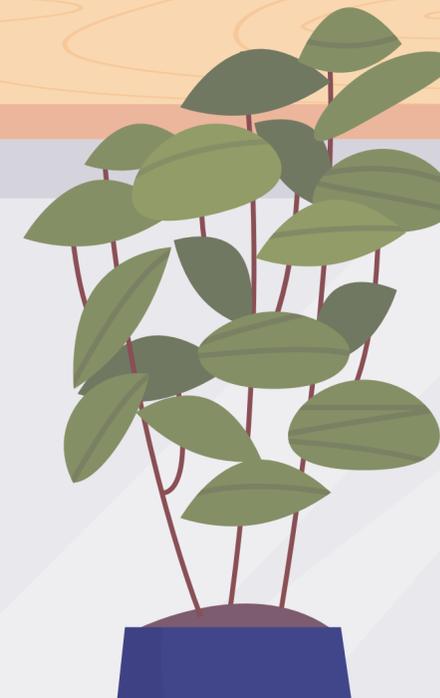


# hotelinking

The new platform for hotels to acquire, engage and retain more guests.



# Index

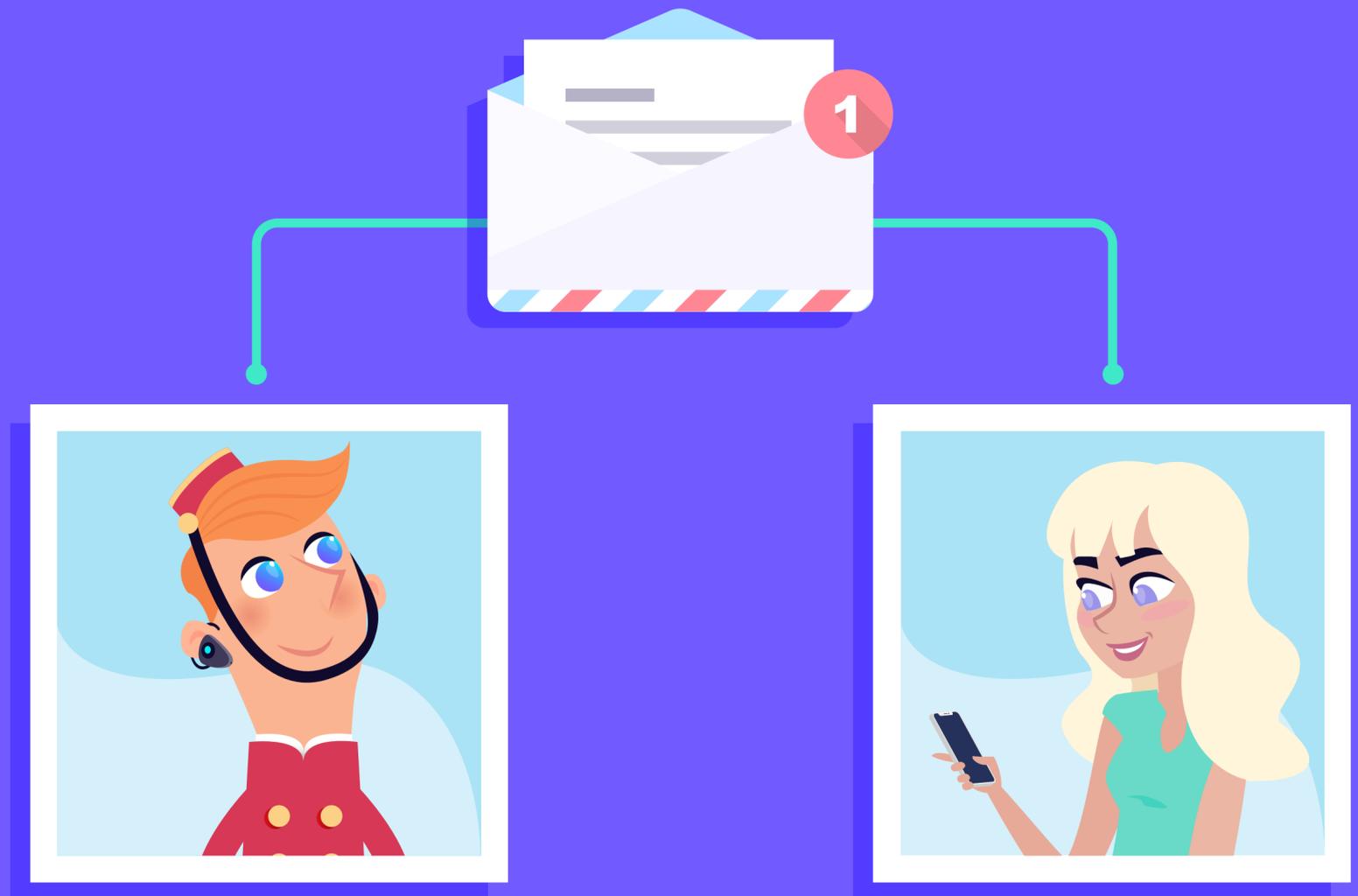
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# What is Hotelinking?

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



## 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.



Jürgen Klaus



40 ♂



Jonathan McGregor



34 ♂



Sara García

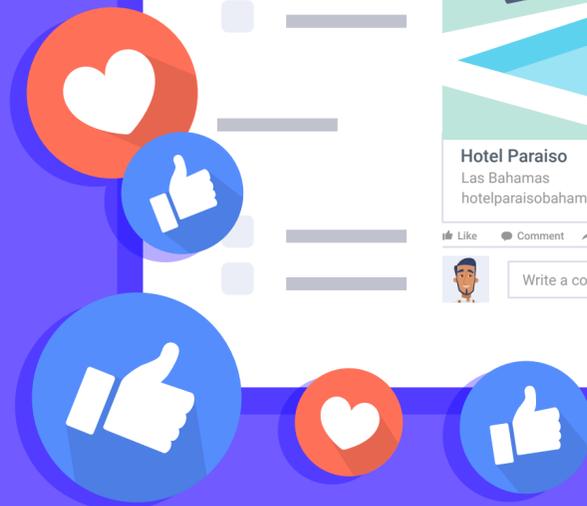
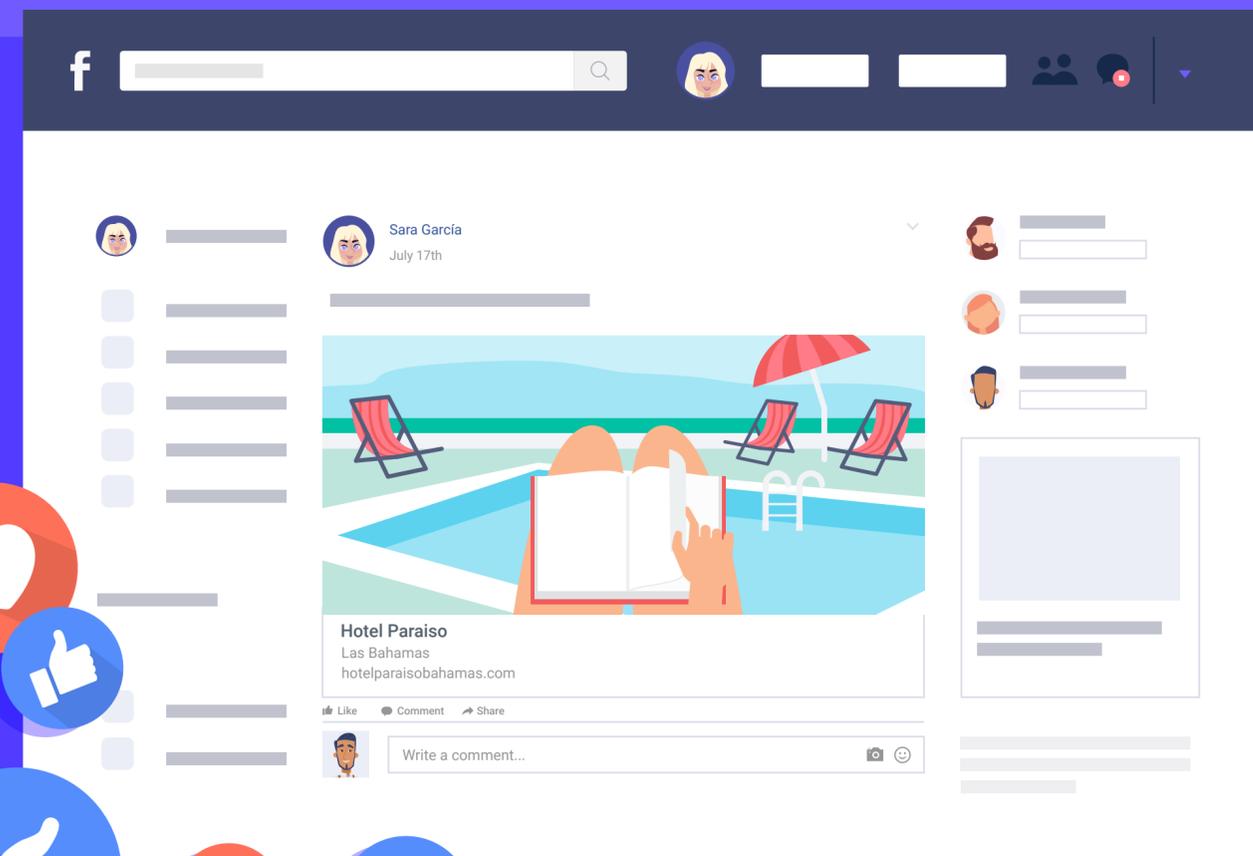


25 ♀



# 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.





Paradise Hotel

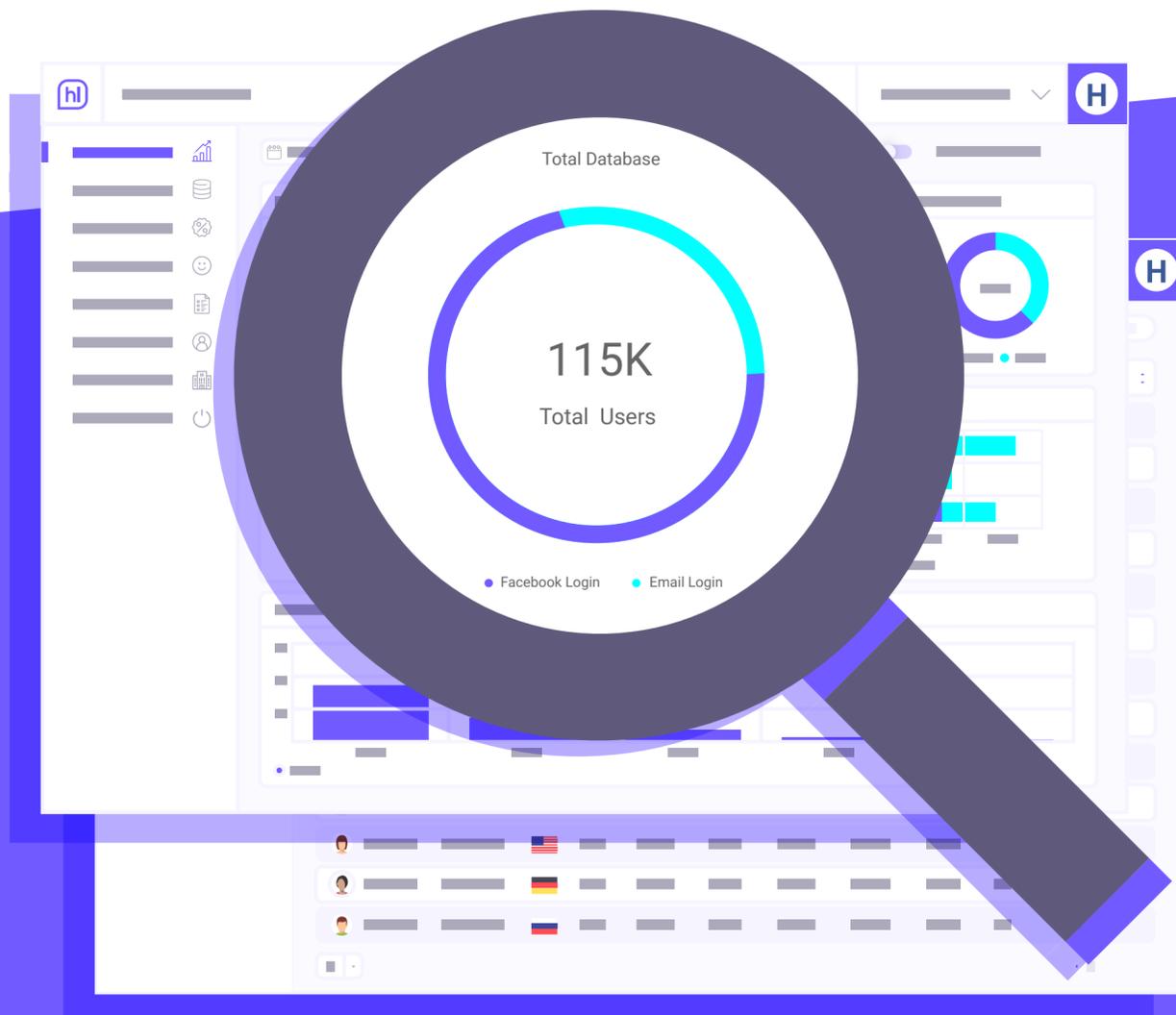


4,380 Reviews



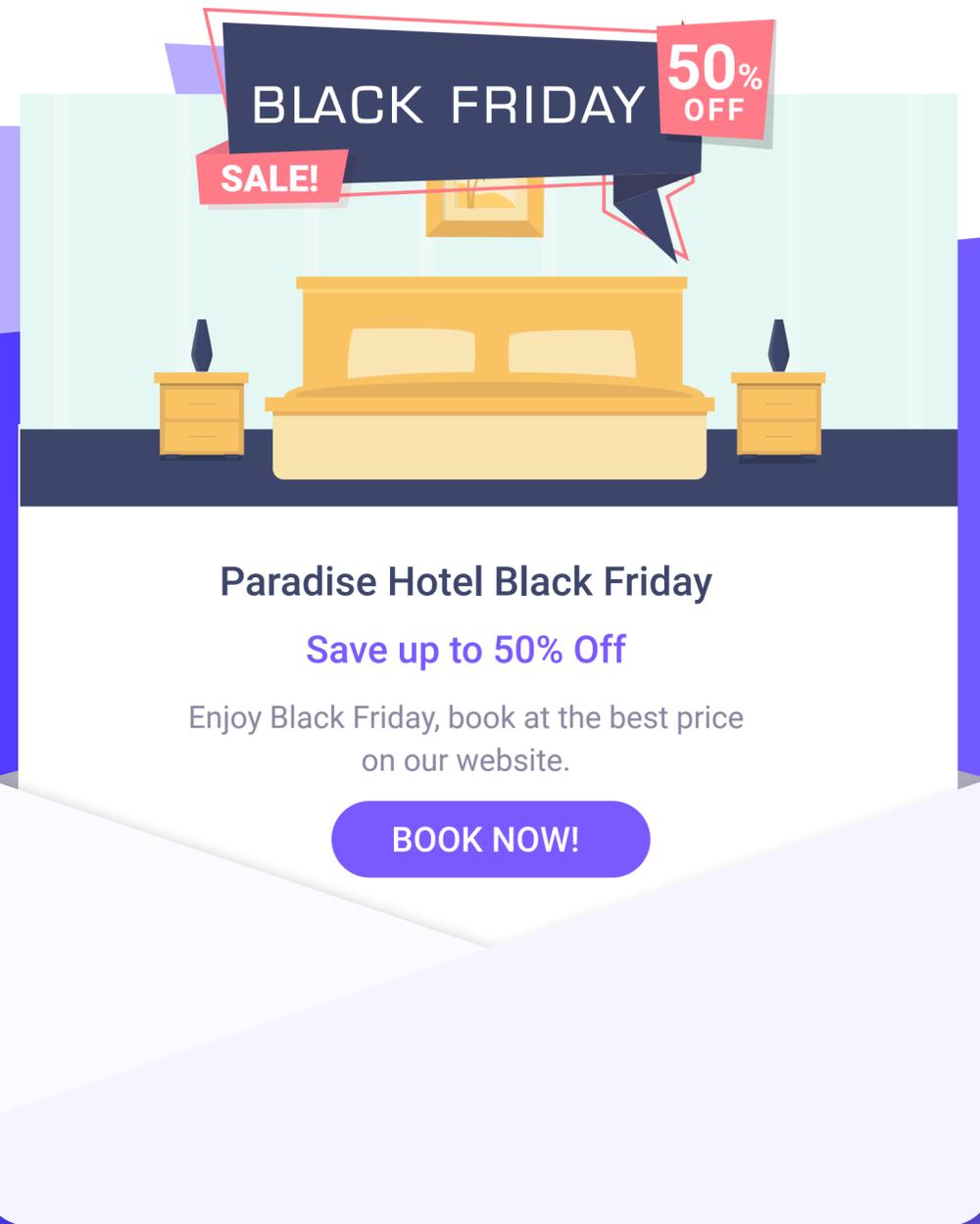
## Boost brand engagement with every new guest.

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.

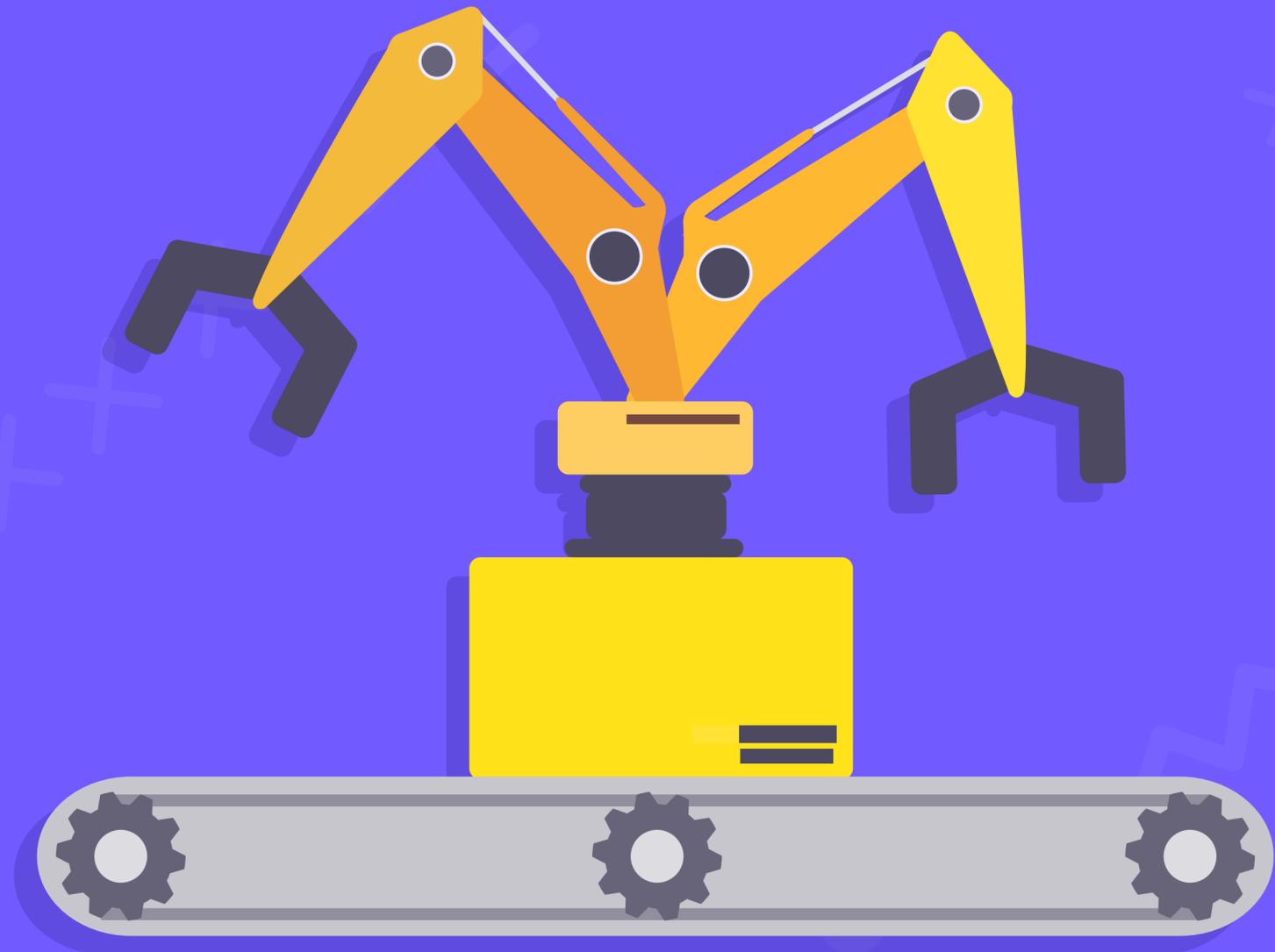
Start running your marketing strategies with powerful insights and data. Give your guests exactly what they want, thanks to real time statistics that will help you know them like never before.



## 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.

# Features.

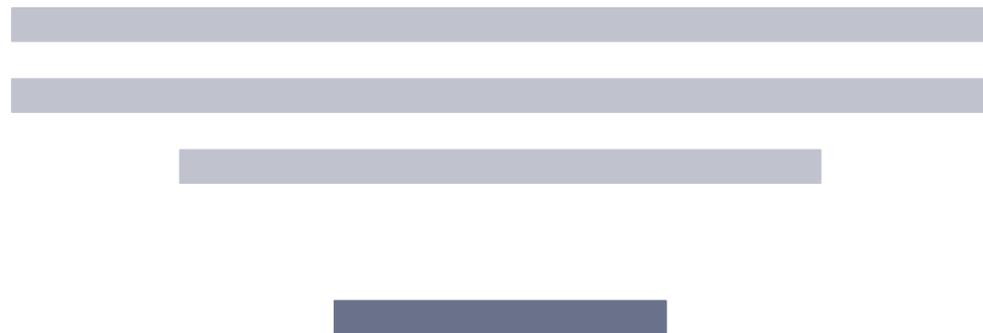


# Data capture.

The illustration features a man with orange hair, a red coat with yellow buttons, and a red hat with a yellow band. He is pointing his right hand towards a digital interface. The interface is a light gray panel with a white background for the profile section. It includes a search bar, a list of users with flags, and a profile card for Jonathan McGregor. The profile card shows a circular avatar, the name 'Jonathan McGregor', the age '34', and a male symbol. Below the name is a progress bar with five blue circles, the last one being half-filled. The background of the interface is a grid of user avatars and flags.



