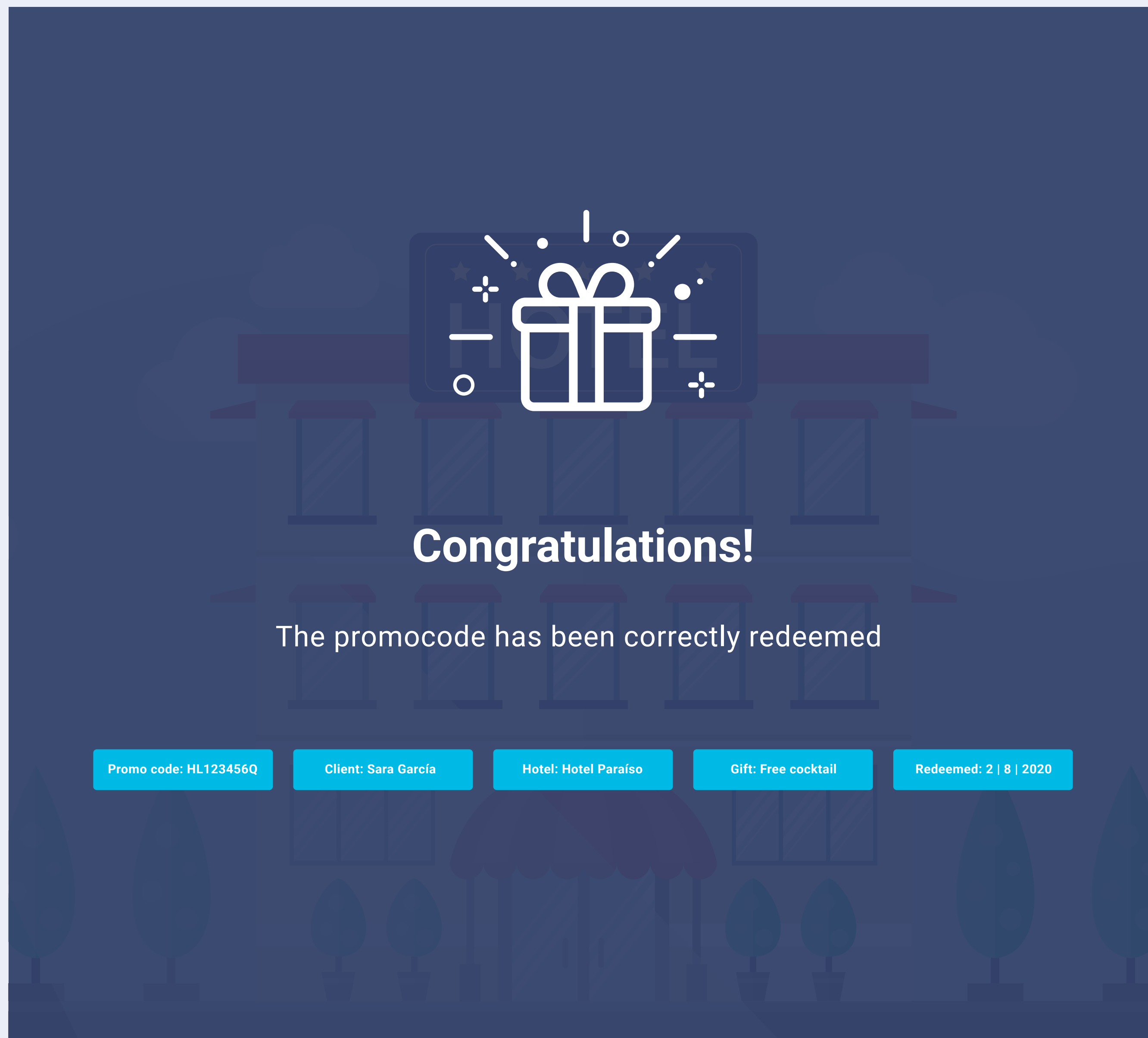
Click and hold to redeem

restaurantdiscount

You can use your promocode to book on our website now, but if you wish to do it later, we sent you an email.

Redeem your promocode now

To redeem the reward, hotel staff must press on the button until the blue reaches the top. This takes 3 seconds.



Verification screen.

Once redeemed, this screen will appear. This is the verification screen, which shows that everything has been done correctly. If the user clicks on the email again, the screen will notify them that the reward has already been redeemed. This is a very simple and effective method of control.