**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](mailto: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](mailto: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 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



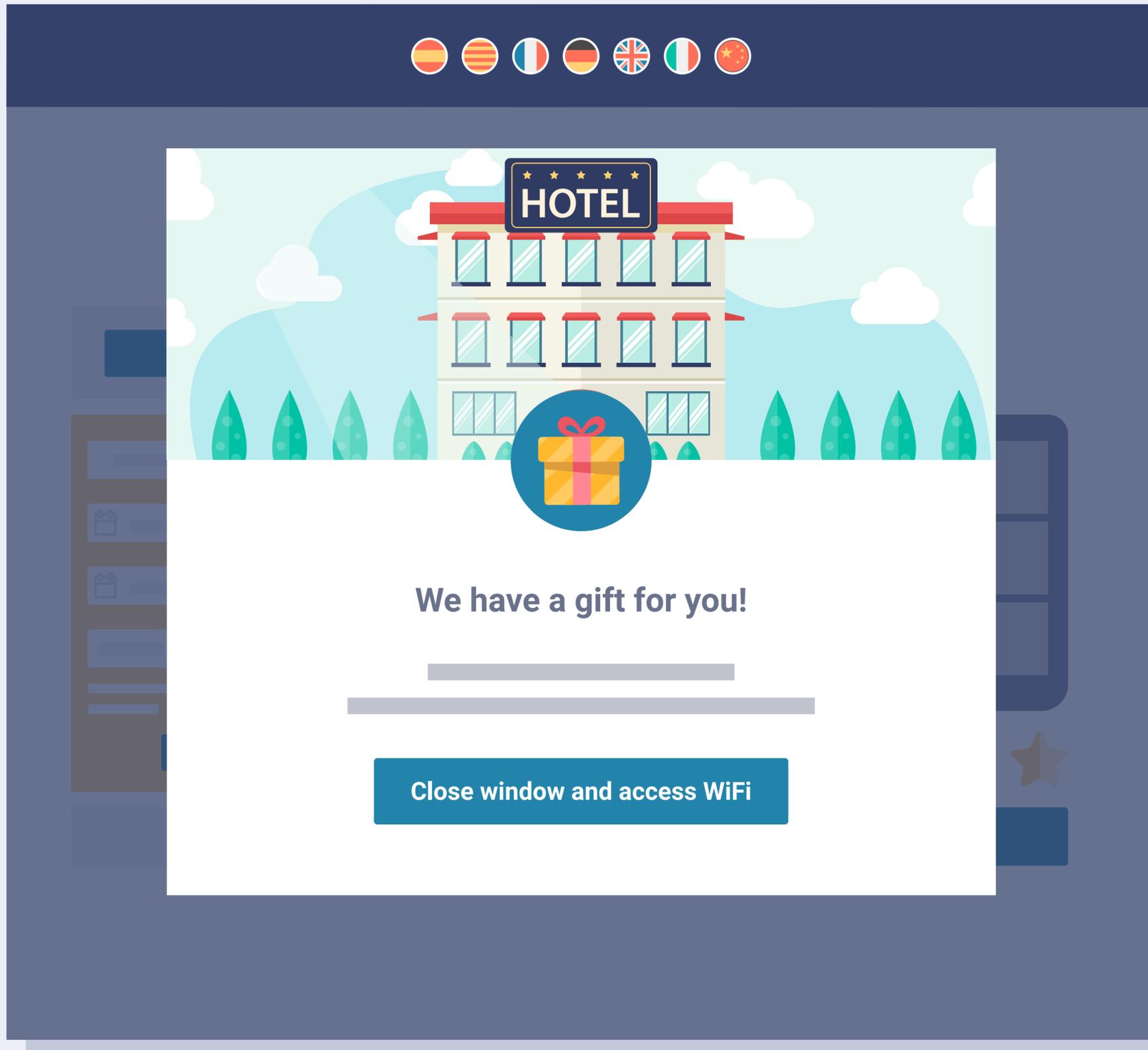
**f Access with Facebook**

**☰ 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

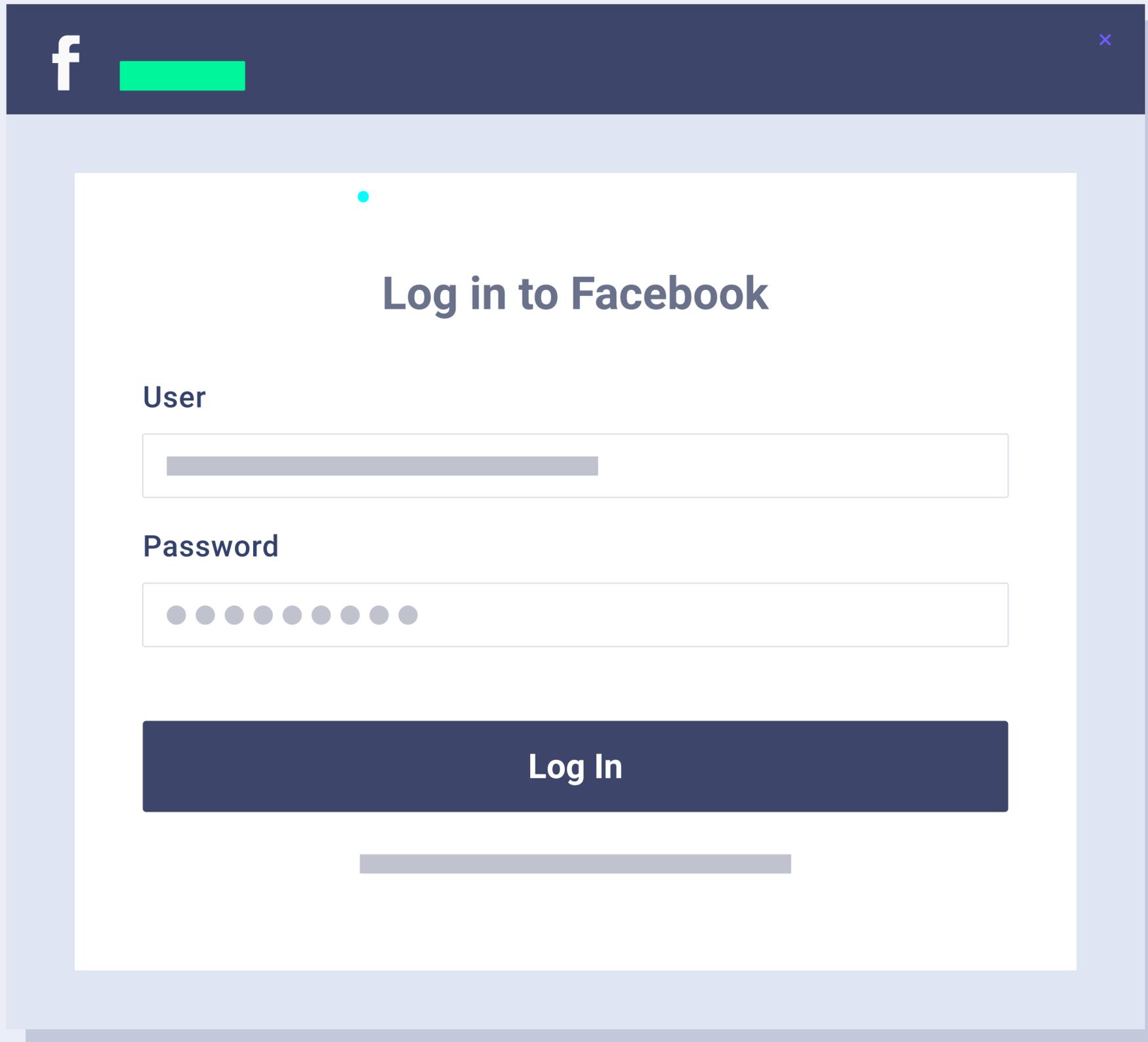
Date of birth

**Access WiFi**

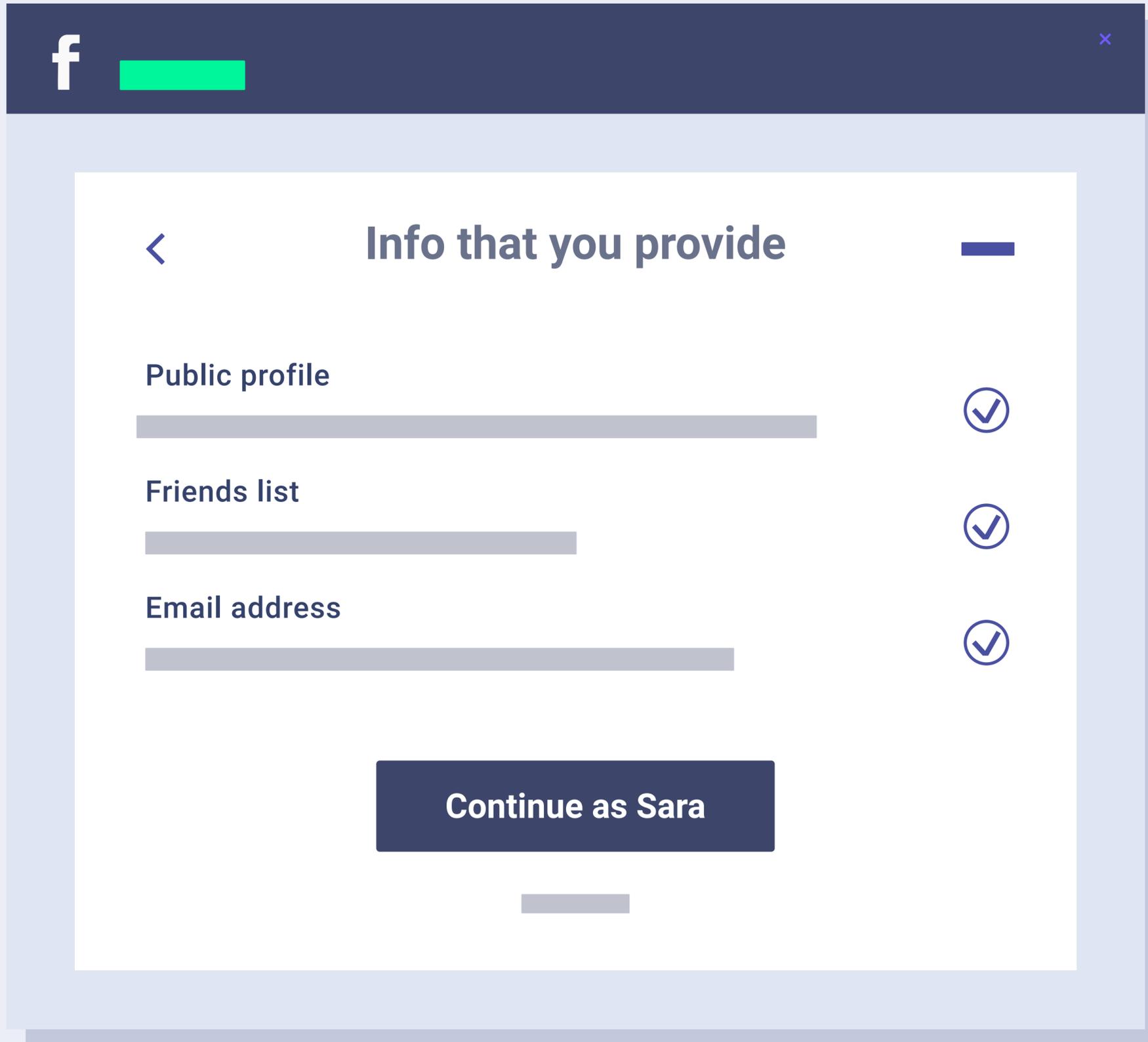
## Access via form.

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.



## 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.



Welcome to Hotel Paraíso Mrs. Sara

Enter your room number to continue

123

Thank you!

Get WiFi

Guest customer

Non-guest customer



Welcome to Hotel Paraíso Mrs. Sara

Enter the password to continue

password

Thank you!

Get WiFi

## 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

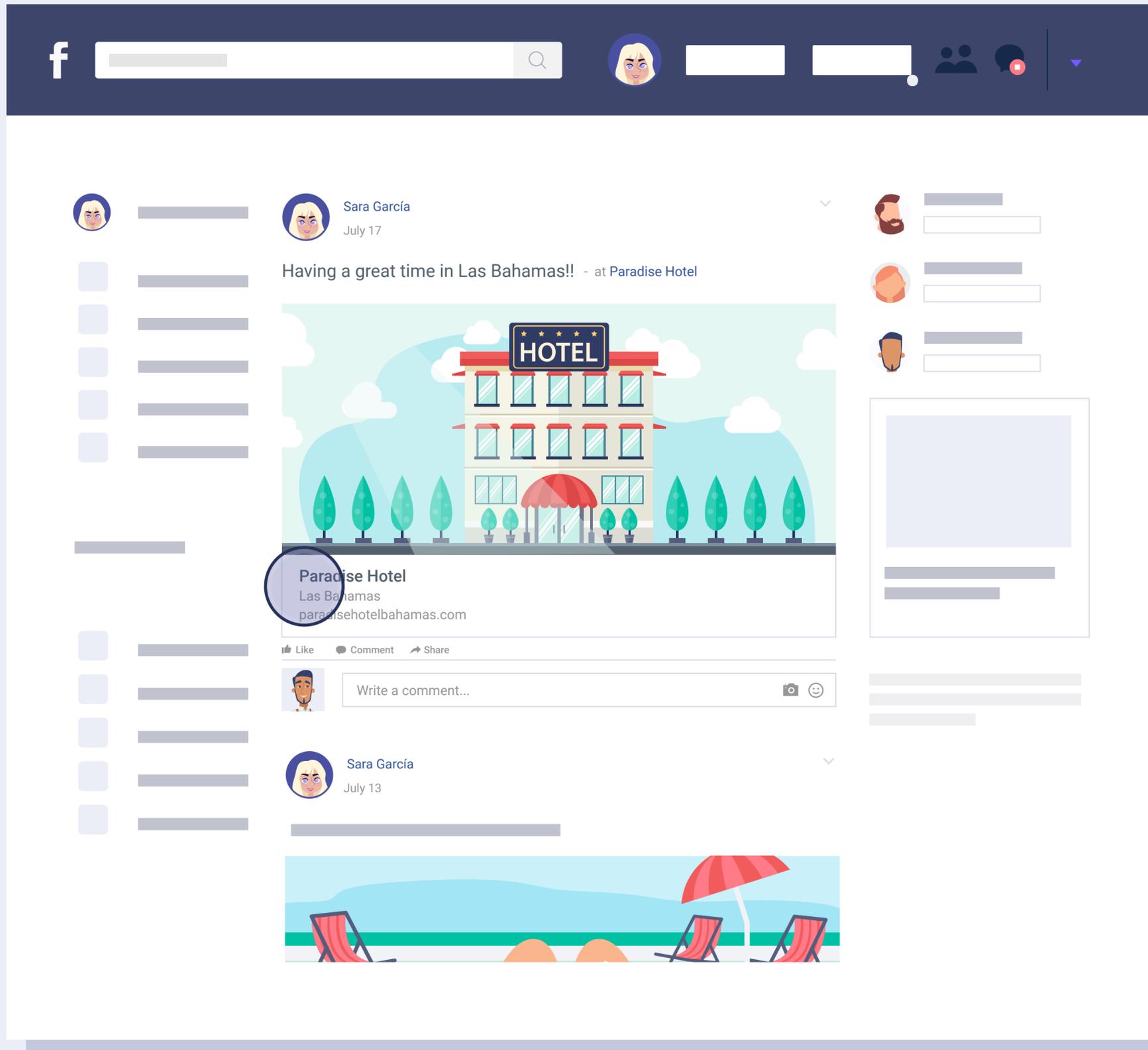


Cancel

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.

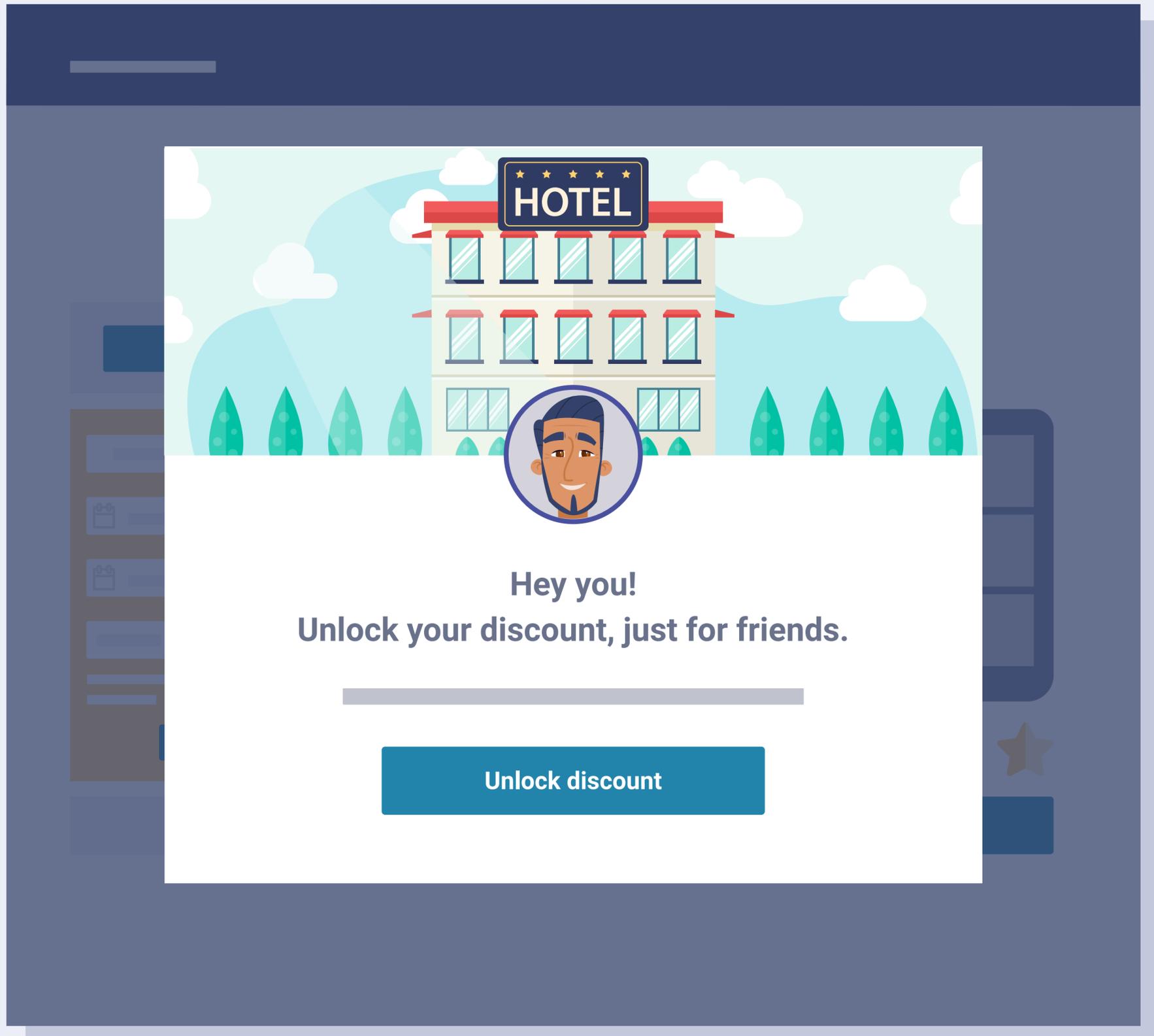
The publication of the WiFi user on Facebook will be seen by many of their friends. This creates impressions of the brand on Facebook and their friends click on the post. When a friend clicks on a post, they will automatically be redirected to the hotel's website.



# 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.

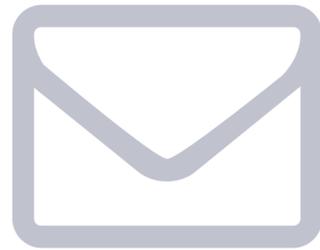


**To get your 5% discount  
continue with Facebook**

**f Unlock discount with Facebook**

## 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

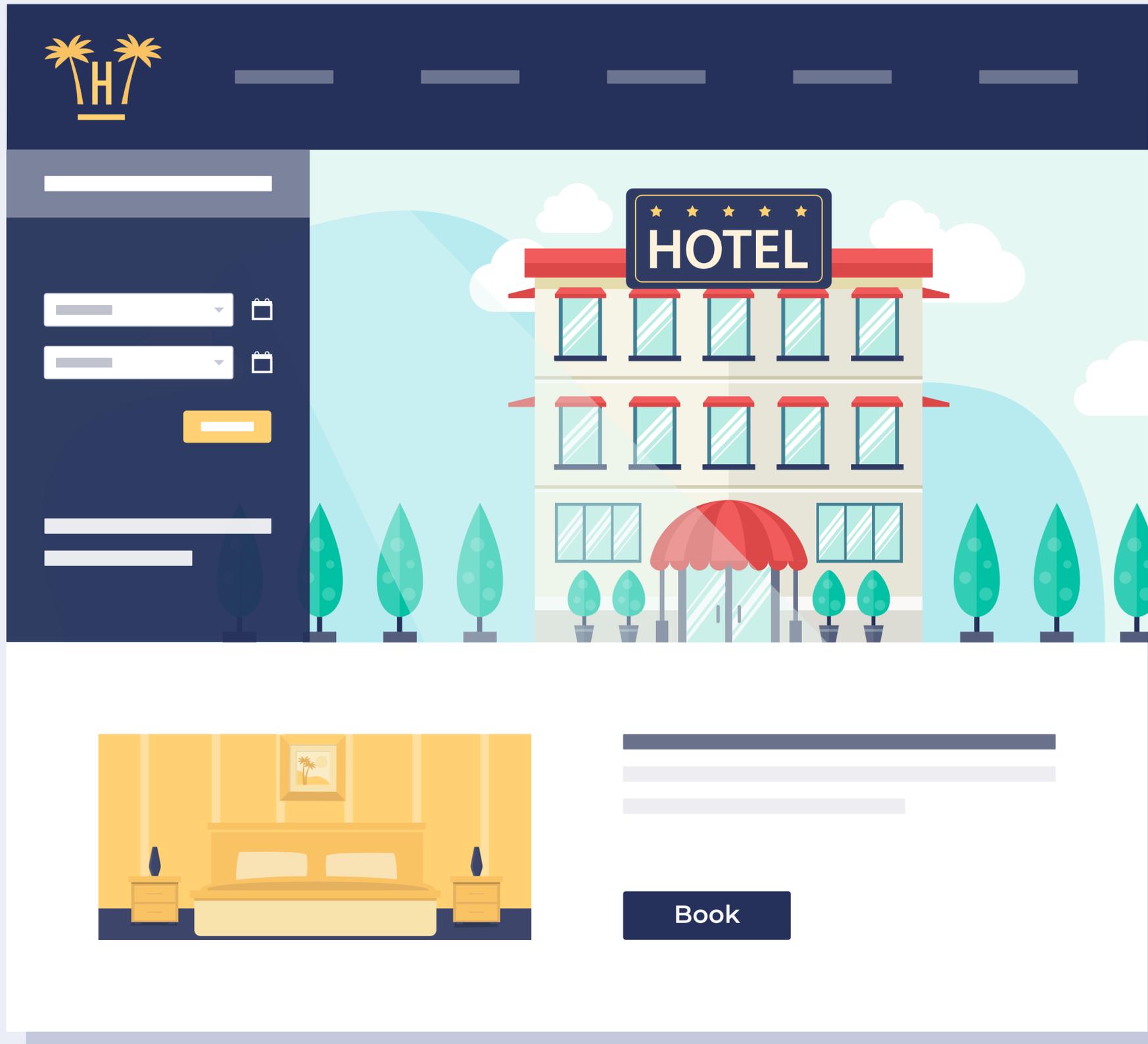


**5% discount  
on your next booking**



## Verification of promotional codes.

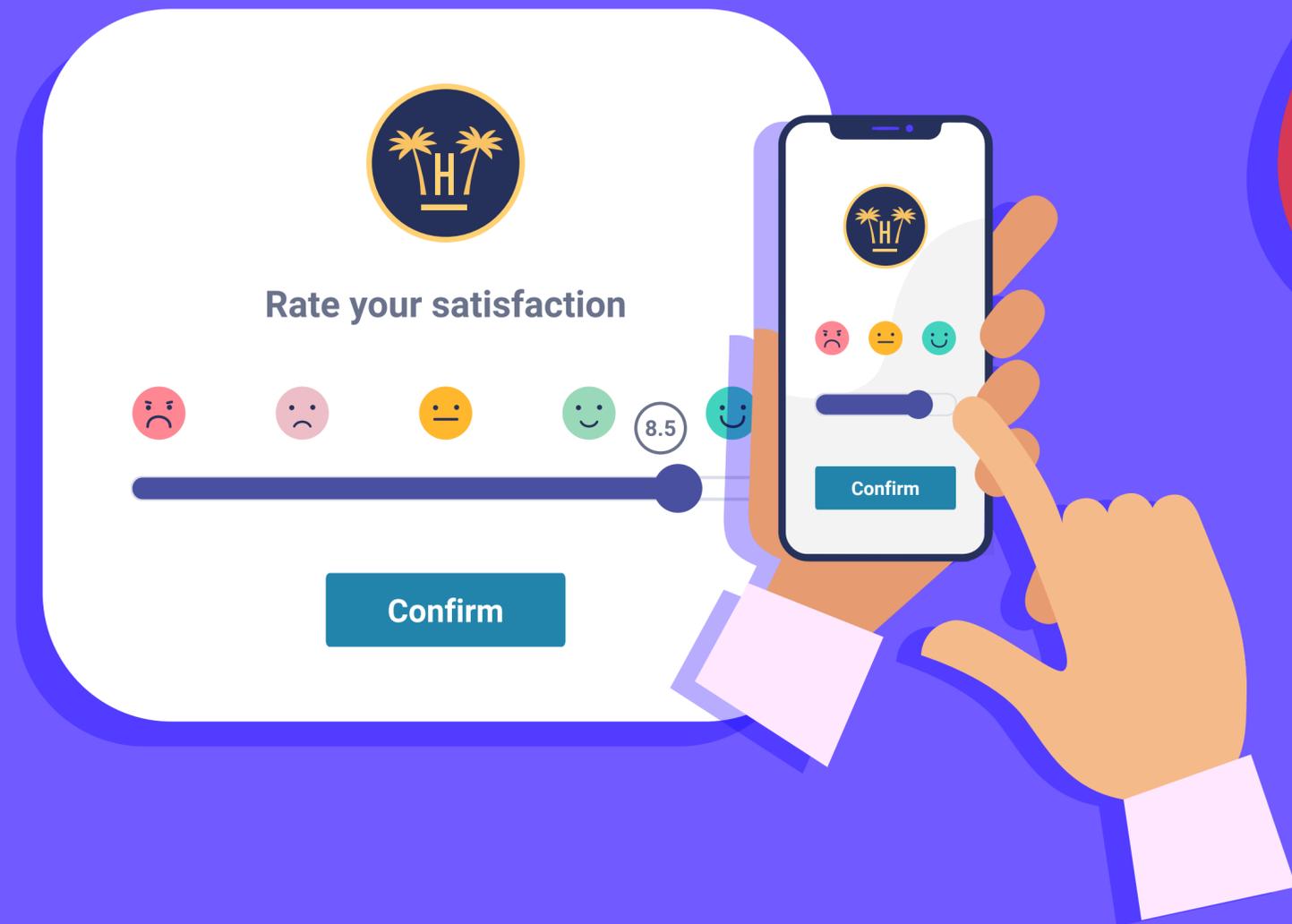
If the user clicks on the button on the previous screen button, the system will redirect them to the hotel's company website. The promotional code associated with the offer will be applied automatically, as Hotelinking is integrated with the booking engine.