Dear Mrs. Sara

**5% discount
on your next booking**

Redeem my gift

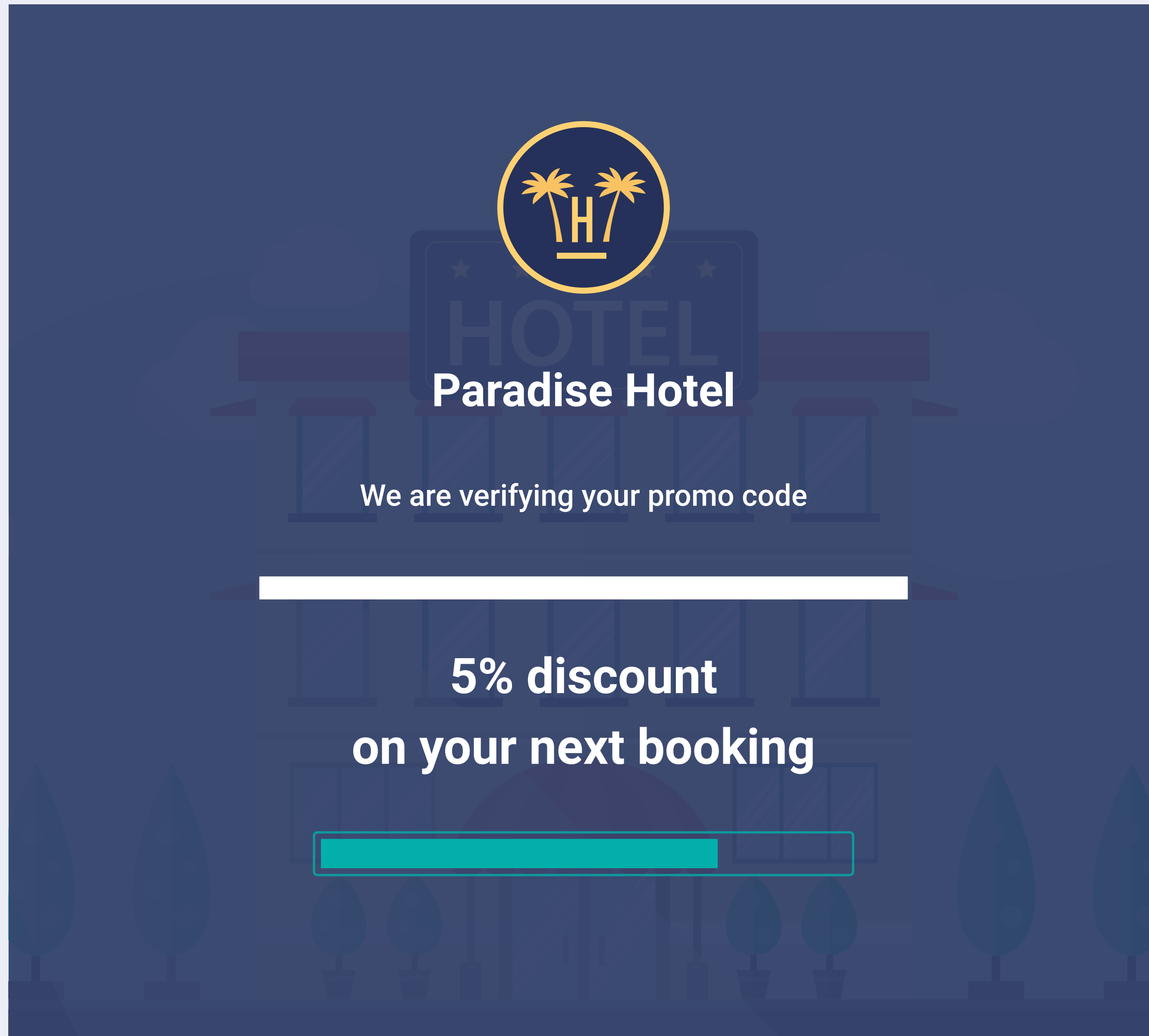
Offer to redeem on the website.

If the reward chosen by the hotel as a gift to guests is an offer to redeem on the company website, an email will be sent automatically. However, in this case, the rewards will be redeemed directly on the website.



Verification of promotional codes.

If the user clicks on the button on the previous screen button, the system will redirect them to the hotel's company website. The promotional code associated with the offer will be applied automatically, as Hotelinking is integrated with the reservations engine.





Redirection to the hotel's website.

The client is automatically redirected to the website booking engine with the associated discount. From here they can make a new reservation. This is an effective way of increasing direct sales.

Book



We have a gift for you!

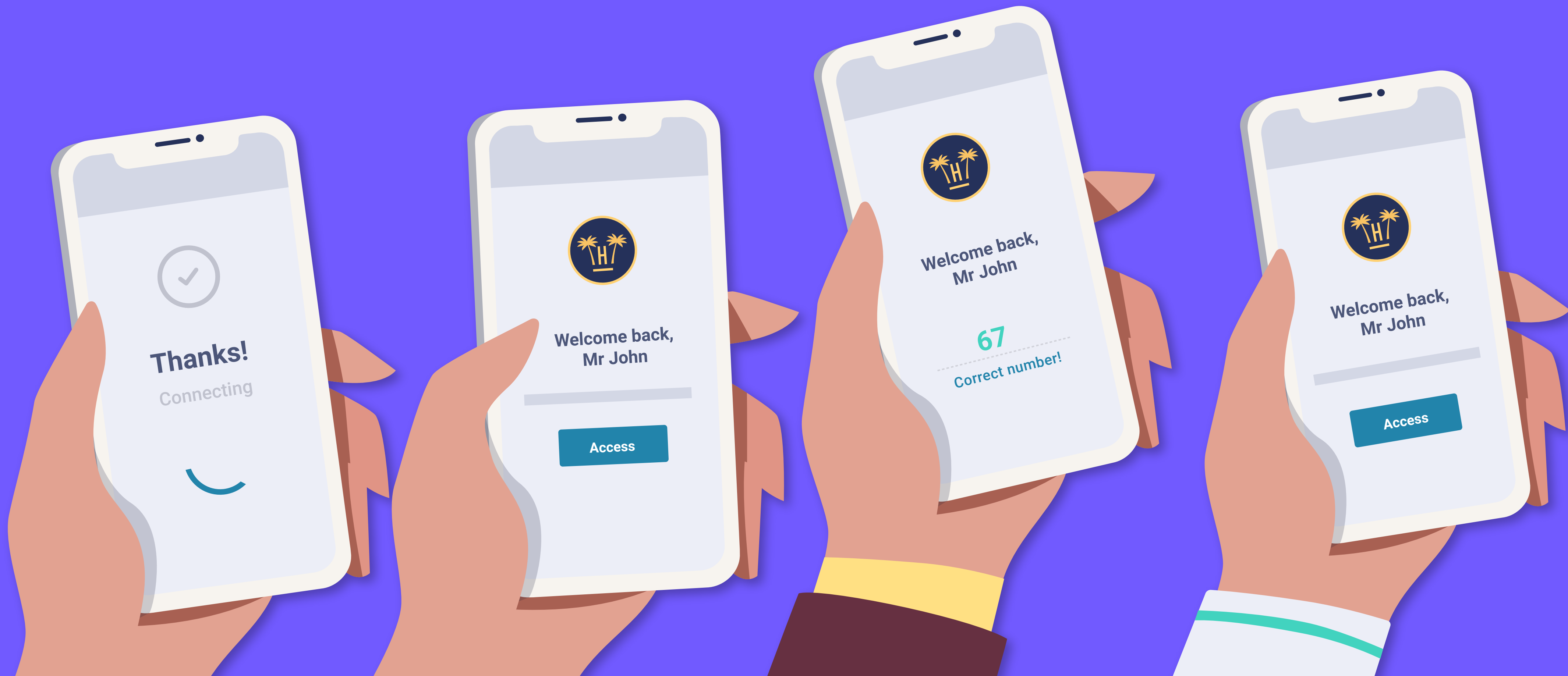
Connect to our WiFi and get 15% off at the spa.

Close the window and connect to the WiFi

A pop-up with an offer will be shown to customers who are not staying at the hotel when connecting to the WiFi network. The aim of this incentive is to encourage repetition and client loyalty. After having access to the network, the system will send an email with the offer shown.

Automated communication.

Returning client reward.












Loyalty Management

Go back

Number of days that must pass between two stays to be considered as a new stay



Configure rewards

| N° of visits | Select a reward | Kind of gift | Days to expire | Actions |
|--------------|-----------------|--------------|----------------|--|
| <div></div> | 10% discount | <div></div> | <div></div> | <div> </div> |
| <div></div> | Bottle of cava | <div></div> | <div></div> | <div> </div> |
| <div></div> | Fruit basket | <div></div> | <div></div> | <div> </div> |

Loyalty management.

Our system is able to detect whether the client is a returning client, even if they have stayed in different hotels belonging to the same chain. If this is the case, we can automate a reward for this client that they may redeem on the website or directly in the hotel.



LOYALTY

LOGOUT



Loyalty config

Go back

Loyalty warnings configuration

sara.garcia@gmail.com



Notify regular customers

Configuration of the loyalty programme communication



Activate

Set days to go after first WiFi signup to send loyalty plan email



days



hours

Save

Setting email alerts to returning clients.

In addition to setting up rewards for our returning guests, we can also establish when to send the email about the loyalty programme, in other words, the gifts that they can get each time they choose to stay with us.



GUEST INFO



GUEST NAME



ROOM NUMBER



AGE



LAST SEEN



LANGUAGE



NUMBER OF VISITS



EMAIL



HOTEL NAME

VISITED HOTELS

| | |
|----------------|------------|
| Paradise Hotel | 10-02-2018 |
| Hotel name 01 | 07-06-2018 |
| Hotel name 02 | 05-15-2018 |
| Hotel name 03 | 02-02-2018 |
| Hotel name 04 | 01-11-2018 |

Returning client alert.

In reception, we will receive an email when we detect that it is a returning customer. This way, we can evaluate the option of offering our client a gift.



**Thank you very much for trusting
us once again**

PROMOTION

Redeem now

We remind you that if you visit any of our
hotels once more, you can obtain a reward.

Loyalty email for the guest.

A returning customer will receive a reward from the hotel, which may be a discount, upgrade, or any offer that can be redeemed in the booking engine, or a reward to redeem directly in the hotel during their stay.





YOUR LOYALTY PROGRAMME

Dear Mrs. Sara

N° visits Gift

1 Dinner for two at our restaurant

5 Spa treatment for two

10 10% off in your next booking

Email about the loyalty programme.

When the returning guest is connected to the WiFi will receive an email about the loyalty programme at the time we have set on the dashboard previously.



Automated communication.

Satisfaction survey.





LOGOUT

MARKETING TOOLS

SATISFACTION FILTER

Satisfaction Survey Filter

Set days to go after first WiFi signup to send satisfaction survey email

days

hours



Minimum acceptable rating to trigger review email campaign

If a guest score is found below the minimum score set, a notification will be sent to:

☐

Always send alert messages regardless of the survey rating

Satisfaction survey filter.

A filter may be activated to capture dissatisfied guests. This way, an internal survey will first be sent and if the minimum score is exceeded, an email will be sent once their stay has ended requesting an opinion on TripAdvisor, HolidayCheck, Yelp, TopHotel or Zoover, depending on their language or place of origin. The hotelier has the option to receive the notification when the survey is done regardless of the rating that has been set previously.