## 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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

LOGOUT



# Rewards

Go back

Pop-Ups control

Pop-Up on

Pop-Up on

Select WiFi integration

\_\_\_\_\_ ▾

Save WiFi

Form on

Login username

\_\_\_\_\_

Login password

●●●●●●●●

## | Rewards.

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



# 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

✕

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.



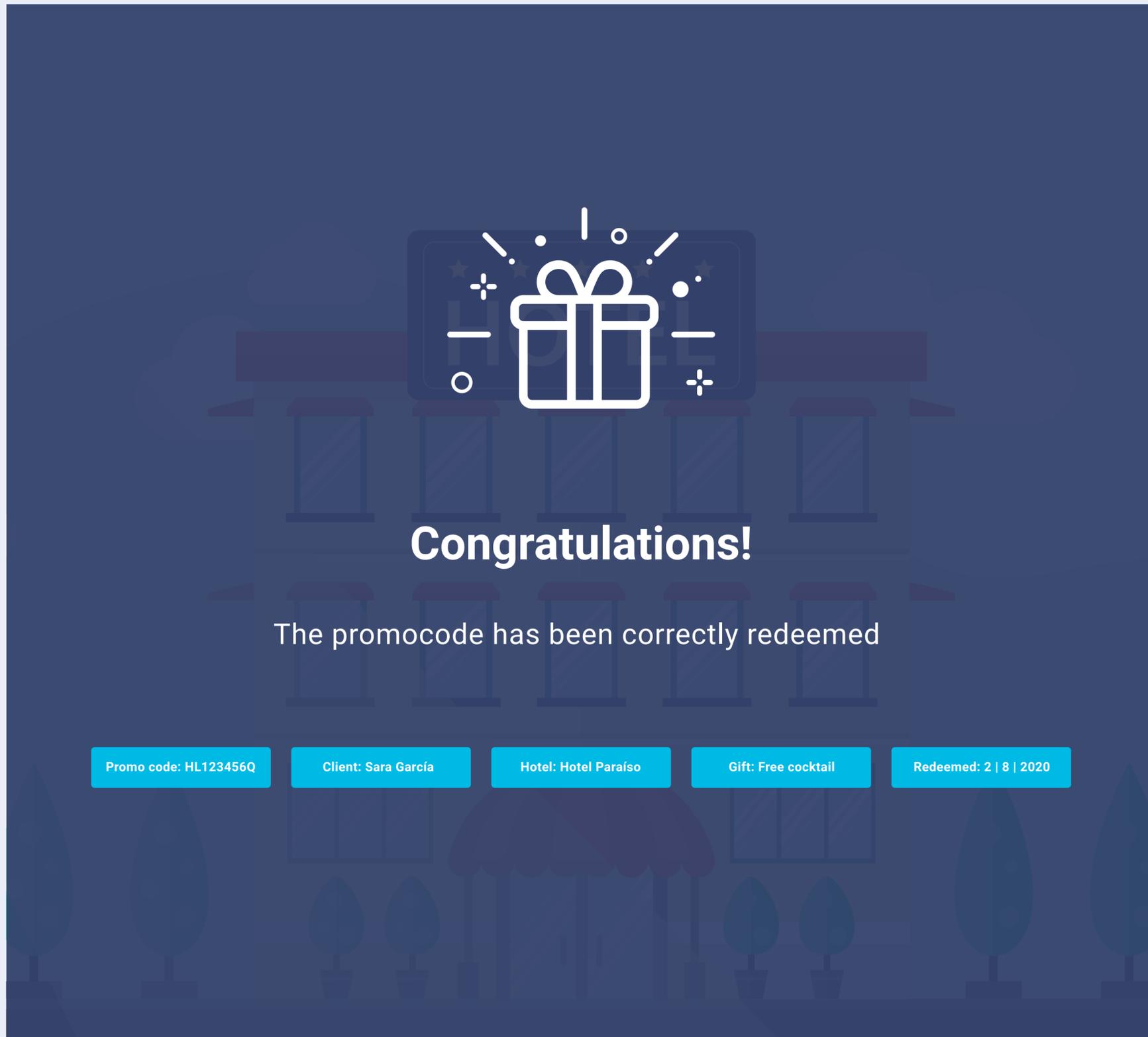
## Click and hold to redeem

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**

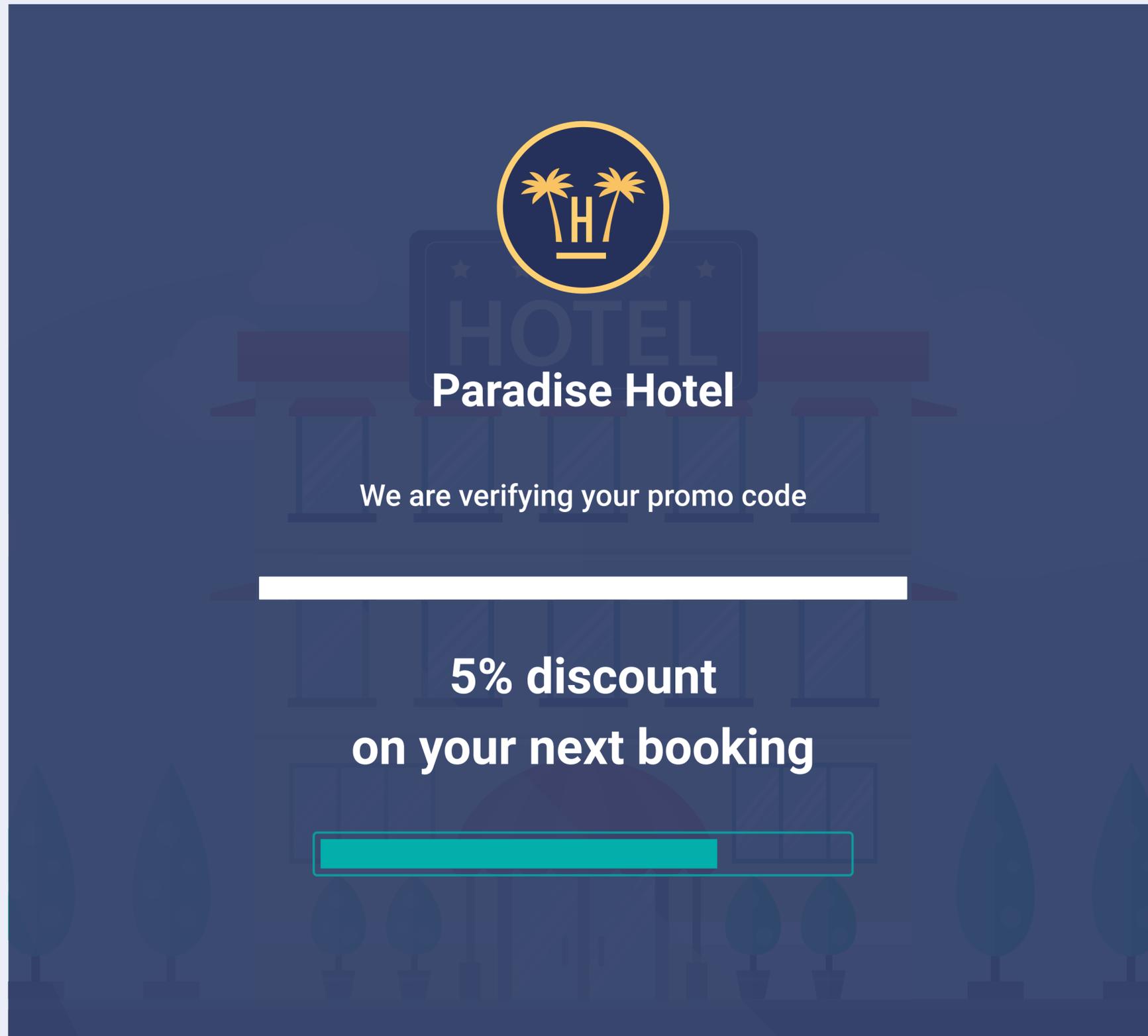
## Offer to redeem on the website.

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.

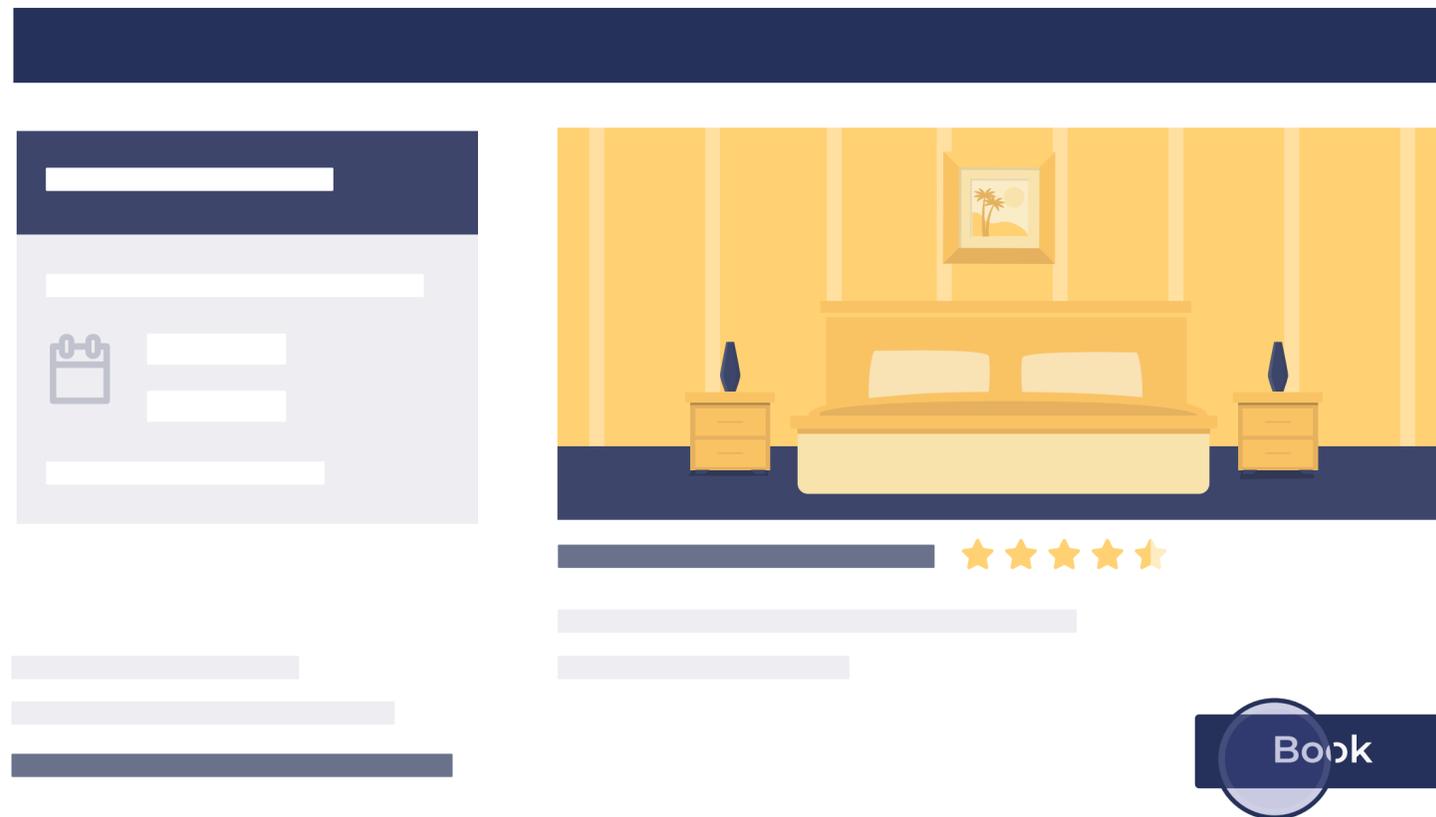
If the user clicks on the button on the previous screen button, the system will redirect them to the hotel's company website. The promotional code associated with the offer will be applied automatically, as Hotelinking is integrated with the reservations engine.

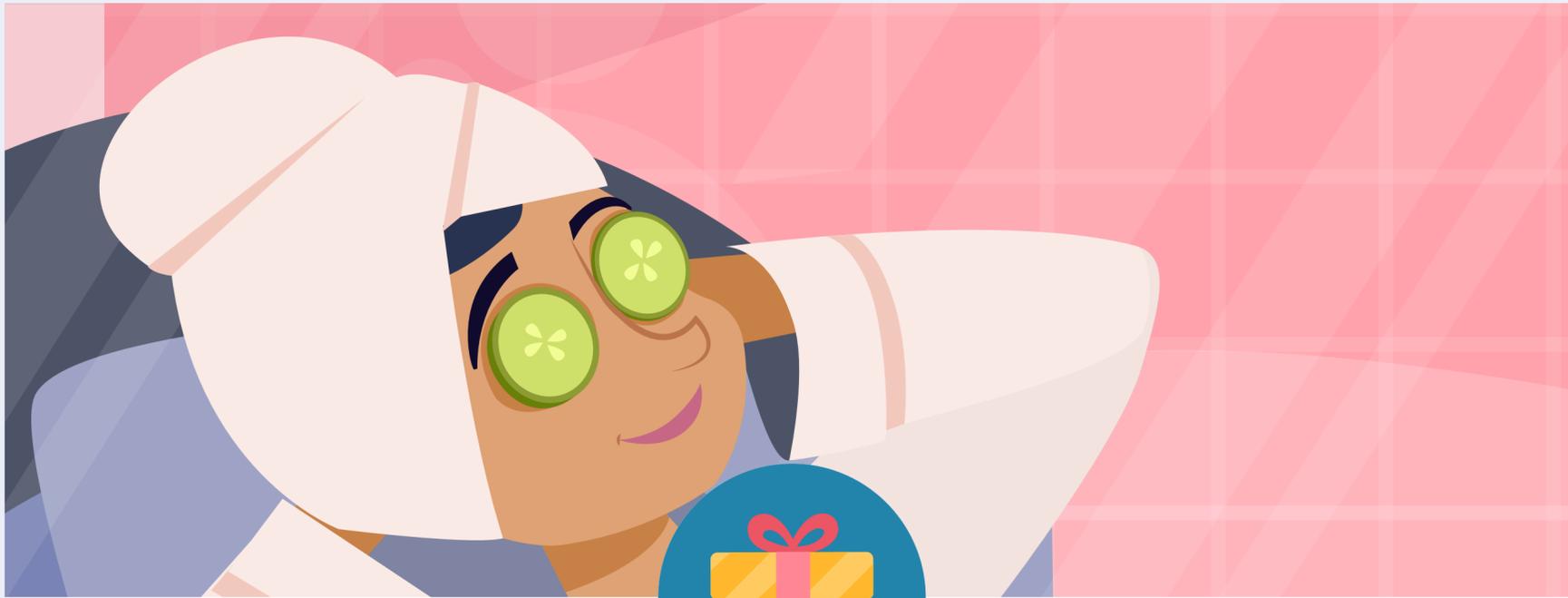




## Redirection to the hotel's website.

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.





## We have a gift for you!

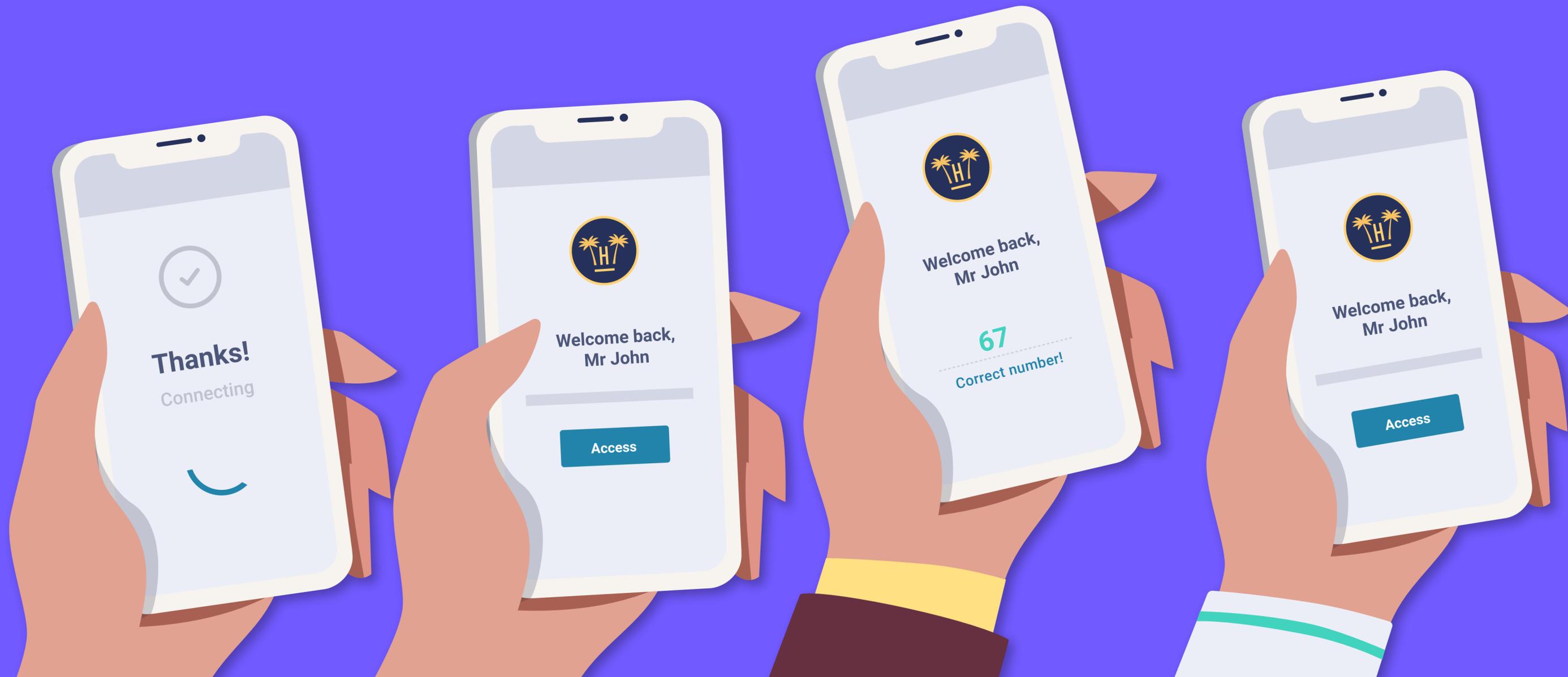
Connect to our WiFi and get 15% off at the spa.

**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 |
|----------------------|-----------------|----------------------|----------------------|---------|
| <input type="text"/> | 10% discount    | <input type="text"/> | <input type="text"/> |         |
| <input type="text"/> | Bottle of cava  | <input type="text"/> | <input type="text"/> |         |
| <input type="text"/> | Fruit basket    | <input type="text"/> | <input type="text"/> |         |



LOYALTY

LOGOUT

# 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

|  |                            |  |                                  |
|--|----------------------------|--|----------------------------------|
|   | <b>GUEST NAME</b><br>_____ |   | <b>ROOM NUMBER</b><br>_____      |
|   | <b>AGE</b><br>_____        |   | <b>LAST SEEN</b><br>_____        |
|   | <b>LANGUAGE</b><br>_____   |   | <b>NUMBER OF VISITS</b><br>_____ |
|  | <b>EMAIL</b><br>_____      |  | <b>HOTEL NAME</b><br>_____       |

### 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.





## ✉ 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

LOGOUT

# 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

Hotel HolidayCheck URL

LOGOUT

# Automation of outgoing emails.

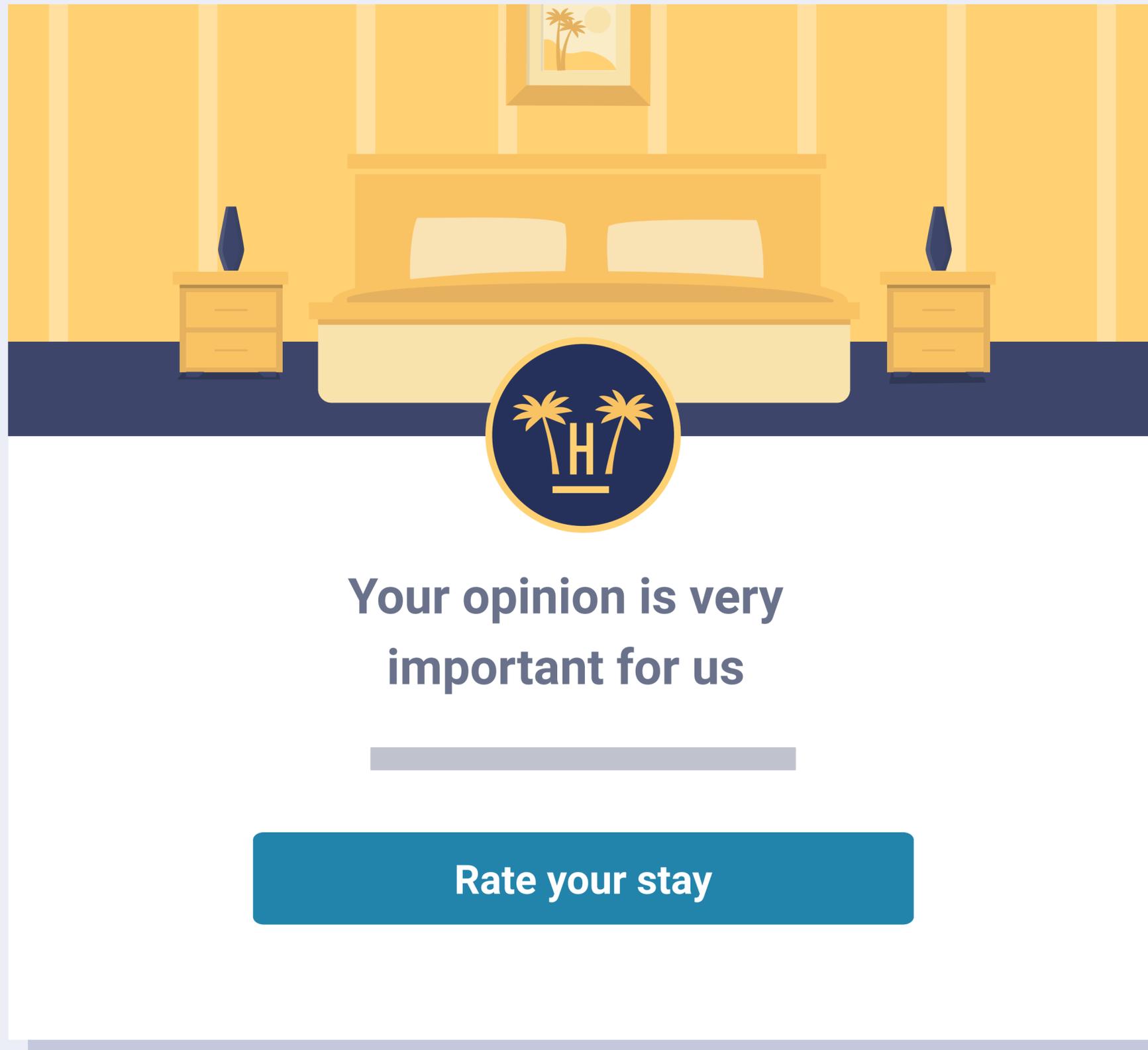
The module used to automate the sending of emails to improve the hotel's reputation can also be configured by the hotel. It is possible to select the exact days that the system will send all guests an email.



## 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

Progress bar:

Rating scale: ☹️ 😞 😐 😊 8.5 😄

Progress bar:

**Confirm**

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.



# 😊 Guests ratings and comments (6.88)

Total: 81

[Go back](#)

| 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 |         |
| ●        | ██████████  | ██████████    | ████    | ████     | ████   | ██████████  | ████                  | ██████████ |         |
| ●        | ██████████  | ██████████    | ████    | ████     | ████   | ██████████  | ████                  | ██████████ |         |
| ●        | ██████████  | ██████████    | ████    | ████     | ████   | ██████████  | ████                  | ██████████ |         |

😊 [SURVEYS](#)

LOGOUT

## 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.

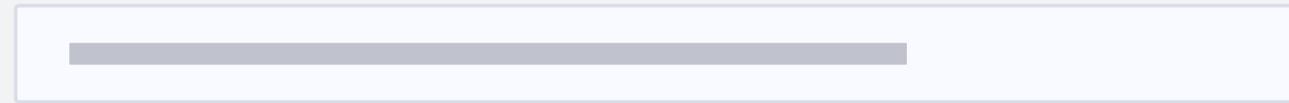
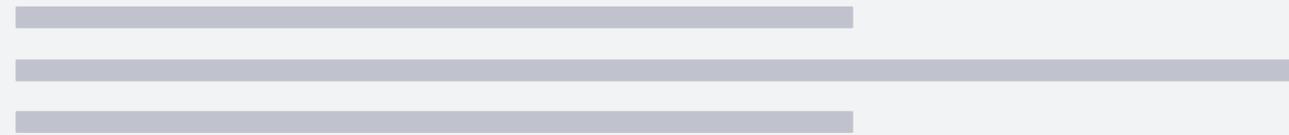
When the guest clicks on the button, they will be redirected to the hotel page in the corresponding online reputation channel, where they will be able to directly leave an opinion and comment.

**Your opinion is very important for us**

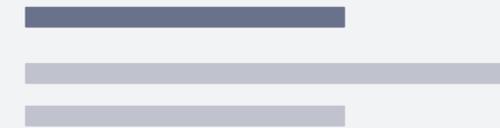
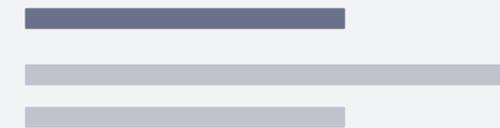
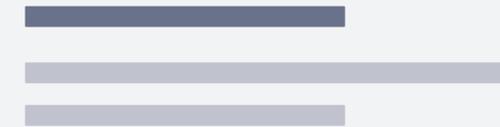
[Review on Tripadvisor](#)



## Paradise Hotel



## Reviews

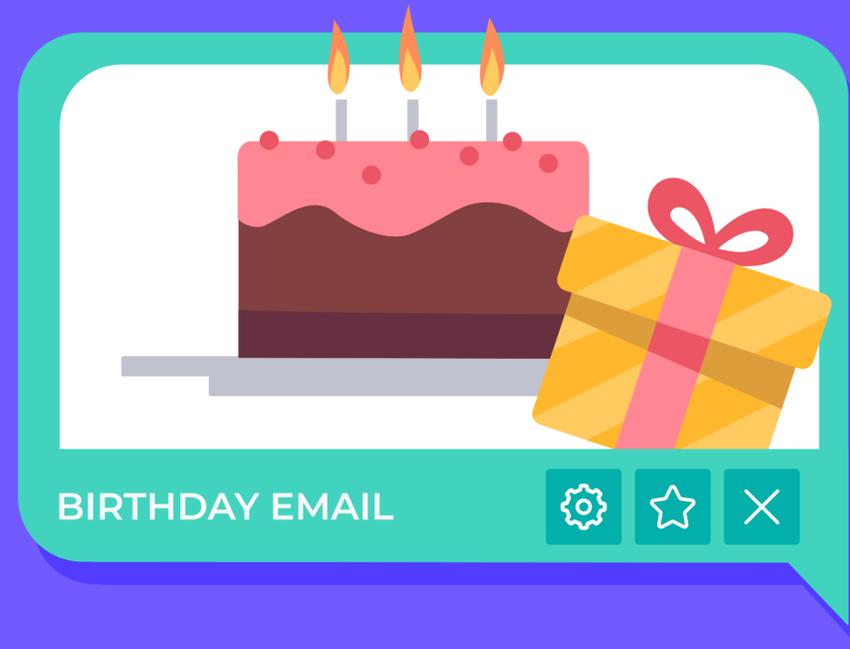


# Tripadvisor.

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.

Automated communication.

# Birthday email.





## Birthday email offer selection

Select the offer to be given on Birthdays

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.



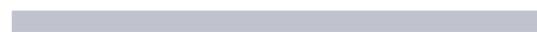
## Guest Birthday



### GUEST INFO

|   |                                    |   |                                     |
|---|------------------------------------|---|-------------------------------------|
|    | GUEST NAME<br><input type="text"/> |    | BORN DATE<br><input type="text"/>   |
|   | LANGUAGE<br><input type="text"/>   |   | EMAIL<br><input type="text"/>       |
|  | LAST SEEN<br><input type="text"/>  |  | ROOM NUMBER<br><input type="text"/> |
|  | LAST SEEN<br><input type="text"/>  |   |                                     |

Send an email to your guest now!



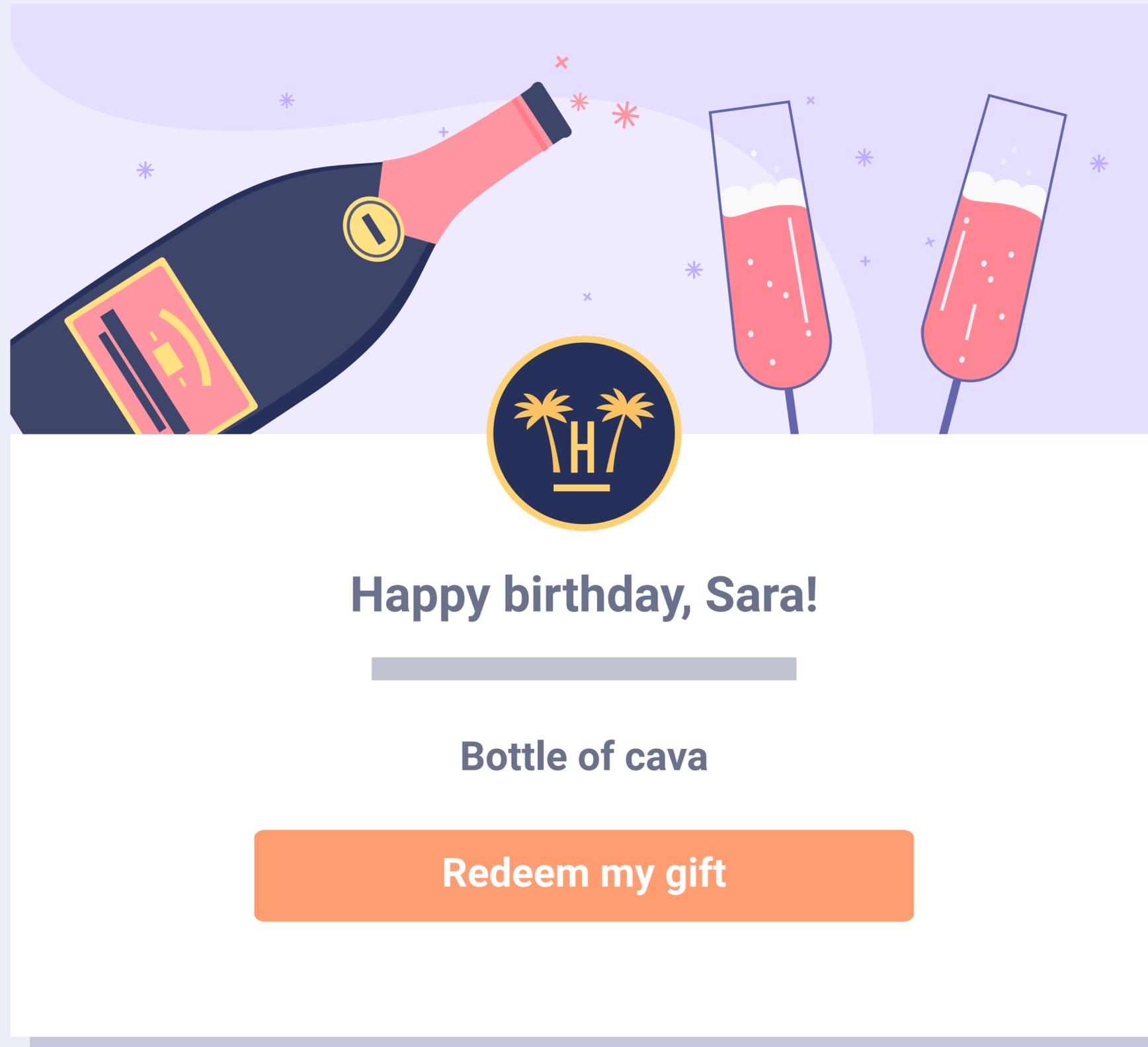
## Birthday alert.

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.





 Search 

## 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.



## STATISTICS

- Clients
- Clicks and impressions statistics
- Reputation statistics**
- Client interaction
- Employee interaction
- Hotel comparison
- LOGOUT

### Have completed the survey



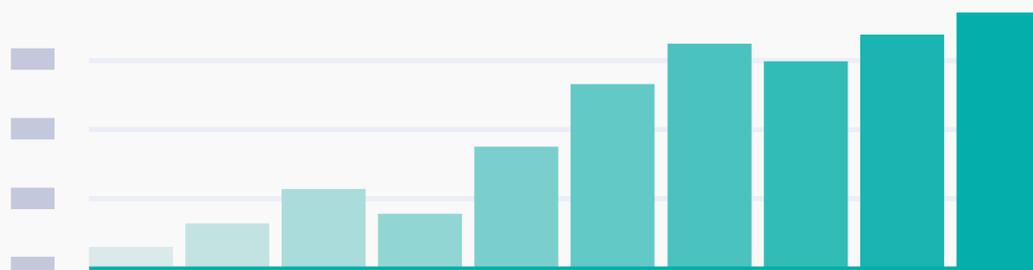
### Average score

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.

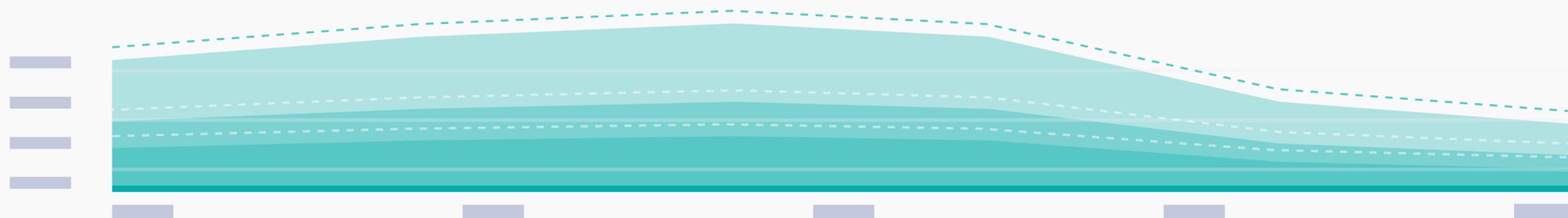
   

## STATISTICS

- Clients
- Clicks and impressions statistics
- Reputation statistics
- Client interaction**
- Employee interaction
- Hotel comparison
- LOGOUT

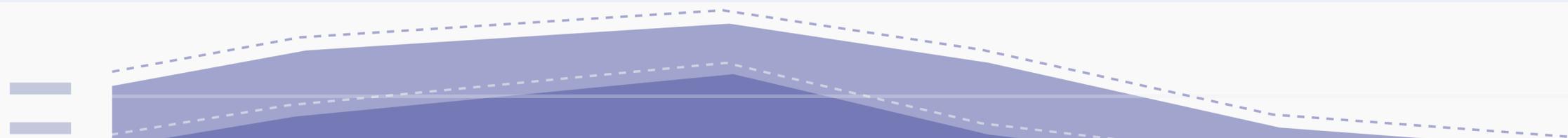
### Ratios of satisfaction interaction

Days Months ?



### Ratios of review interaction

Days Months ?

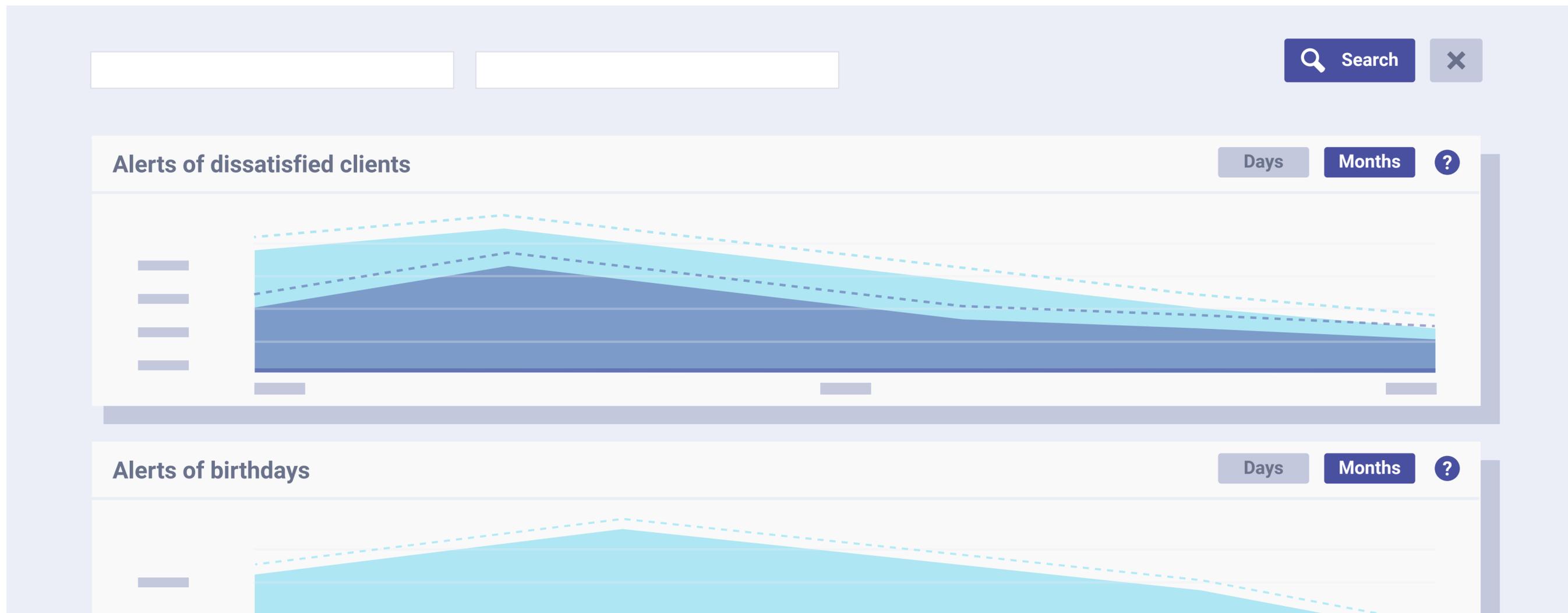


On this screen we can see the client interaction statistics, that include: ratios of satisfaction interaction, review interaction, birthday and offer during stay.



## STATISTICS

- Clients
- Clicks and impressions statistics
- Reputation statistics
- Client interaction
- Employee interaction
- Hotel comparison
- LOGOUT



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



Search ✕



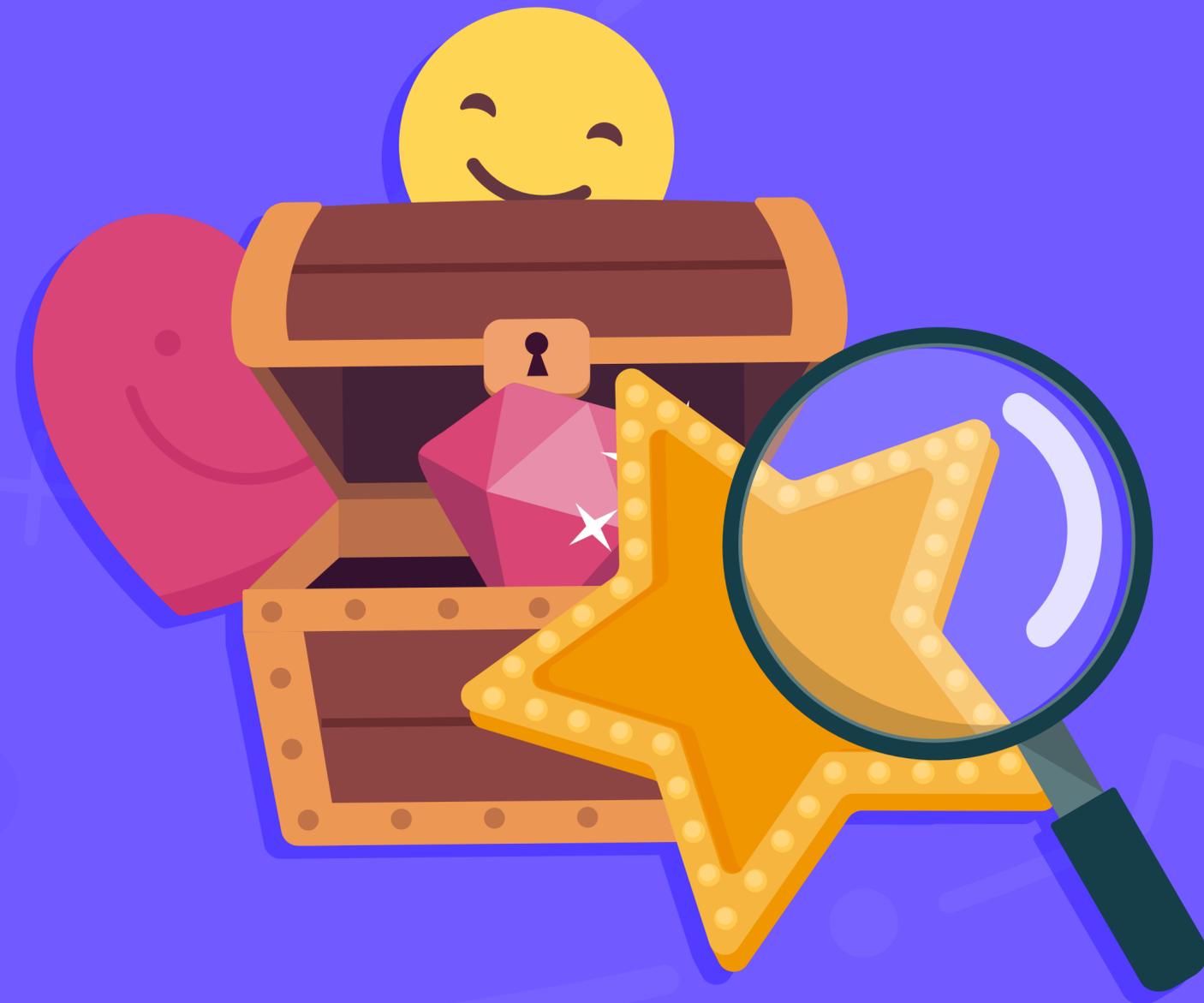
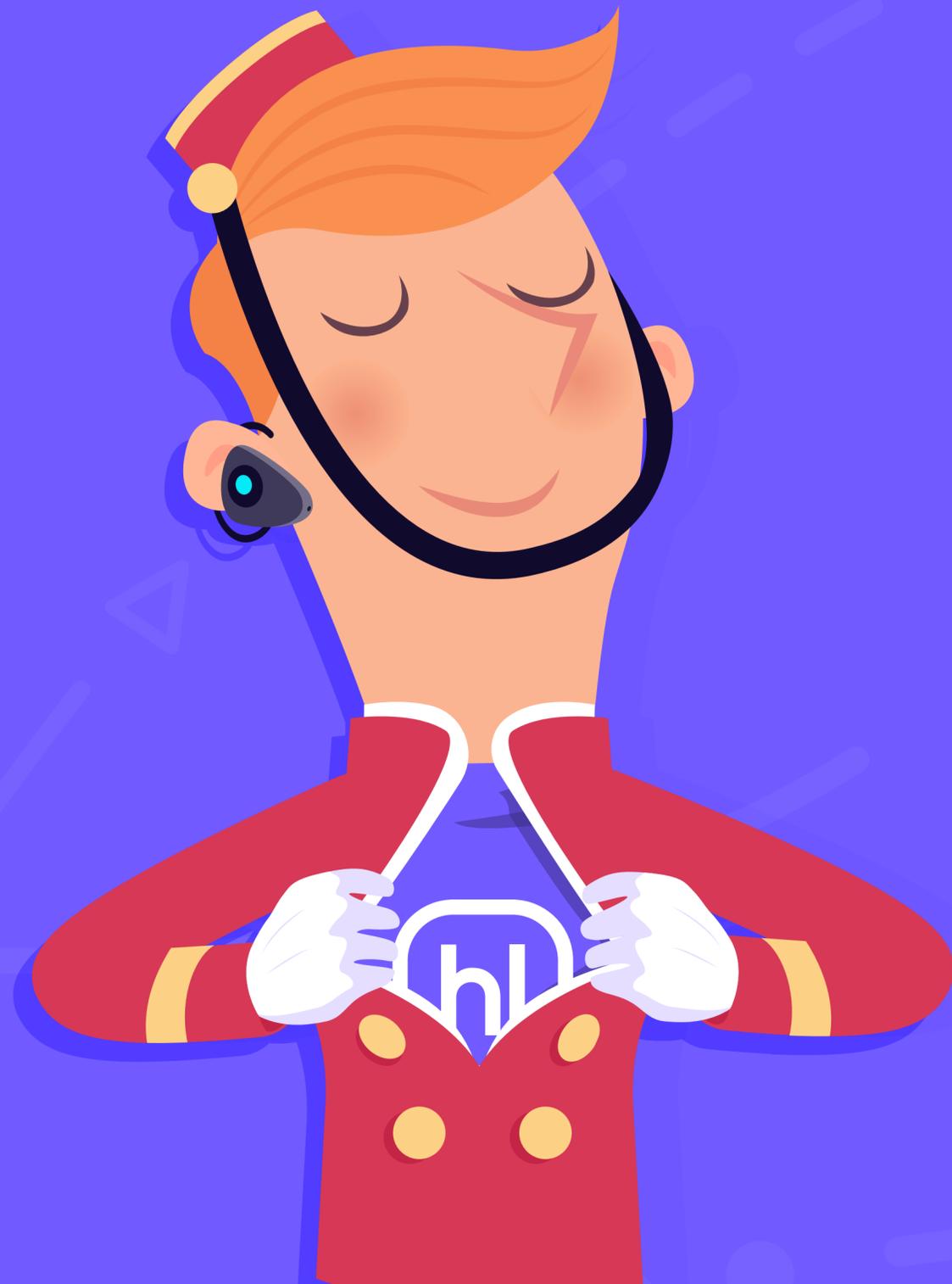
## STATISTICS

- 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.