Reviews automation

Pick days to send campaign after first WiFi connection



days

Save changes

Hotel Tripadvisor URL

www.tripadvisor.com

Hotel HolidayCheck URL

www.holidaycheck.com

MARKETING TOOLS

REVIEWS AUTOMATION

LOGOUT

Automation of outgoing emails.

Features > Automated communication > Satisfaction survey

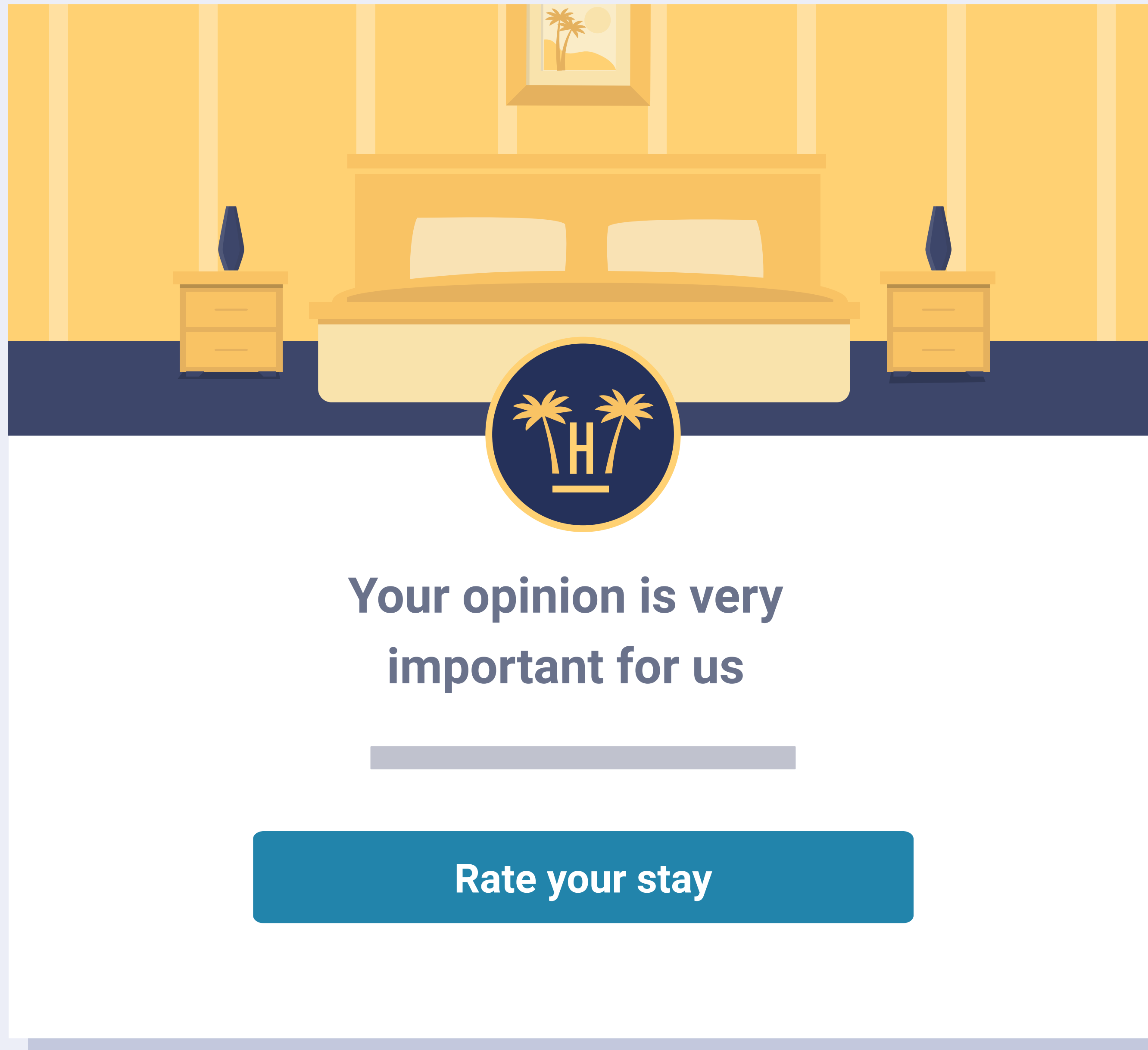
The module used to automate the sending of emails to improve the hotel's reputation can also be configured by the hotel. It is possible to select the exact days that the system will send all guests an email.



Satisfaction survey.

The hotel guest / WiFi user will receive an email 'X' days after connecting to the WiFi.

The number of days will be defined using the Hotelinking dashboard. The client will be asked to give a score to indicate their level of satisfaction.





Rate your stay and help us improve Paradise Hotel

From the former email, the client will reach this website where they can give a **score** to indicate their level of satisfaction.

Add a comment to help us improve faster

Add a comment

Send now

Confirmar

Comments.

The client can add a comment to give more detail. If the score is lower than the established minimum, alarms can be triggered so that this arrives in real time as an email to the hotel.



GUEST SCORE & COMMENT

6

GUEST INFO



FIRST TIME WIFI CONNECTED



GUEST NAME



LAST TIME CONNECTED



BORN DATE



SURVEY RECEIVED



LANGUAGE



SURVEY FILLED



EMAIL



HOTEL NAME

Client survey alert.