# Pro Features.



# 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.



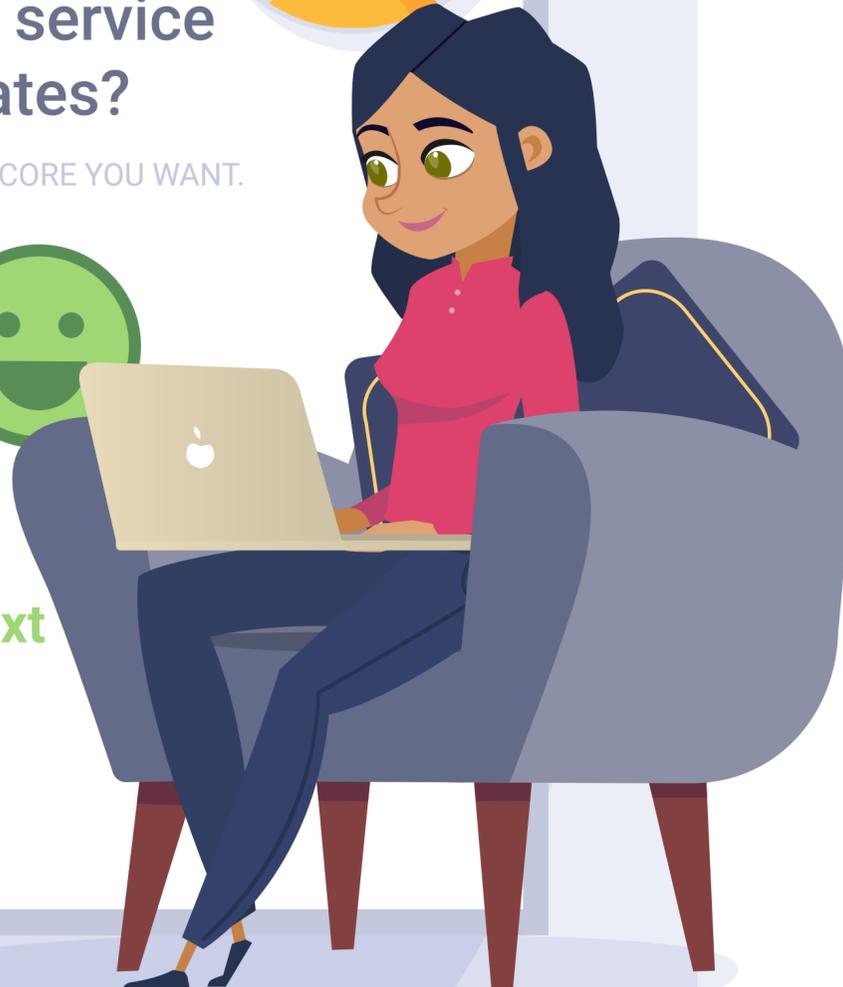
Next



# 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.



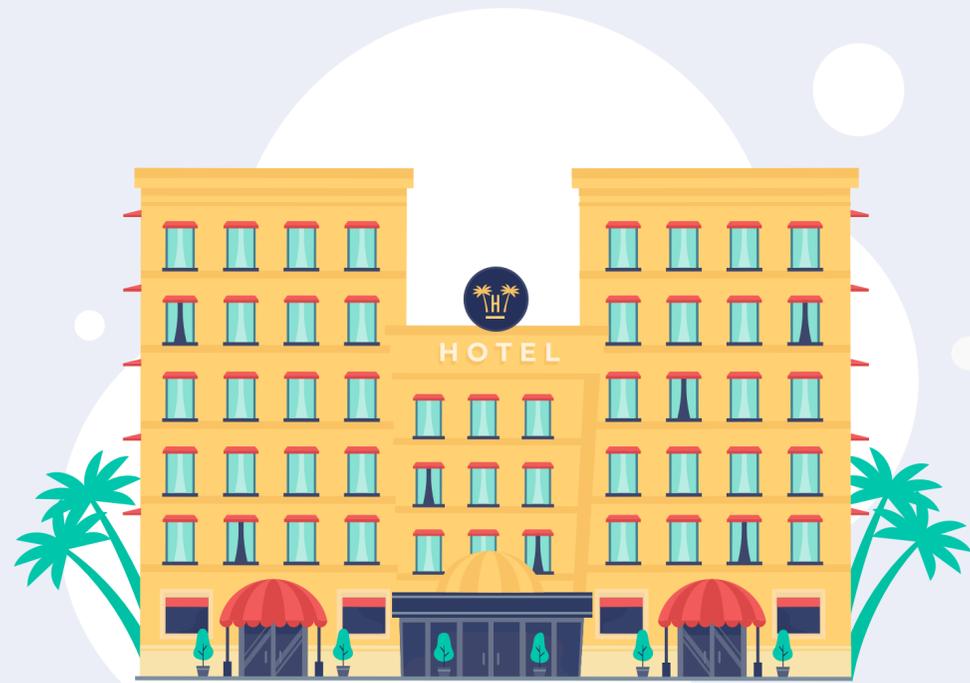
## Foster guest loyalty.

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.

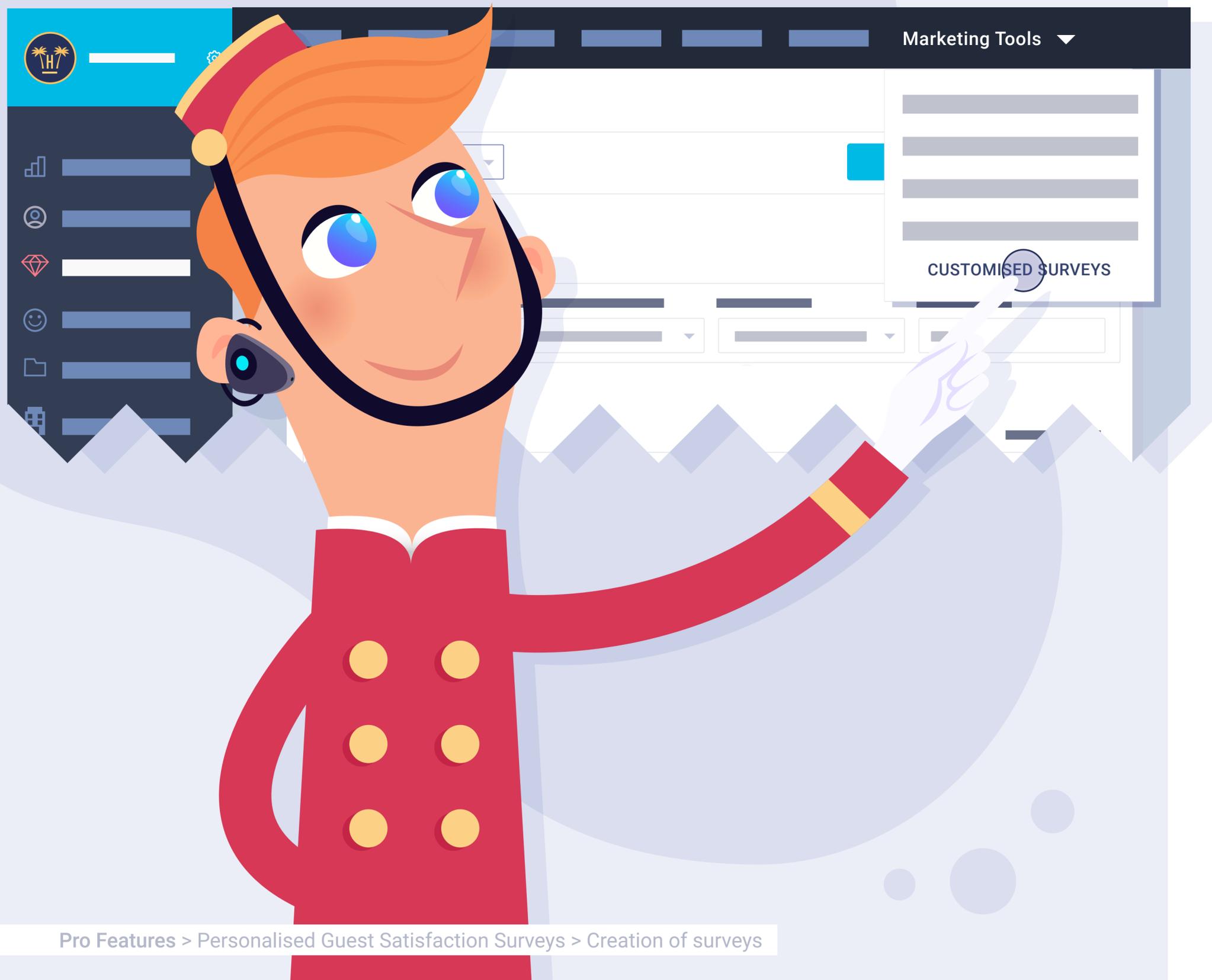
Currently, Hotelinking offers the satisfaction survey that includes just one evaluation and the possibility of leaving a comment with the observations of the guest.

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  | <a href="#">Delete category</a>  |
| <p><b>Questions</b></p> <p>What do you think about the hotel so far?</p> <p><a href="#">Add question</a></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

en

Cleanliness

Delete category

#### Questions

What do you think about the cleanliness of the rooms?

Optional



Delete



Add question

Language

en

Comfort

Delete category

#### Questions

What do you think about the comfort of the rooms?

Optional



Delete



Add question

Language

en

# 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



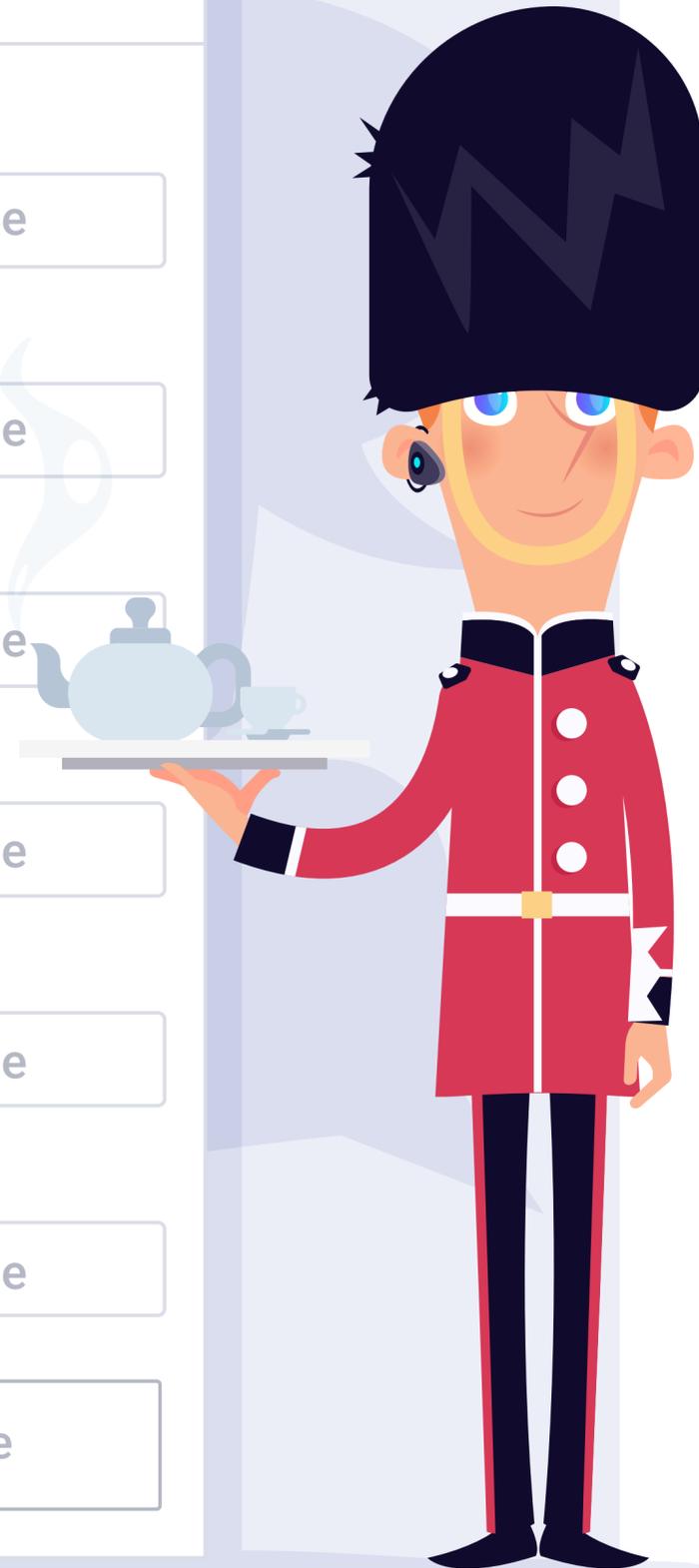
Questions are asked depending on language



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

**Option 2:** 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.

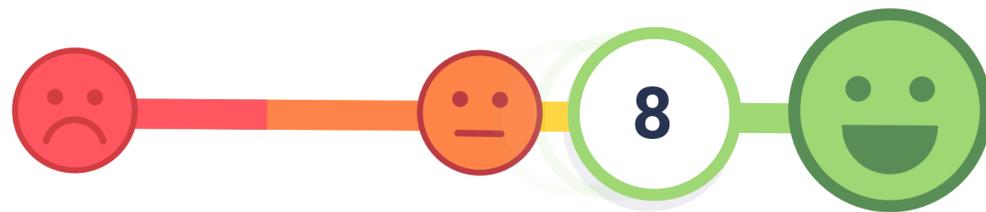




## Paradise Hotel

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).

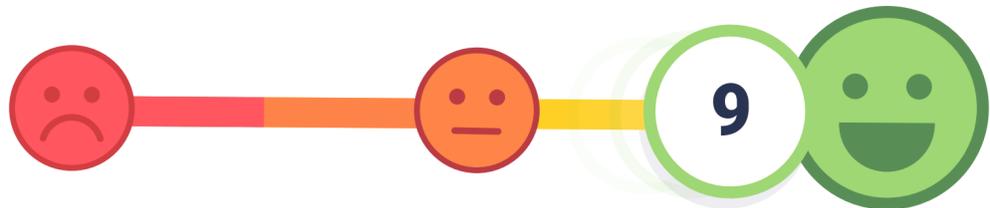
If the satisfaction survey is active, the detailed survey will appear just after adding the comment and clicking on 'next'.



## Paradise Hotel

Satisfaction with hotel cleanliness.

MOVE THE CURSOR FROM LEFT TO RIGHT



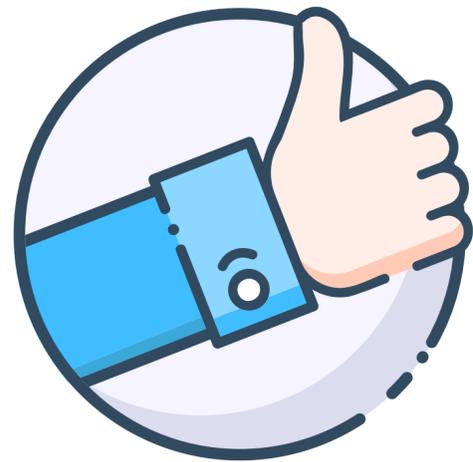
 Leave a comment.

Next



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

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



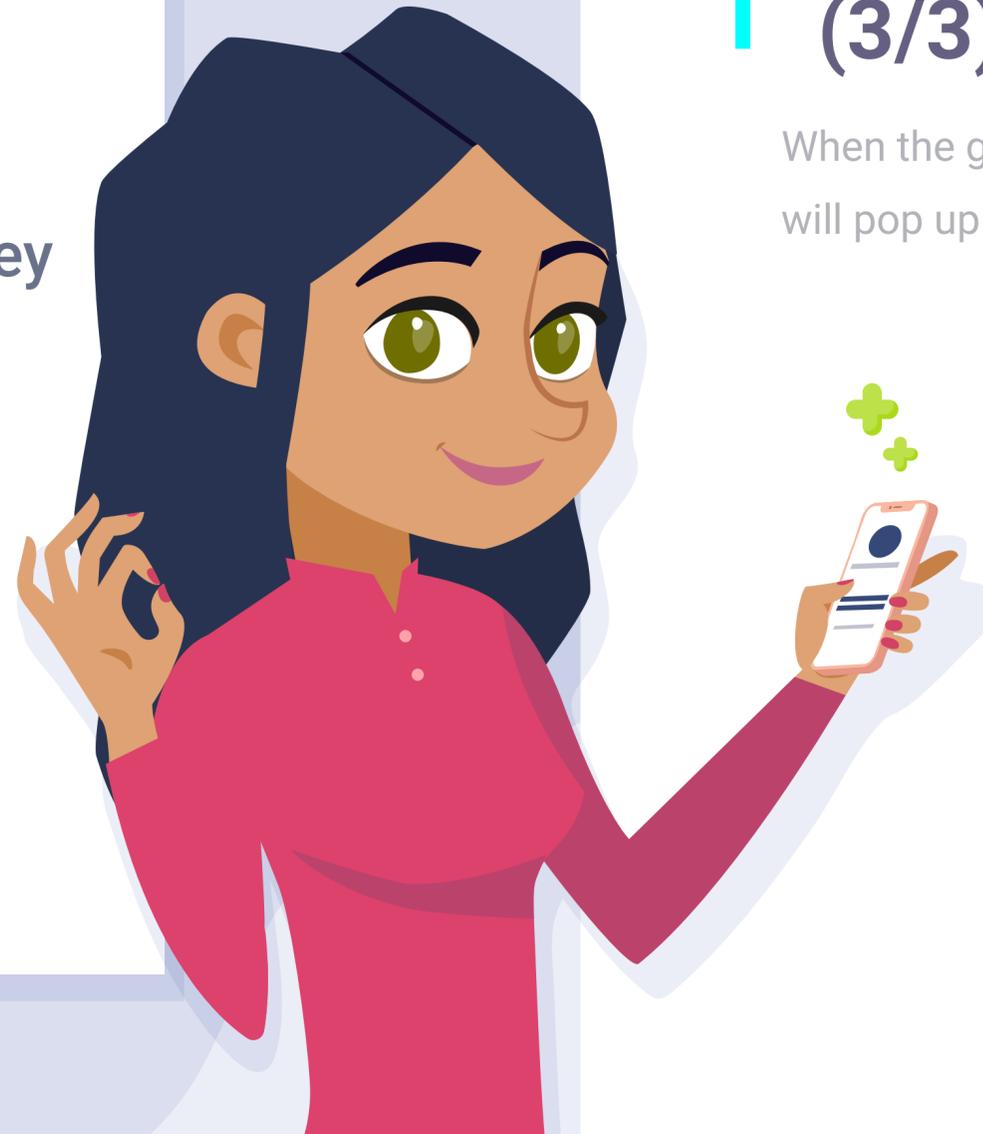
## Thank you for completing the survey

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.





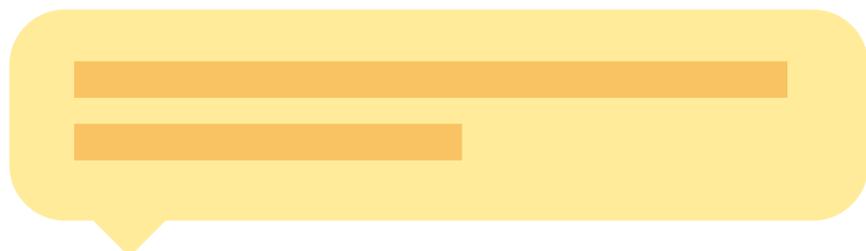
From: Paradise Hotel

Subject: Dear Miss Labaki, please send us your comments

Dear Miss Labaki,

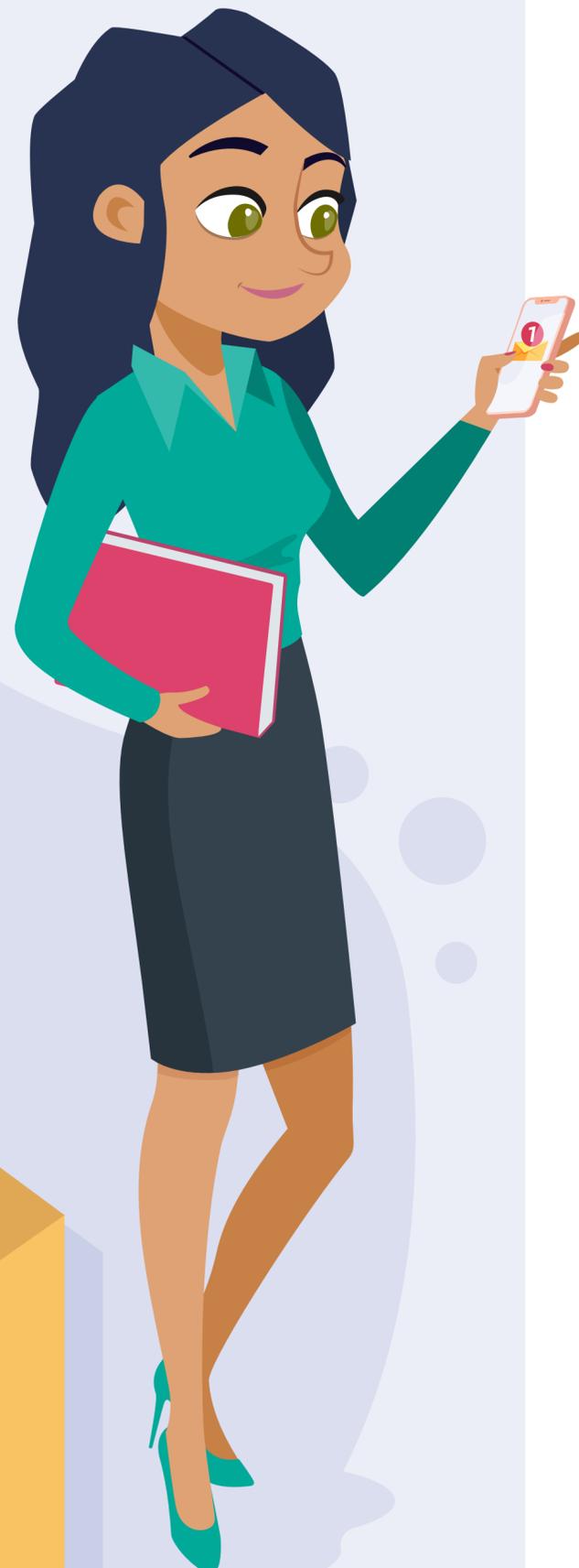
Thank you for taking a few seconds to provide us with your detailed comments on your stay with us.

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.

## hotelinking

### 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*

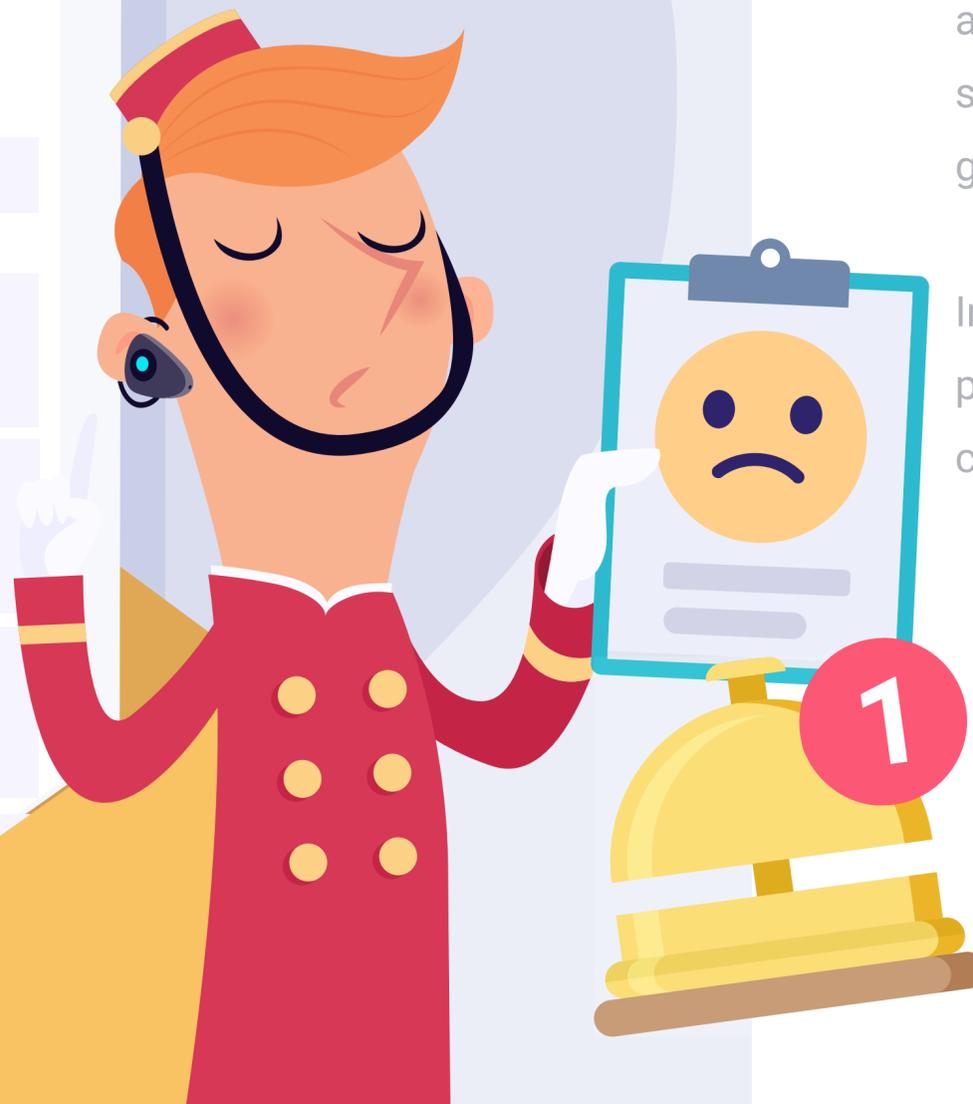
#### ANSWERS TO THE PERSONALISED SURVEY

| Question   | Answer | Category    |
|--|--------|-------------|
| Degree of satisfaction with the cleanliness of the hotel<br><b>Comment:</b> DK/NA      | 6.5    | Cleanliness |
| Degree of satisfaction with the comfort of the facilities<br><b>Comment:</b> DK/NA     | 6.3    | Comfort     |
| Degree of satisfaction with the maintenance of the facilities<br><b>Comment:</b> DK/NA | 5.7    | Facilities  |
| Degree of satisfaction with the attention of<br><b>Comment:</b> 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).

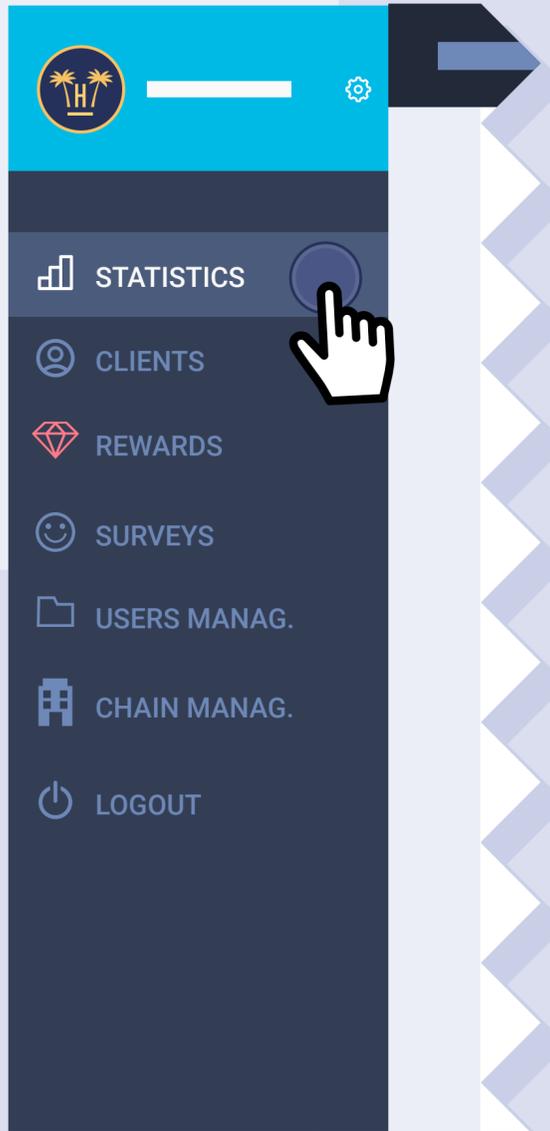
We can see the surveys completed by our guests on the dashboard, where the satisfaction surveys are.

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.

| 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 | ✉️ 👁️   |
| ★             | ●        |              |         |         |          |        |                             |                       |                     | ✉️      |
| ★             | ●        |              |         |         |          |        |                             |                       |                     | ✉️ 👁️   |
| ★             | ●        |              |         |         |          |        |                             |                       |                     | ✉️      |
| ★             | ●        |              |         |         |          |        |                             |                       |                     | ✉️      |
| ★             | ●        |              |         |         |          |        |                             |                       |                     | ✉️      |
| ★             | ●        |              |         |         |          |        |                             |                       |                     | ✉️      |

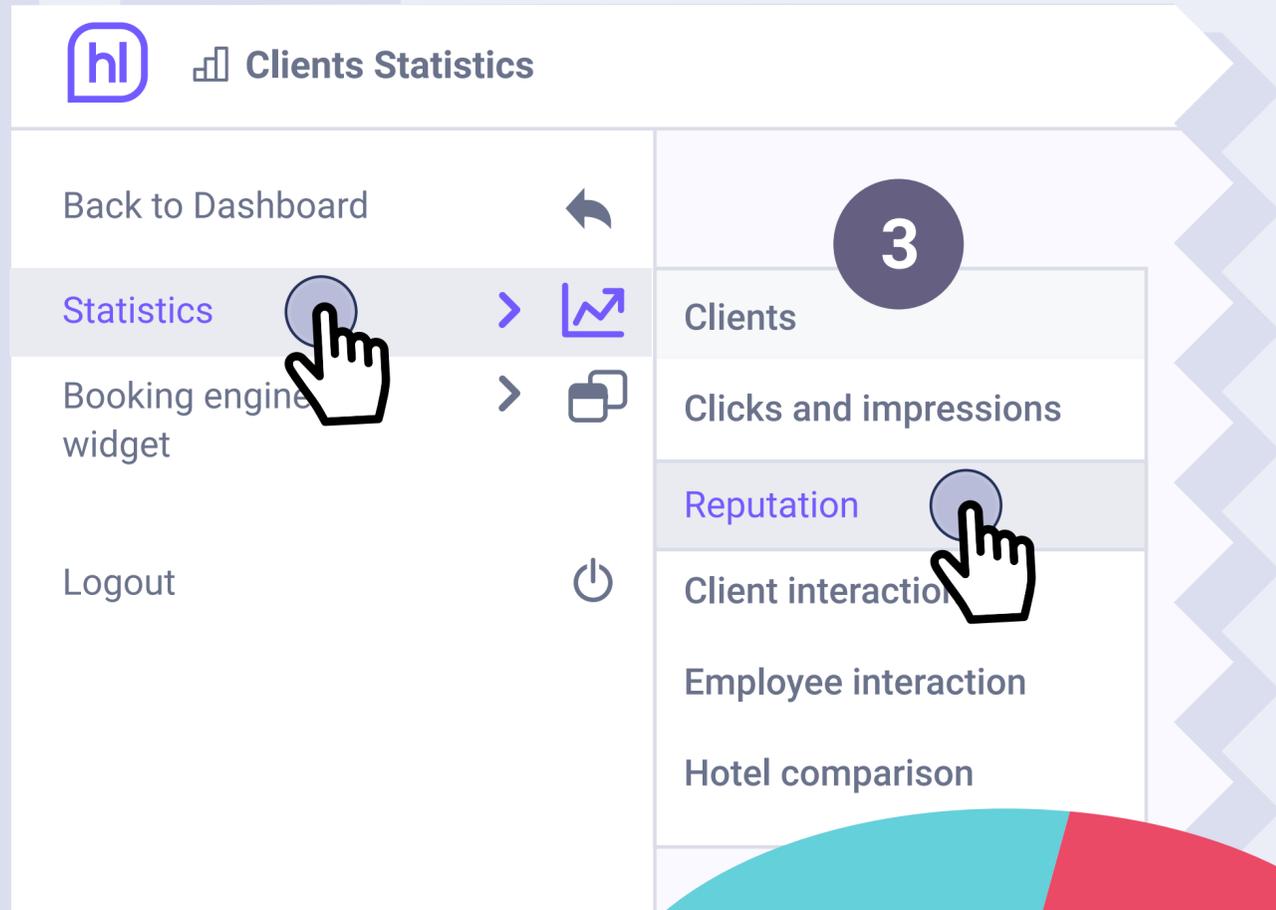


1

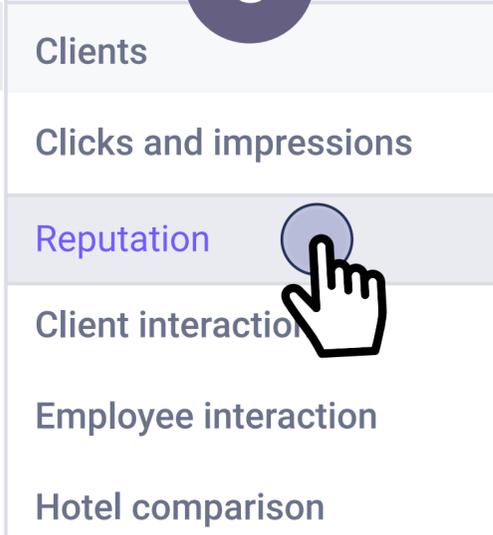


DASHBOARD

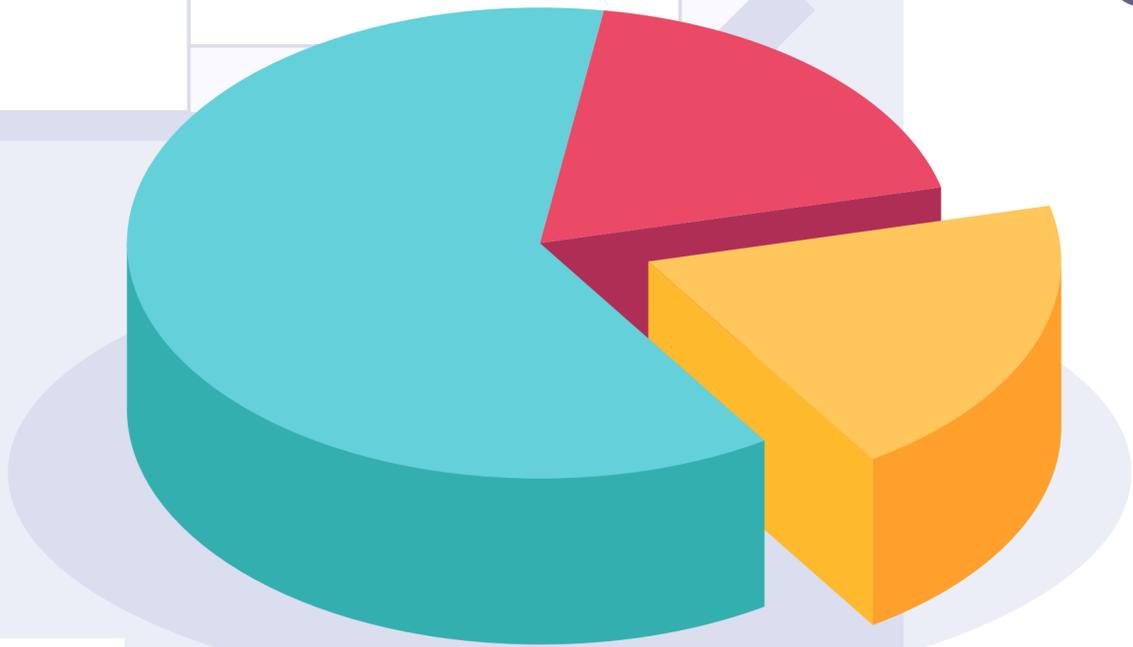
2



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.

Average per category



Comfort

| QUESTION | TOTAL ANSWERS | AVERAGE SCORE |
|----------|---------------|---------------|
| QUESTION | 54            | 8             |
| QUESTION | 36            | 9.5           |
| QUESTION | 48            | 7             |

Location

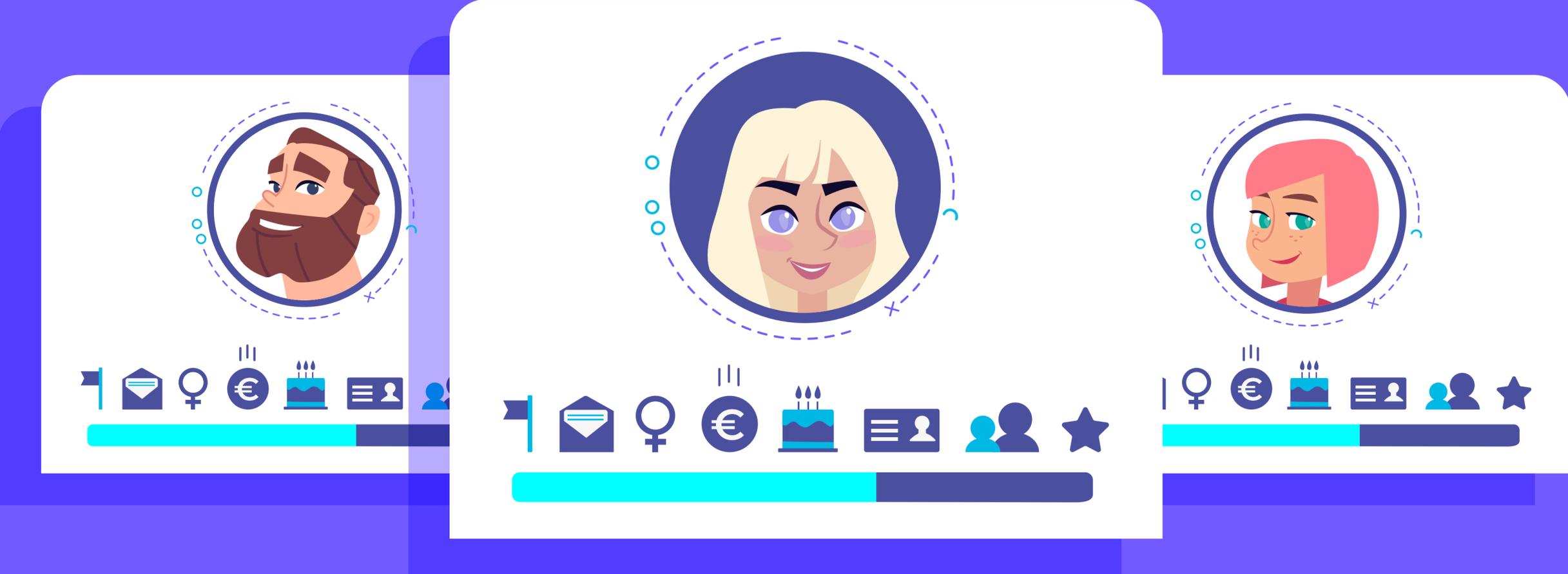
| QUESTION | TOTAL ANSWERS | AVERAGE SCORE |
|----------|---------------|---------------|
| QUESTION | 43            | 9             |

# 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.



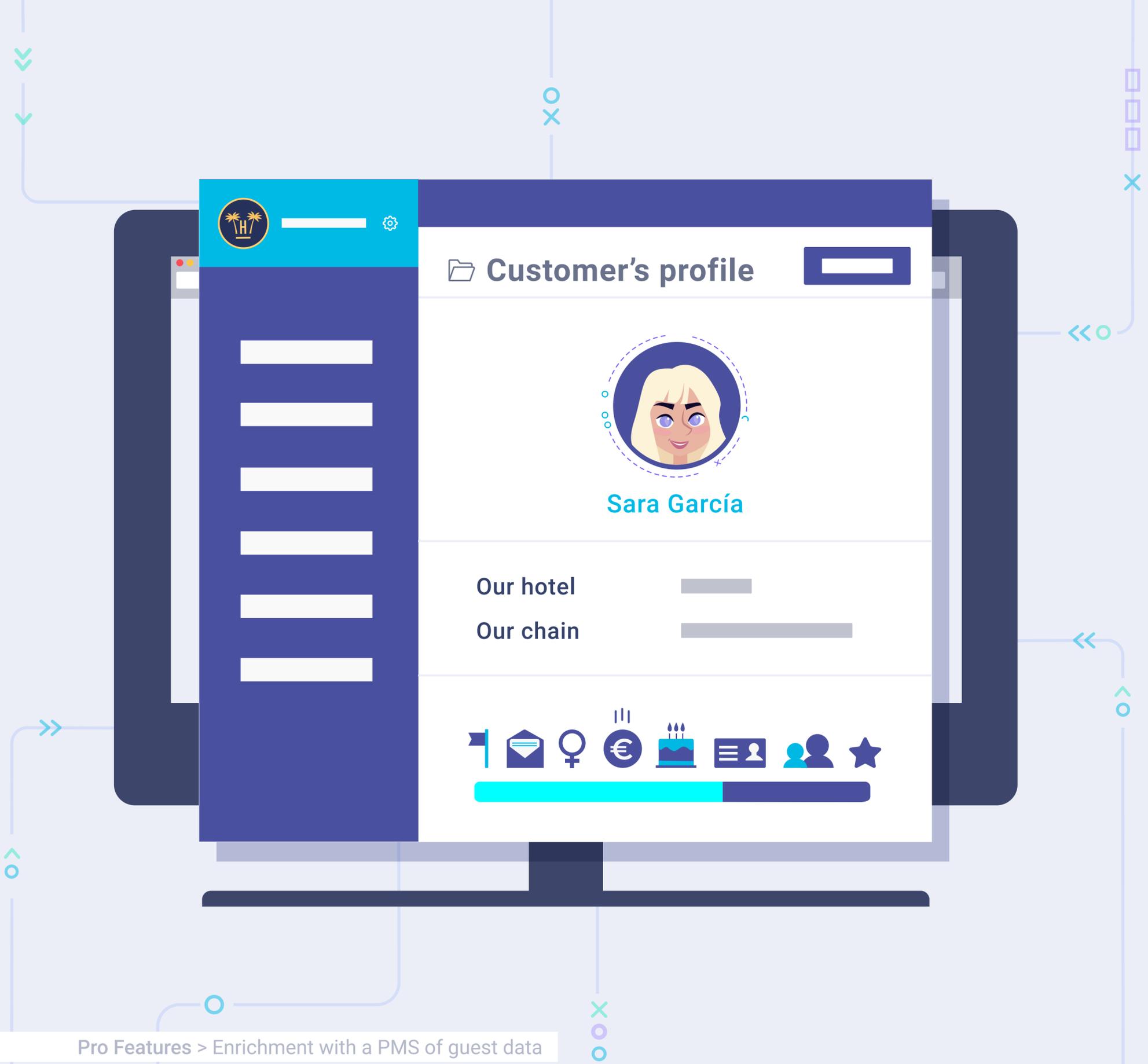
# Enrichment with a PMS of guest data.





## | Introduction.

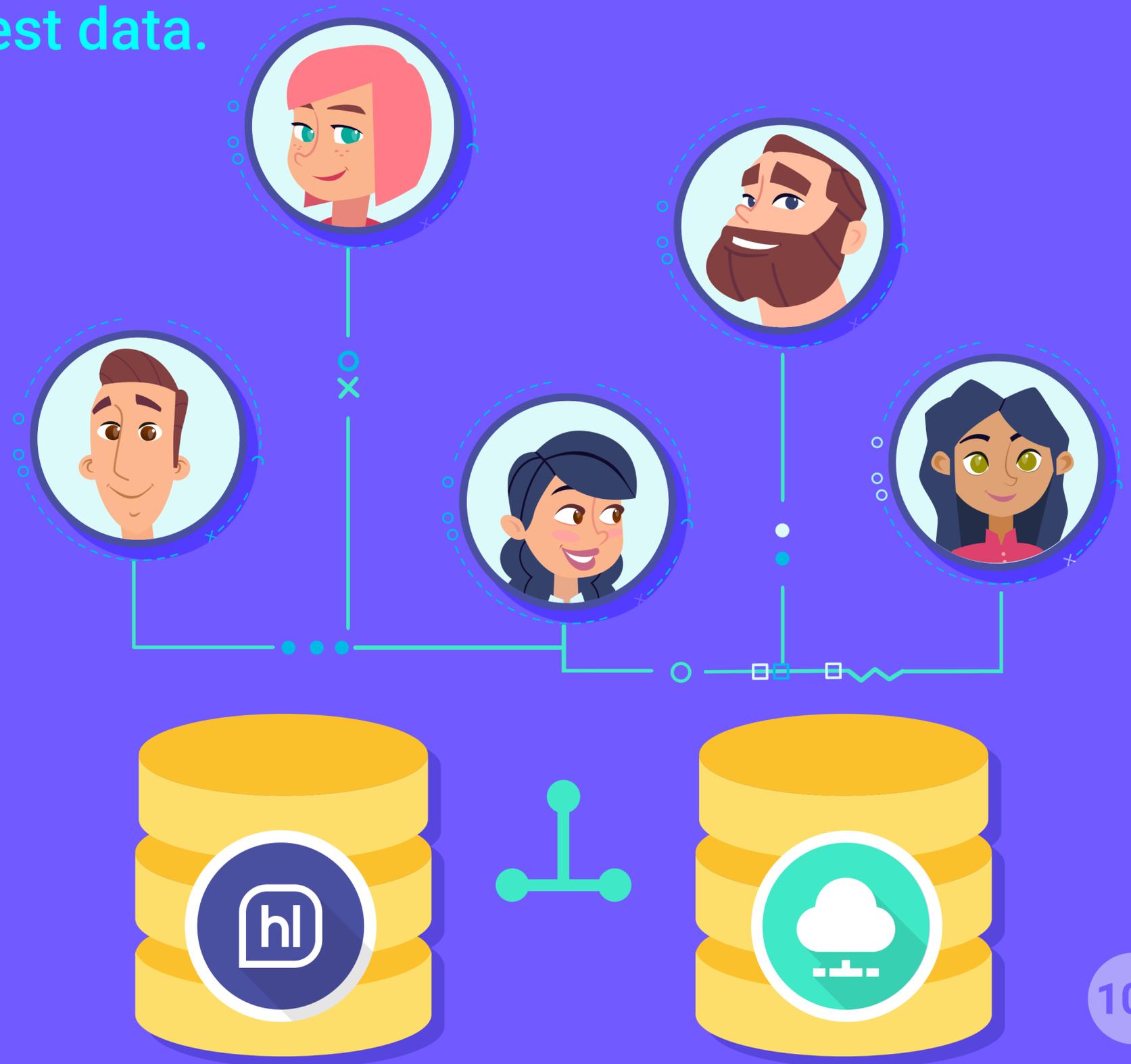
Data capture via Hotelinking Wi-Fi is one of the main benefits that we offer our customers. These data are validated and verified in real time, in accordance with GDPR regulations.