The hotel will automatically receive an alert email with all the client's data, their comment and score. This way, the hotel can aim to resolve the problem before the client leaves the premises.





 SURVEYS

LOGOUT

 **Guests ratings and comments (6.88)**

Total: 81

Go back

Search hotel



Dates

Start

To

End

Reset

By Hotel

Export

By Chain

| 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 |  |
|  | | | | | | | | |  |
|  | | | | | | | | |  |
|  | | | | | | | | |  |

Scores and comments.

From the Hotelinking dashboard the results of all satisfaction surveys per hotel can be monitored.

Automated communication.

Opinion on online reputation channel.





Opinion on online reputation channel.

An email is sent automatically to the client after their stay in their language, requesting an opinion on TripAdvisor, Google Opinion Rewards, Holidaycheck, Yelp, Tophotel or Zoover.

When the guest clicks on the button, they will be redirected to the hotel page in the corresponding online reputation channel, where they will be able to directly leave an opinion and comment.



**Your opinion
is very important
for us**

[Review on Tripadvisor](#)





Paradise Hotel



Reviews



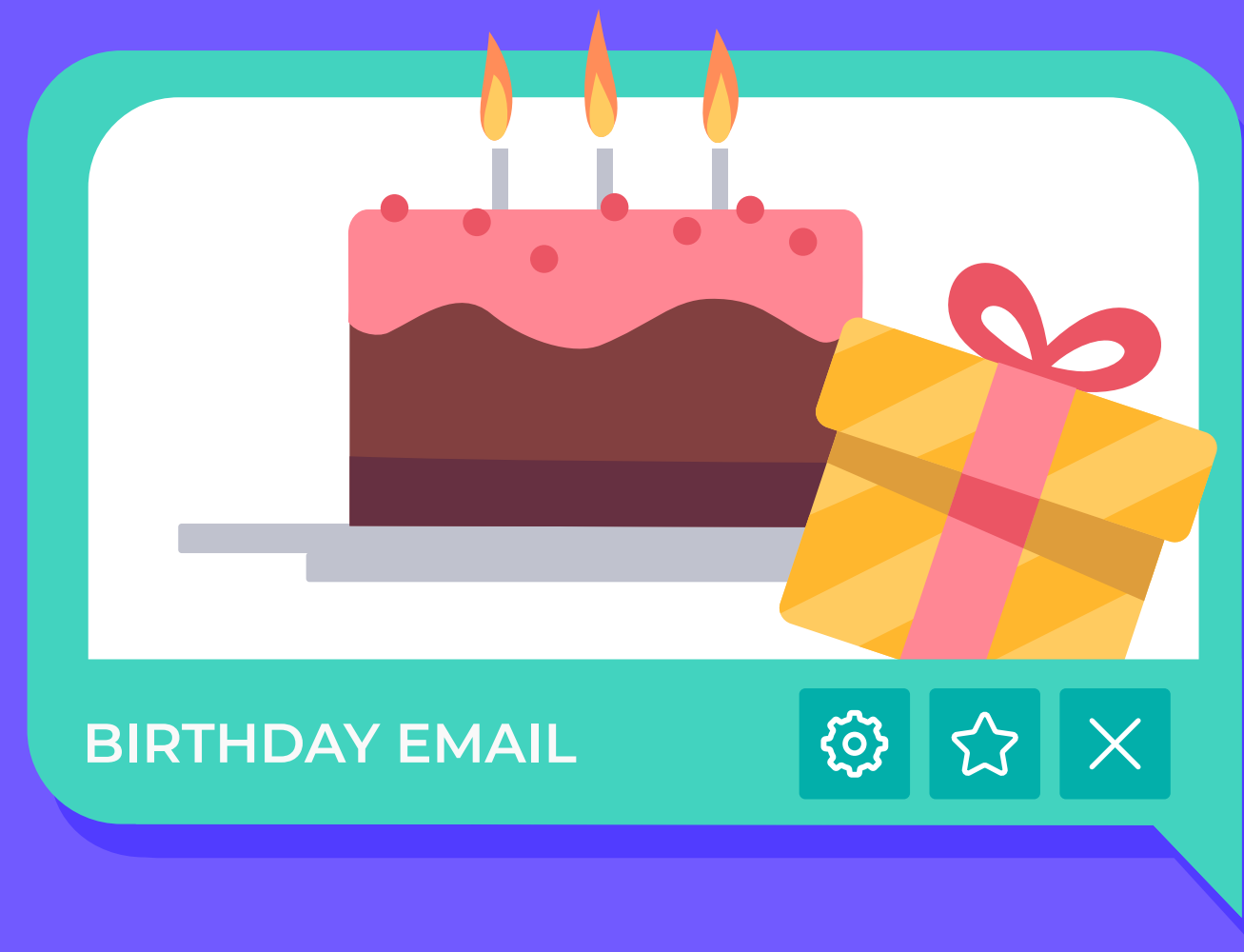
Tripadvisor.

With these communications we will increase reviews on the different online reputation channels, and as a consequence, we will be able to improve in their rankings.

60

Automated communication.

Birthday email.