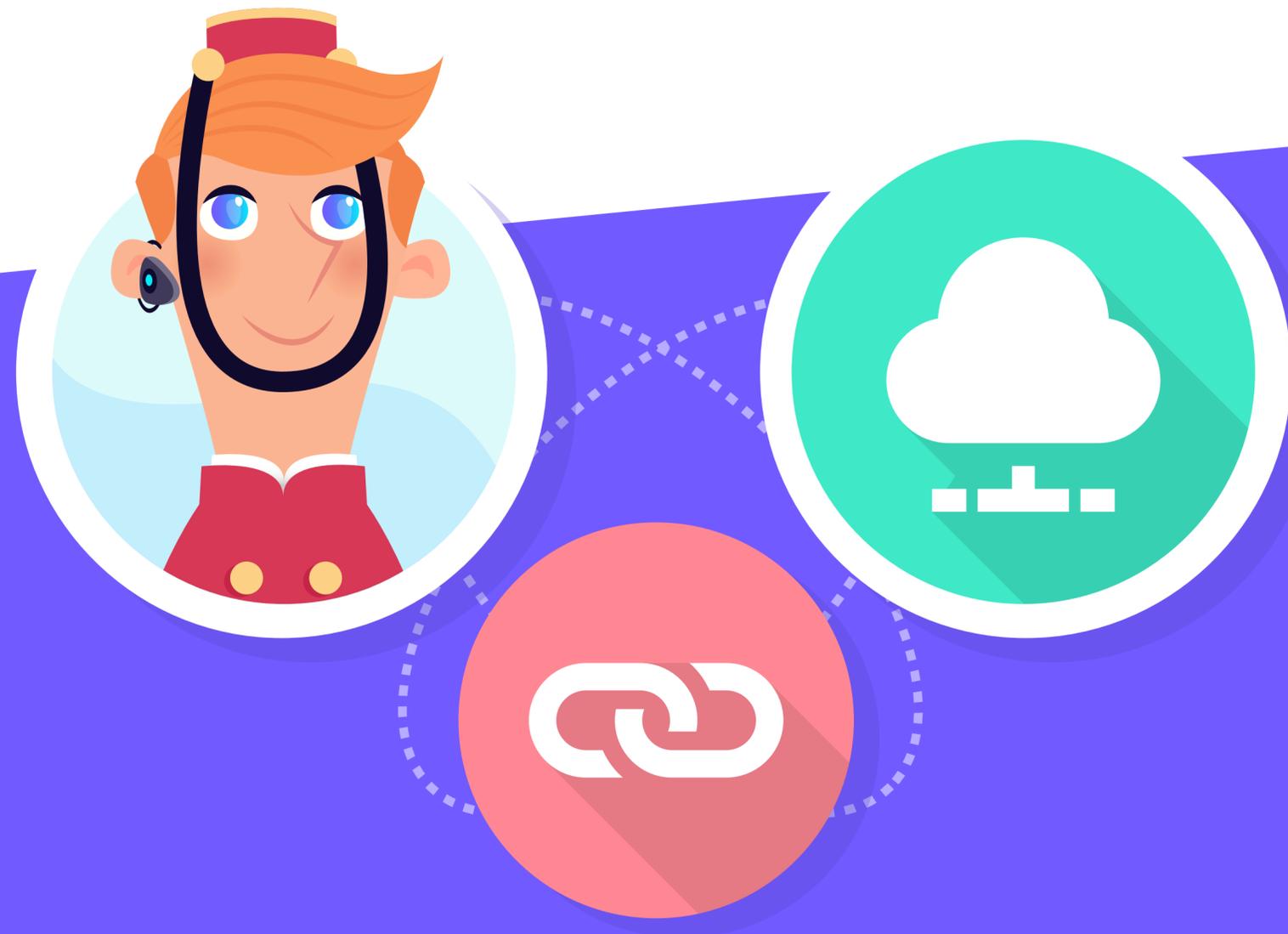


However, the PMS contains highly valuable transactional information that will help to enrich these data even further, allowing segmentation variables to increase. For this reason, we at Hotelinking have launched two new services which, via PMS integration, will allow us to enrich our data base: Portal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

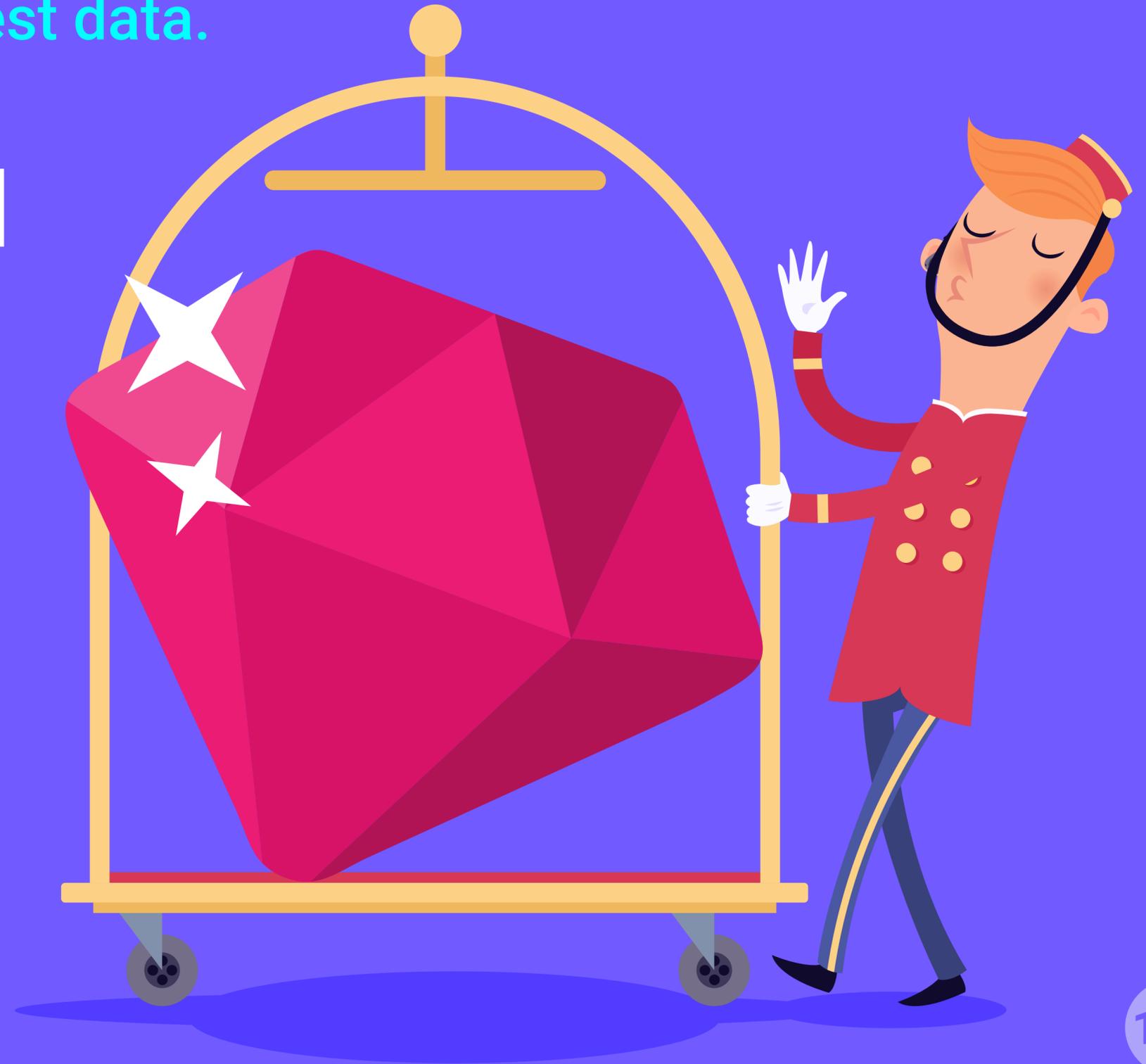
# Portal Pro.

The screenshot displays a user profile interface with four entries. Each entry includes a profile picture, name, age, gender symbol, and social media icons. A large gear icon is overlaid on the right side of the interface.

| Name              | Age | Gender | Profile Picture   | Progress   | Icons                            |
|-------------------|-----|--------|-------------------|------------|----------------------------------|
| Johnatan McGregor | 34  | ♂      | [Profile Picture] | 5/5 (Full) | [Envelope] [Facebook] [Dropdown] |
| Jürgen Klaus      | 40  | ♂      | [Profile Picture] | 4/5 (40%)  | [None]                           |
| Sara García       | 25  |        | [Profile Picture] | 3/5 (60%)  | [None]                           |
| Clara Sánchez     | 23  | ♀      | [Profile Picture] | 3/5 (60%)  | [Envelope] [Twitter] [Dropdown]  |

Enrichment with a PMS of guest data.  
Portal Pro.

## Services included with Portal Pro.



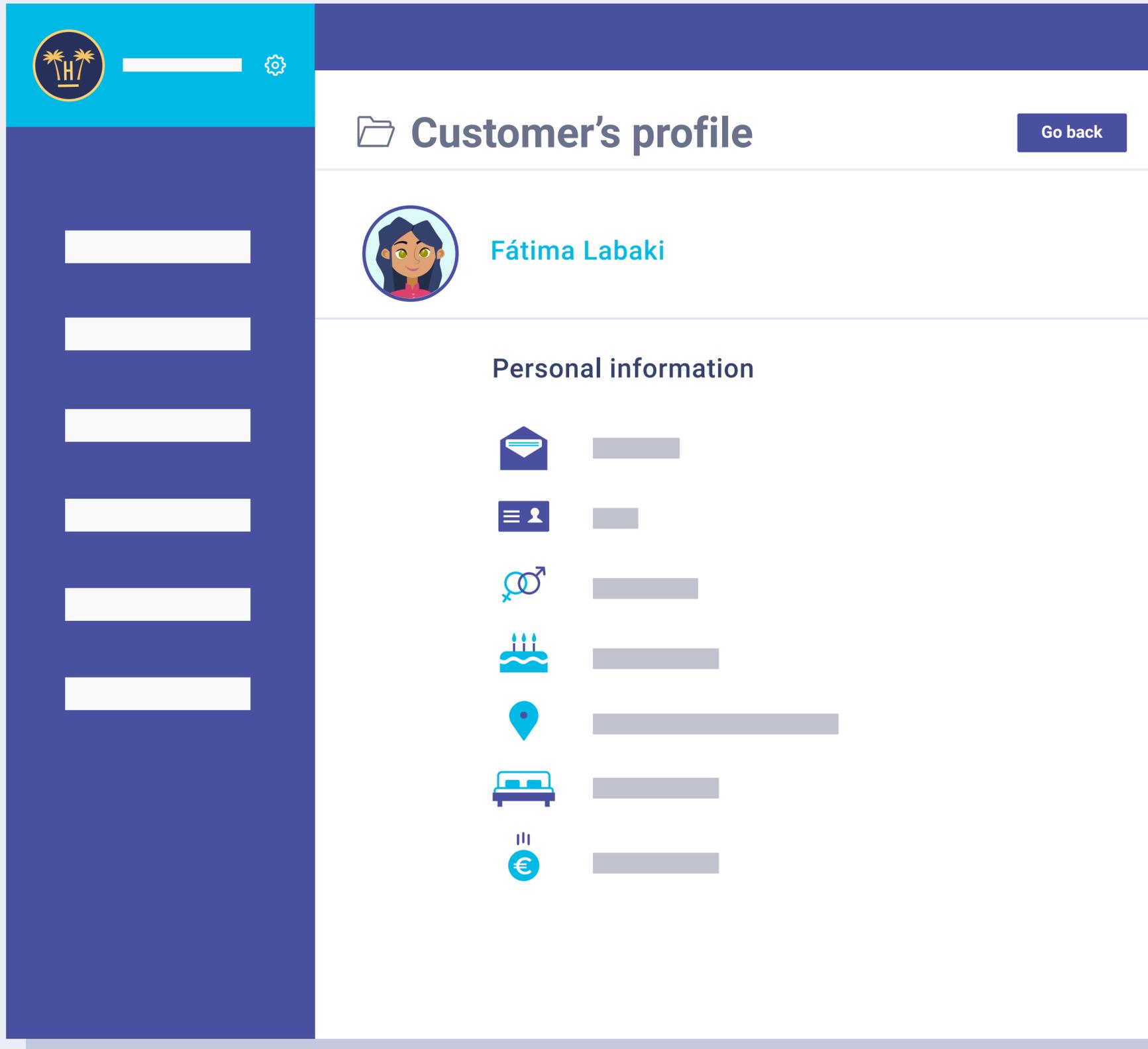


## Real-time consolidation of data.

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.

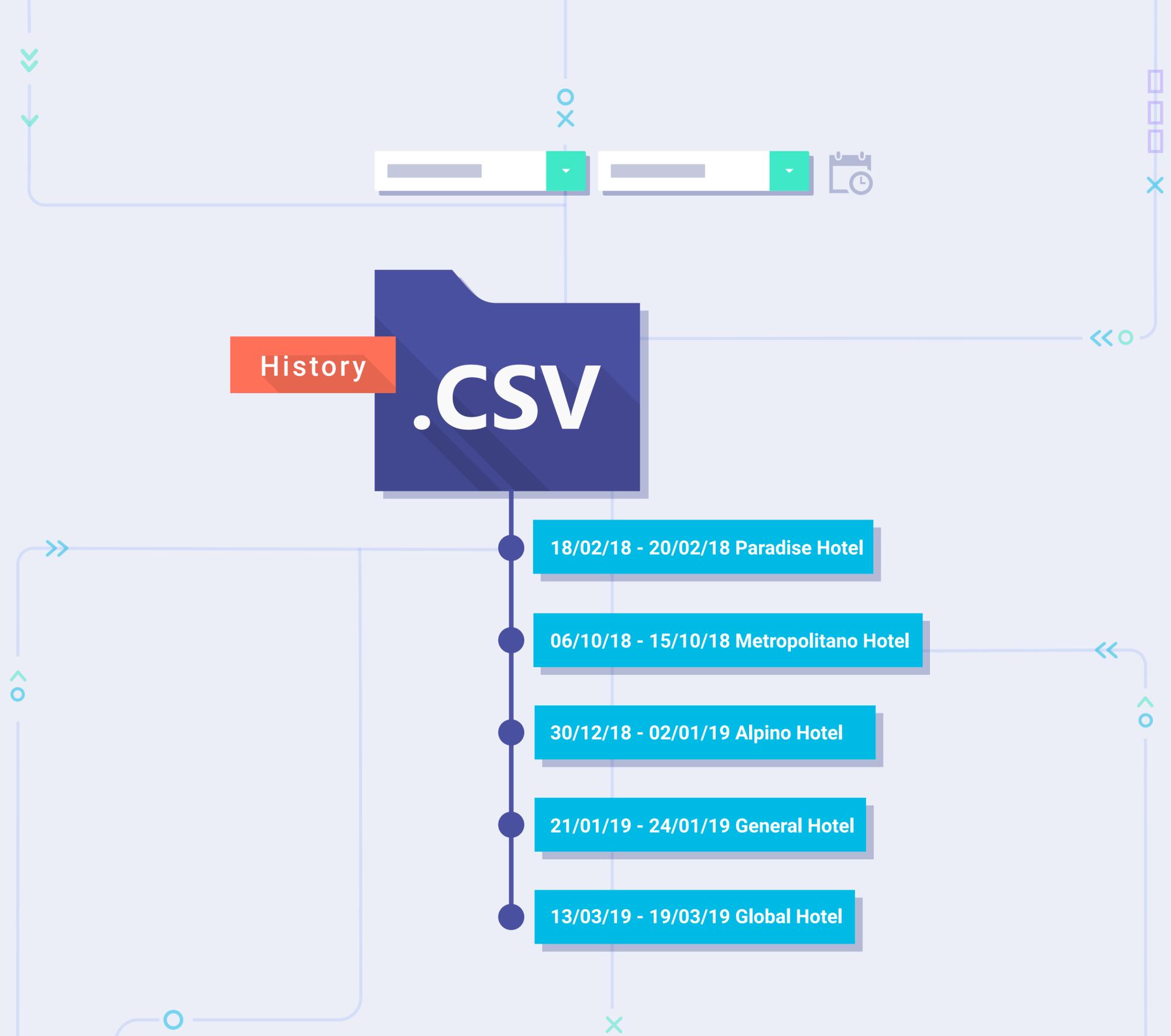


After validation, in a parallel process, Hotelinking will import the designated fields of interest (booking channel, room type, etc.) and the user profile in the Hotelinking system.



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.

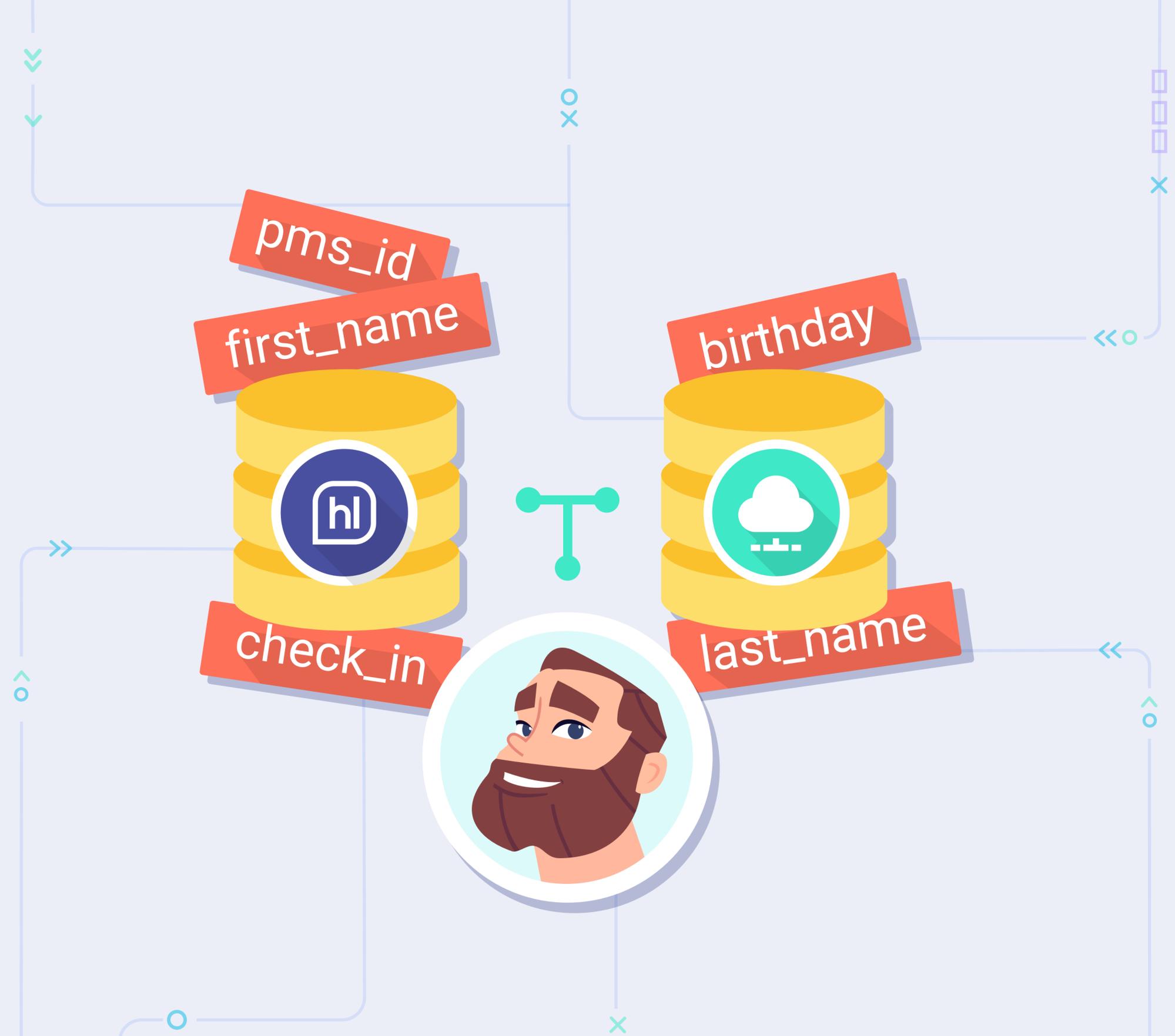
*Nota:* With the PUSH function offered to us by the PMS, we can send key Hotelinking data (such as email address, social details, etc.) back to the PMS' cardex.



## 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**

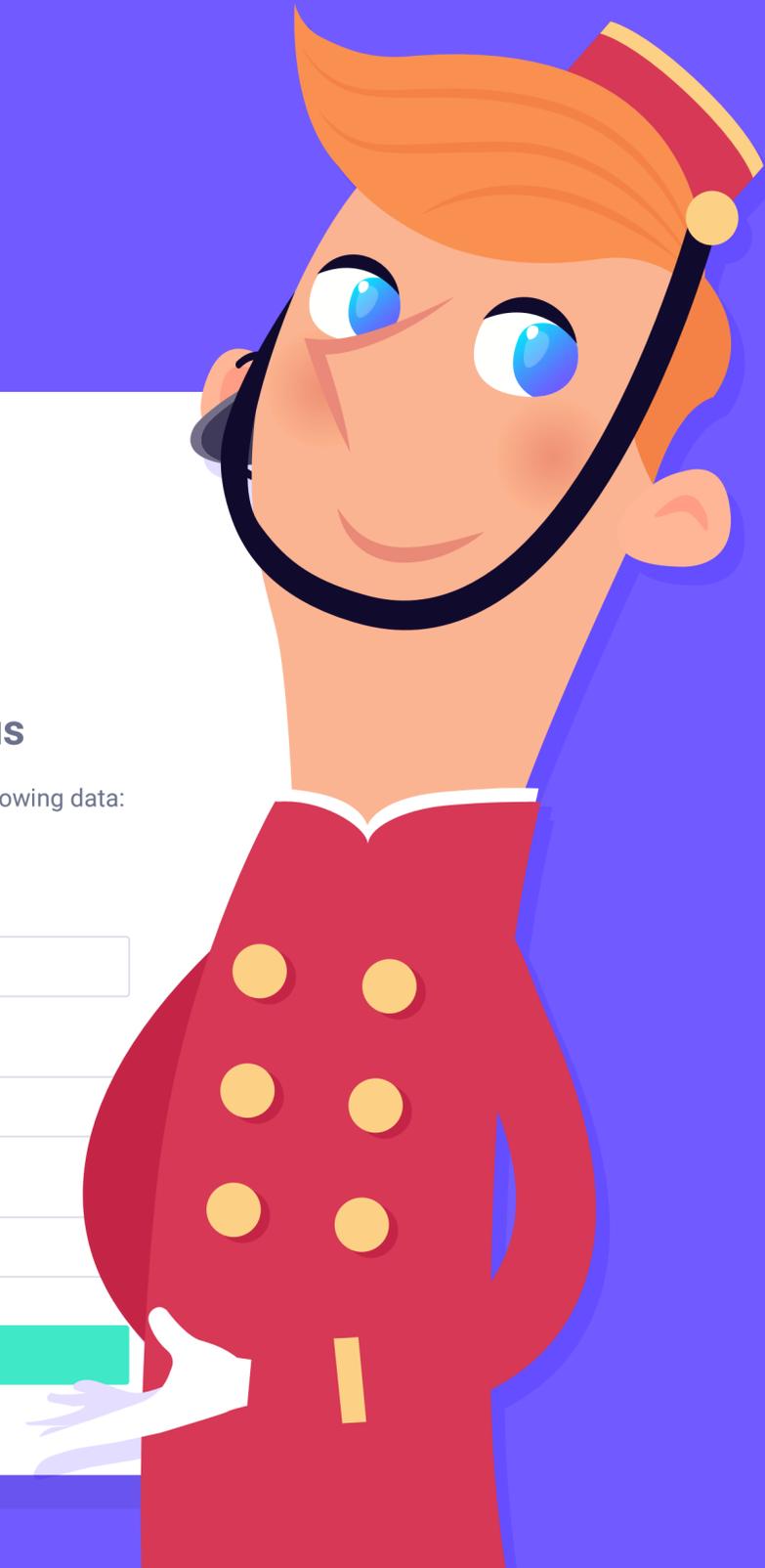
To prove that you are a guest of this hotel, please enter the following data:

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](mailto: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](mailto: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)

Carlos Martínez

Email \* (required)

Your email here...