MARKETING TOOLS

BIRTHDAY AUTOMATION



Birthday email offer selection

Select the offer to be given on Birthdays

[Dropdown menu]

10% discount

dinner 10% discount

10% discount on your next booking

massage & spa 10% discount

20% discount on your next booking

40% discount on your next booking

The offers are created on the Hotelinking platform and must be replicated in the booking engine. Offers must be mapped via the promotional code generated in the booking engine.

LOGOUT

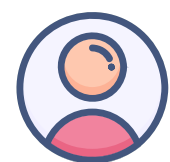
Birthday email.

We will also be able to activate the birthday campaigns, so that the guest will automatically be sent an email in their language on their birthday to wish them many happy returns. A reward may also be selected to accompany the email, which can only be redeemed on the company website. This way, we help to increase direct sales.



Guest Birthday

GUEST INFO



GUEST NAME



BORN DATE



LANGUAGE



EMAIL



LAST SEEN



ROOM NUMBER



LAST SEEN

Send an email to your guest now!

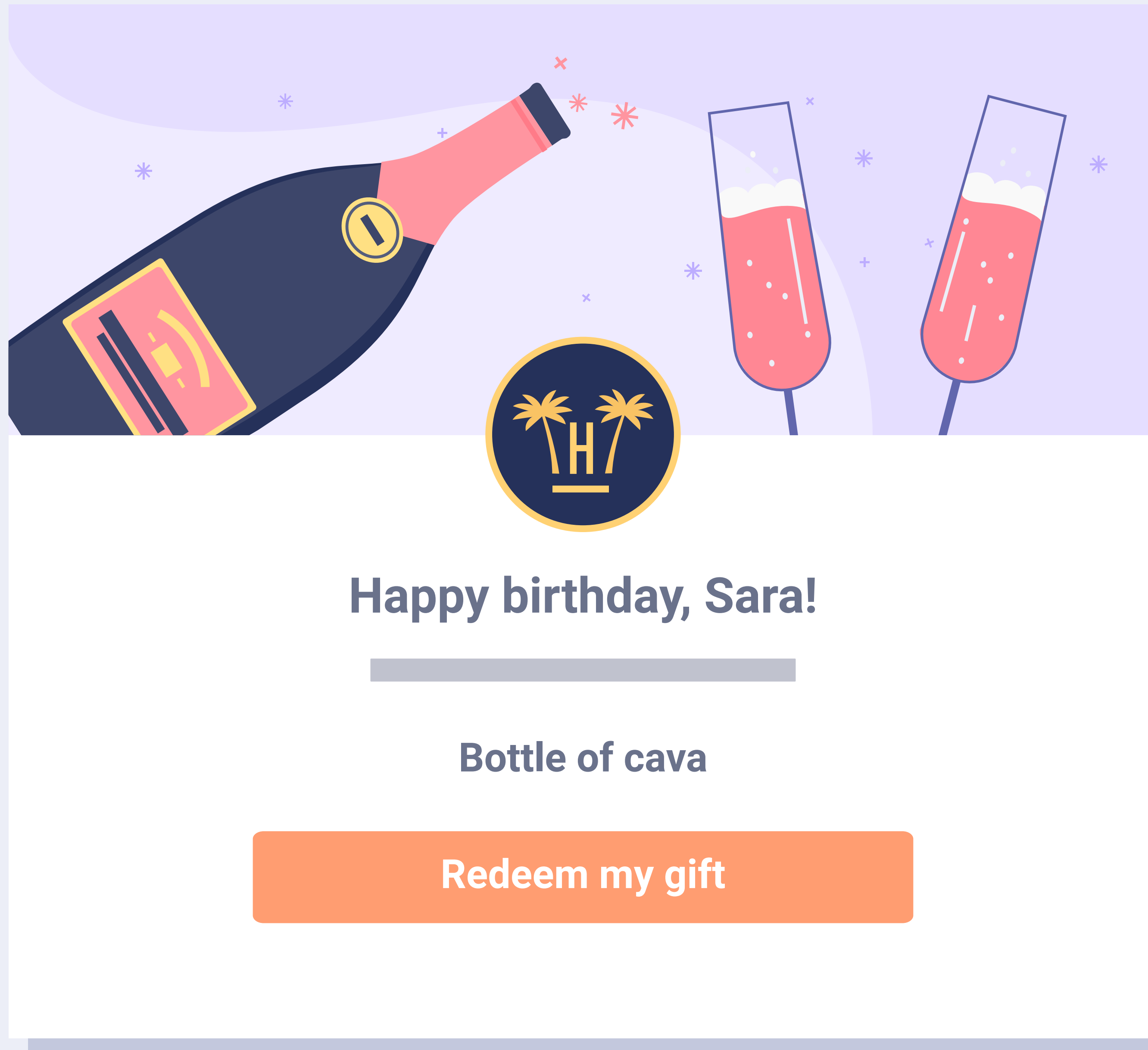
Birthday alert.

In reception we will receive an email when we detect that a client who has connected to WiFi, will have a birthday within 20 days. This way we can evaluate the option of offering our client a gift.



Birthday email for the guest.

The guest will receive an email from the hotel on their birthday wishing them many happy returns in their language. We will also offer them a discount, upgrade, or other offer that can be redeemed on the booking engine.



Database and statistics.





CLIENTS

LOGOUT



Clients List

Go back

Reset

Export



★★★★



★★★★



Database.

Features > Database and statistics

Here we will be able to see the complete information about the client who has connected to the WiFi, dumped in real time: name, email, D.O.B, gender, language... and this can be completely exported in CSV or Excel.



STATISTICS

Clients

Clicks and impressions
statistics

Reputation statistics

Client interaction

Employee interaction

Hotel comparison

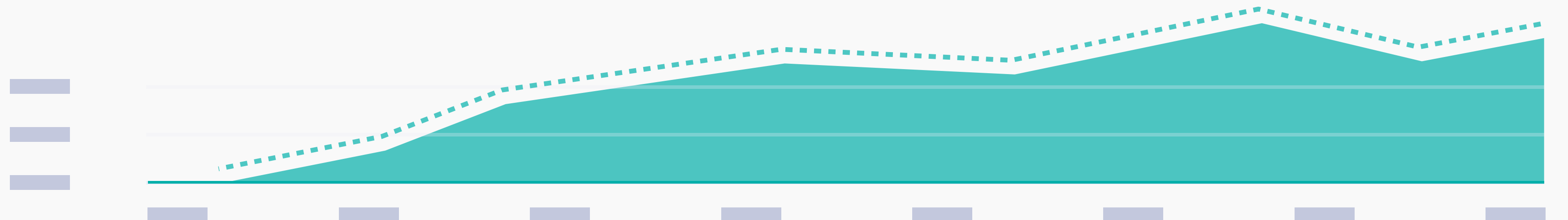
LOGOUT

Users in time

Days

Months

Years



Total clients



7.6k

CLIENTS

Value of the database



16.7K €

UNIT VALUE, 2.2 €

Statistics.

From here we can see all the value that the tool is offering, total number of users, type of form used (Facebook/form), distinction per gender, age, country of origin and devices used for connection per brand.



Clicks and impressions statistics



Search



STATISTICS

Clients

Clicks and impressions statistics

Reputation statistics

Client interaction

Employee interaction

Hotel comparison

LOGOUT

Connections with Facebook



3.8k

CONNECTIONS

Average scope



426

FRIENDS

Facebook publications



2K

PUBLICATIONS

Average No. of publications

17.32%

OF THE TOTAL

Total impressions



13.3k

TO FRIENDS

Value of impressions



100.07€

TOTAL

From here we can see the connections made to Facebook, the average scope, publications and average number of publications.

We can also see the total impressions and their value. Finally we can see the leads generated by the publications and their value.



Search



STATISTICS

Clients

Clicks and impressions
statistics

Reputation statistics

Client interaction

Employee interaction

Hotel comparison

LOGOUT

Have completed the survey



Average score



8.1

OVER 10

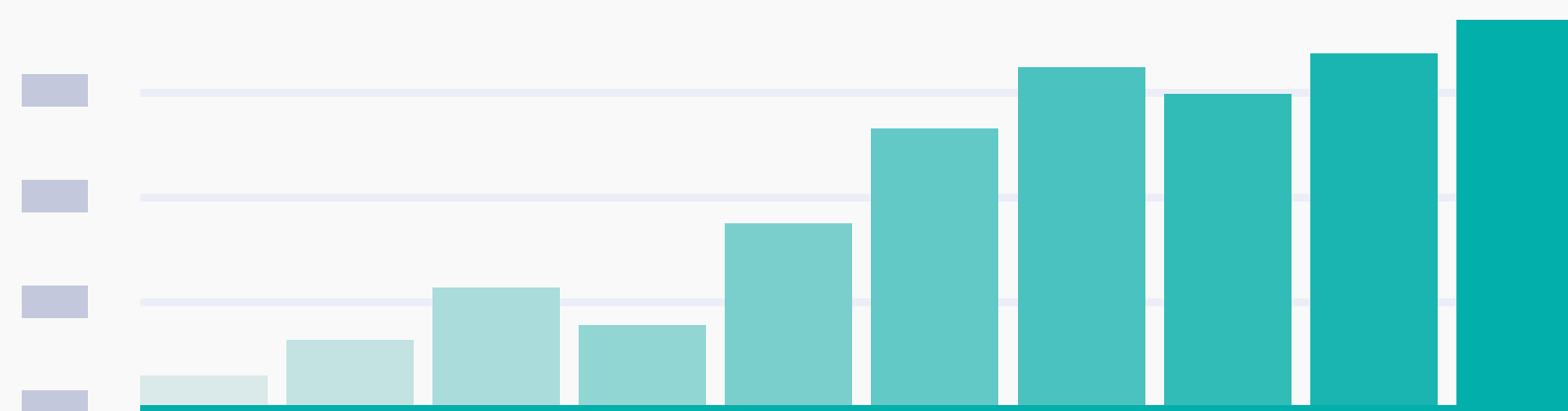
Average response time



60.0H

2 DAYS AND 12 HOURS

% Clients per score



Average score per gender



Here we can see the information related to the surveys completed by users: scoring in time, number of surveys completed, average score and average response time. We will also see the percentage of clients per score and average score per gender, country and age.



STATISTICS

Clients

Clicks and impressions
statistics

Reputation statistics

Client interaction

Employee interaction

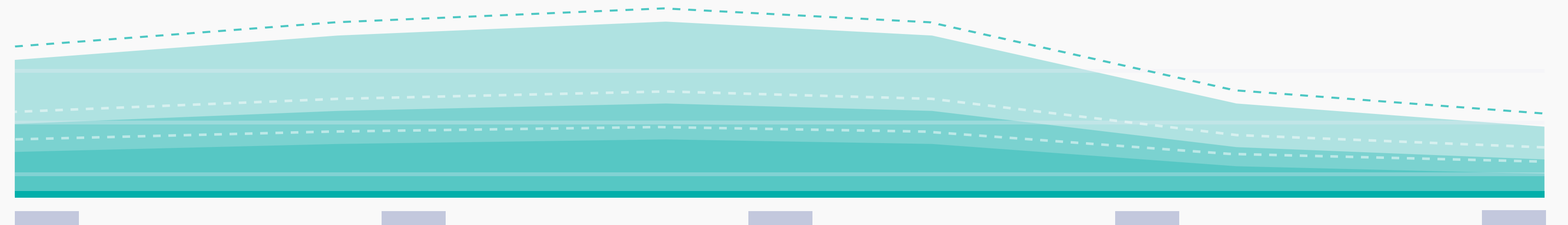
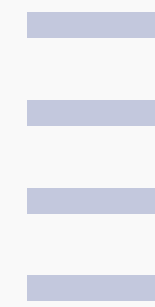
Hotel comparison

LOGOUT

Ratios of satisfaction interaction

Days

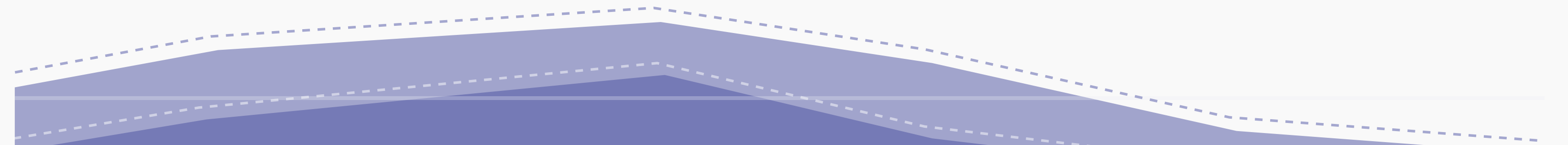
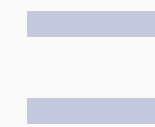
Months



Ratios of review interaction

Days

Months



On this screen we can see the client interaction statistics, that include: ratios of satisfaction interaction, review interaction, birthday and offer during stay.



Statistics of employee interaction



Search



STATISTICS

Clients

Clicks and impressions
statistics

Reputation statistics

Client interaction

Employee interaction

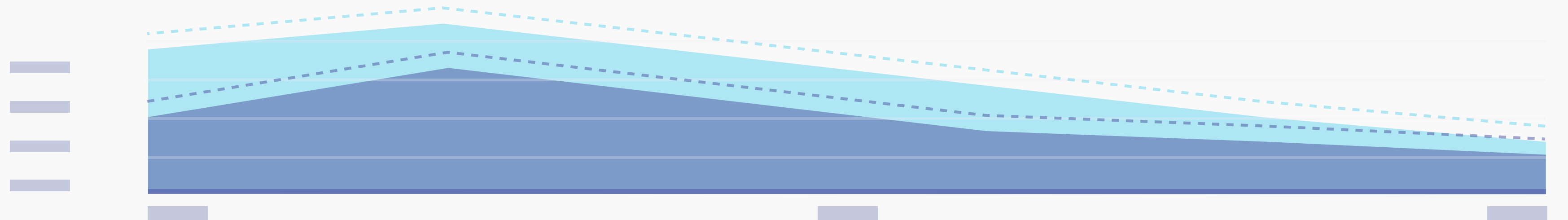
Hotel comparison

LOGOUT

Alerts of dissatisfied clients

Days

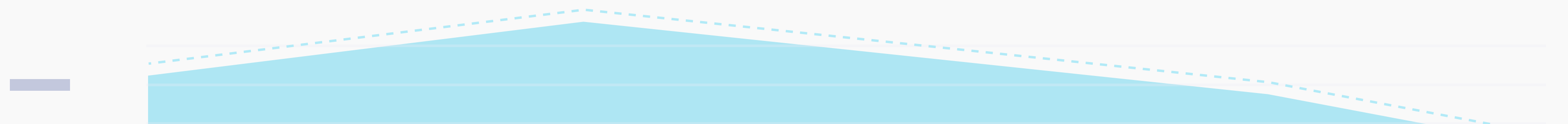
Months



Alerts of birthdays

Days

Months



On this screen we can see the employee interaction statistics, that include: alerts of dissatisfied clients and of birthdays.



Search



STATISTICS

Clients

Clicks and impressions
statistics

Reputation statistics

Client interaction

Employee interaction

Hotel comparison

LOGOUT

| Name | Users | Database Value | Form | Facebook | Facebook publications | Ratio of Facebook publications | Quantity of Facebook impressions | Value of Facebook impressions |
|----------------|-------|----------------|--------|----------|-----------------------|--------------------------------|----------------------------------|-------------------------------|
| Paradise Hotel | 3,184 | 7,014.07 | 82.83% | 17.17% | 169 | 22.56% | 10.850 | 81.38€ |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |

On this screen, in the case of chain hotels, a comparison of the data from hotels in the chain is offered.



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AUTOMATION PLATFORM

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