Gender \* (required)

Man

Date of birth \* (required)

1975

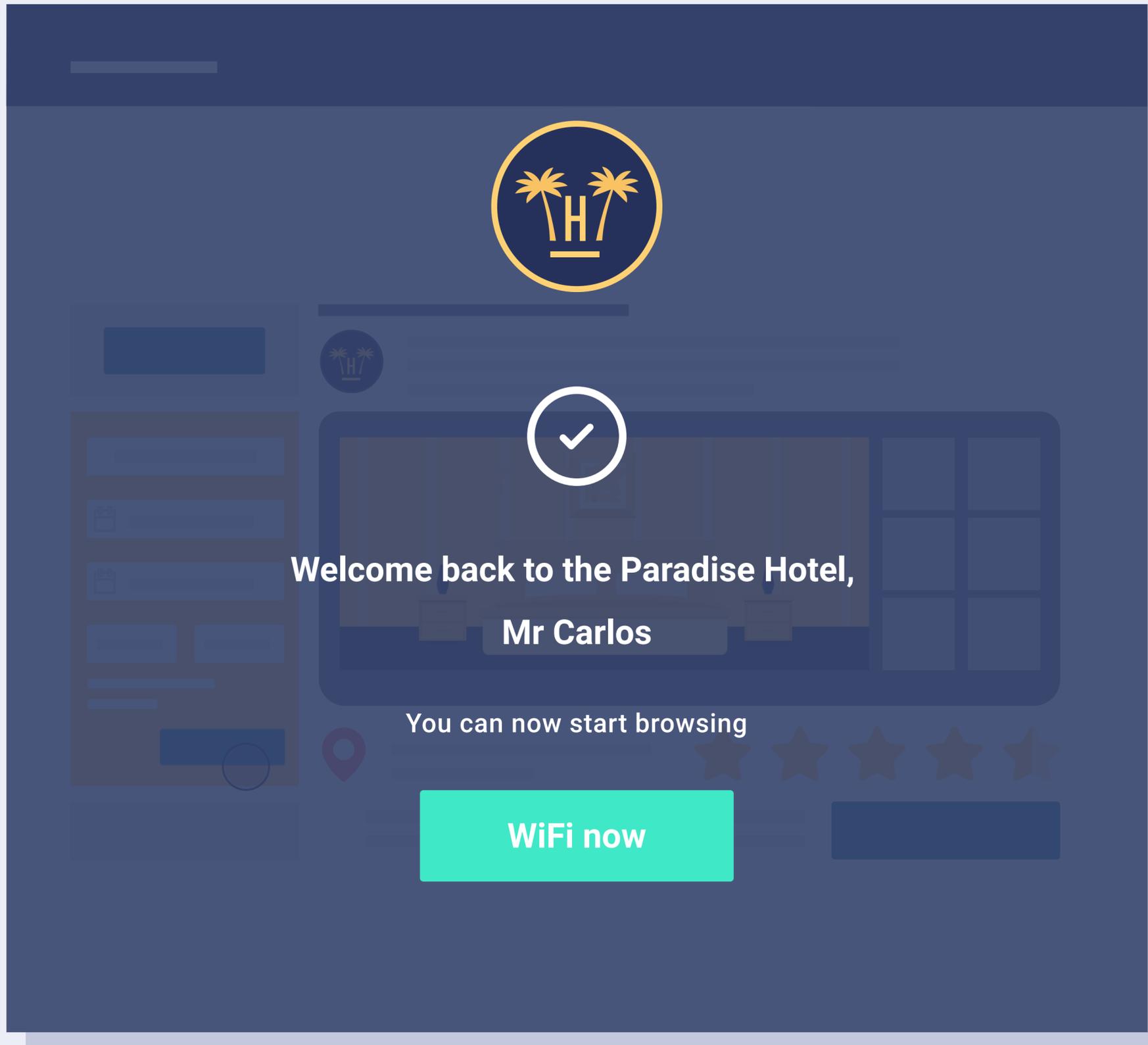
01

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.



## 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?

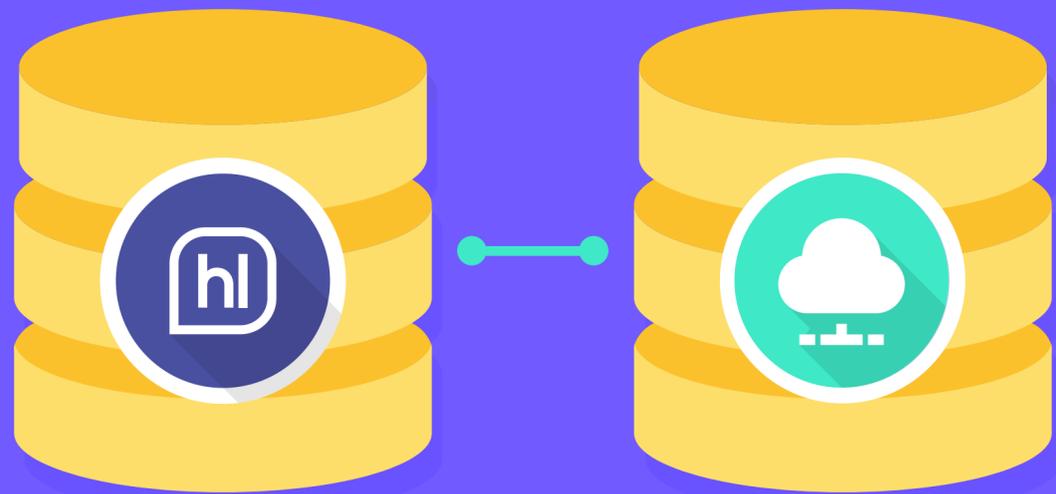
**Access WiFi**

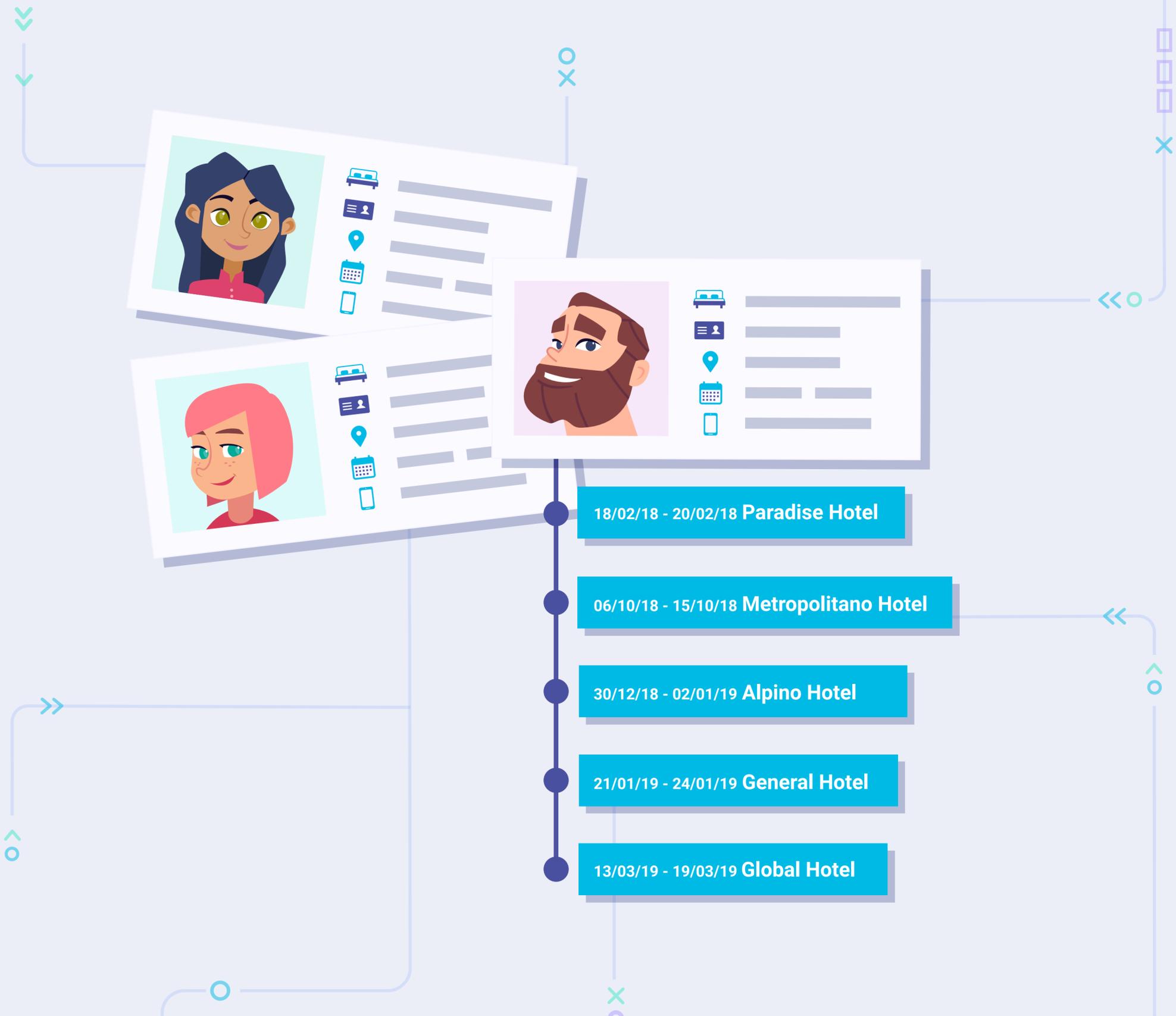
## I Minors.

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.

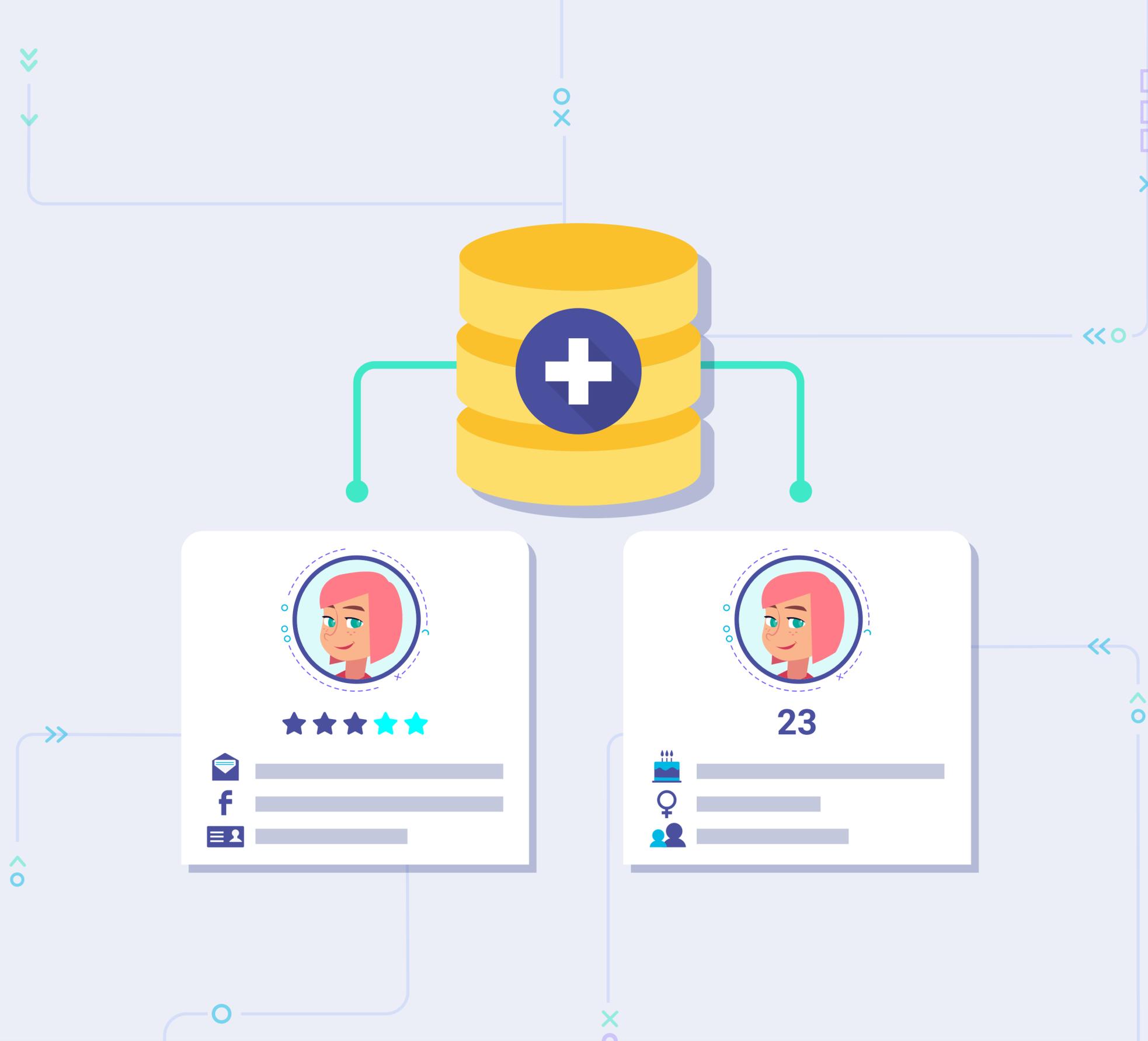
**Data Match  
operation for  
importing old data.**





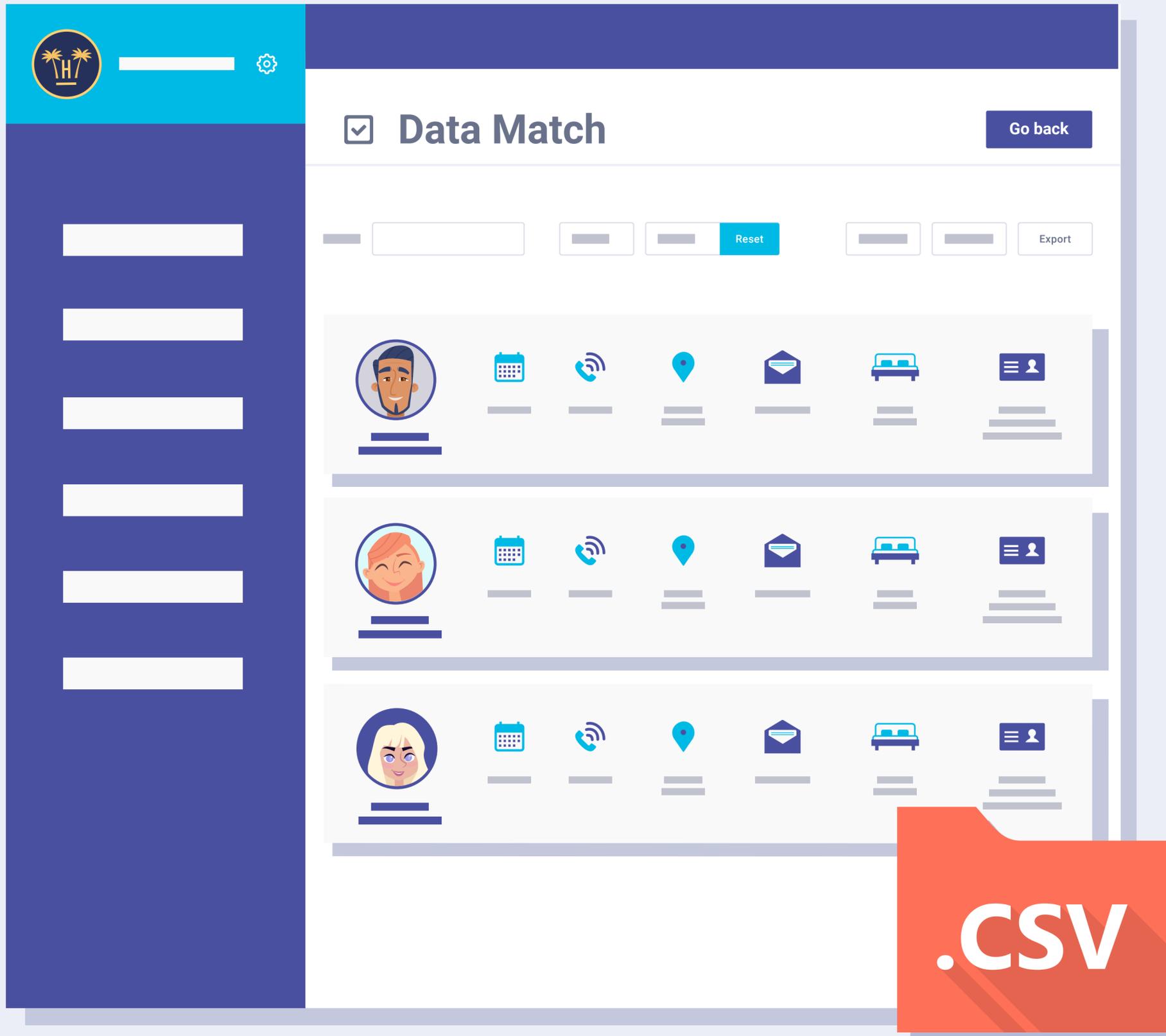
## Data Match operation.

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.

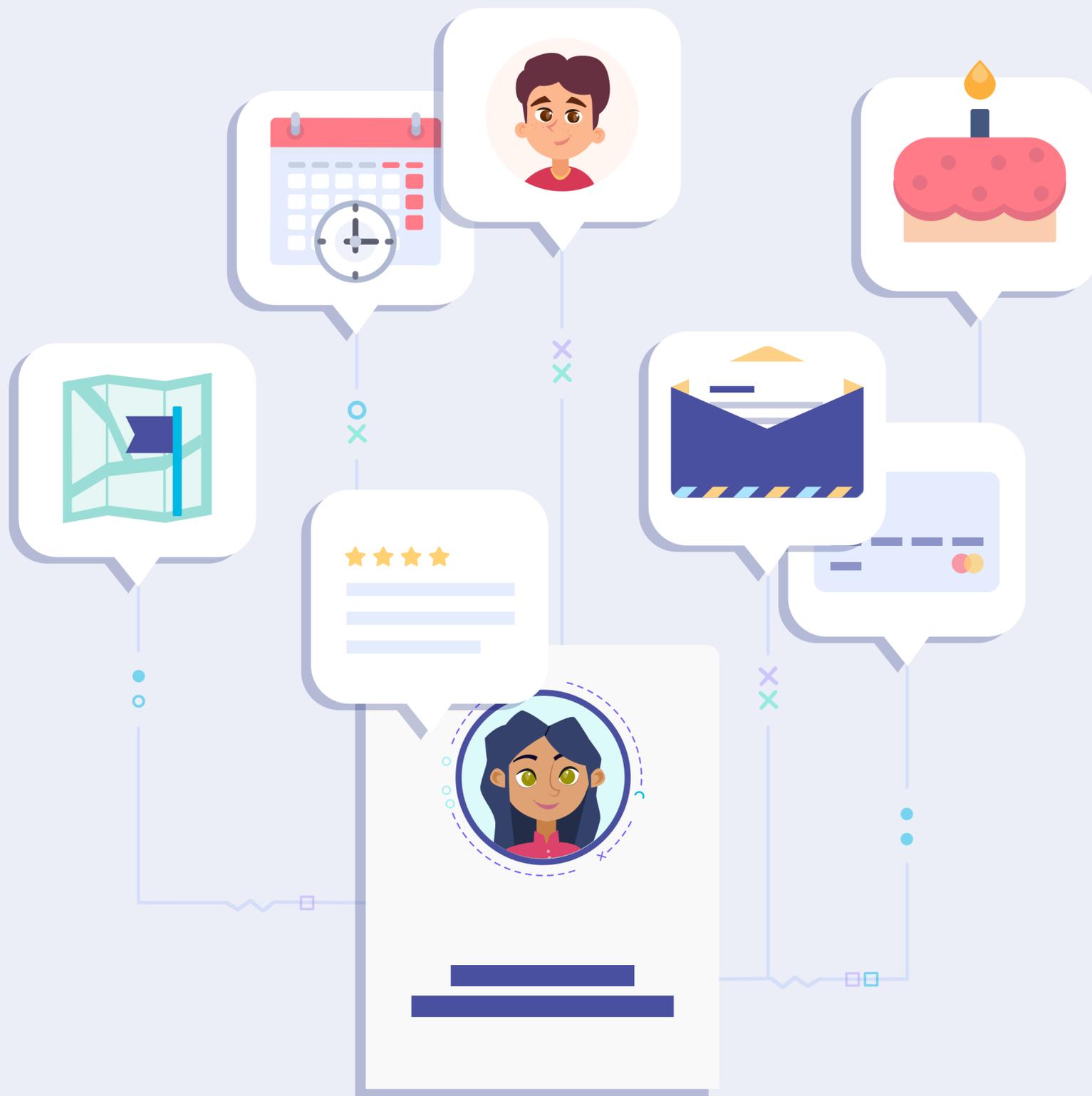
If we opt to carry out a manual importation, we will need the hotel or the PMS to send us a CSV with the old data base that adheres to the aforementioned requirements, using the CSV that can be downloaded [here](#) as a reference.

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.

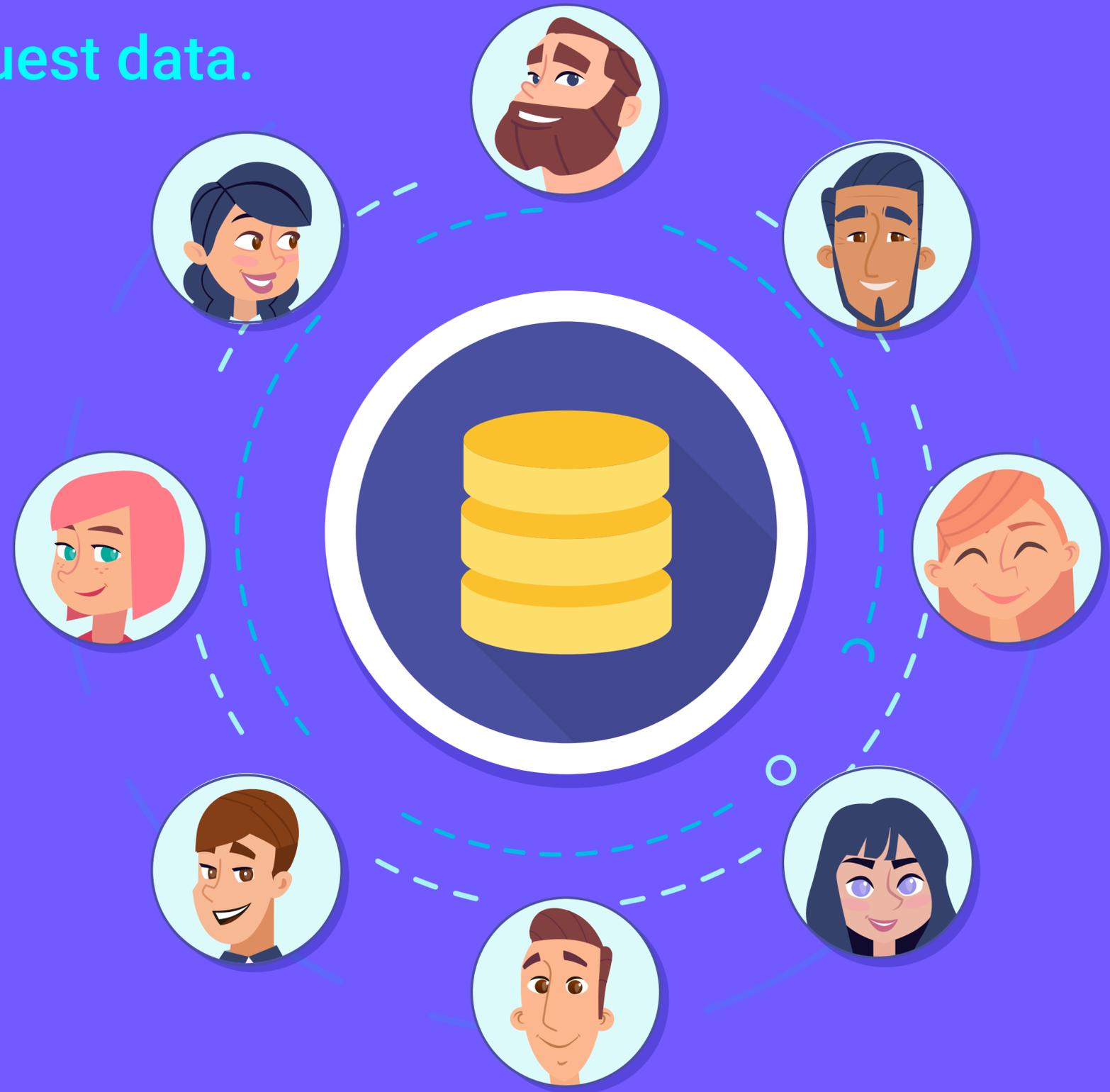
The success of the Data Match process will primarily depend on the quality of the data for each guest that are stored in the PMS. .

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.

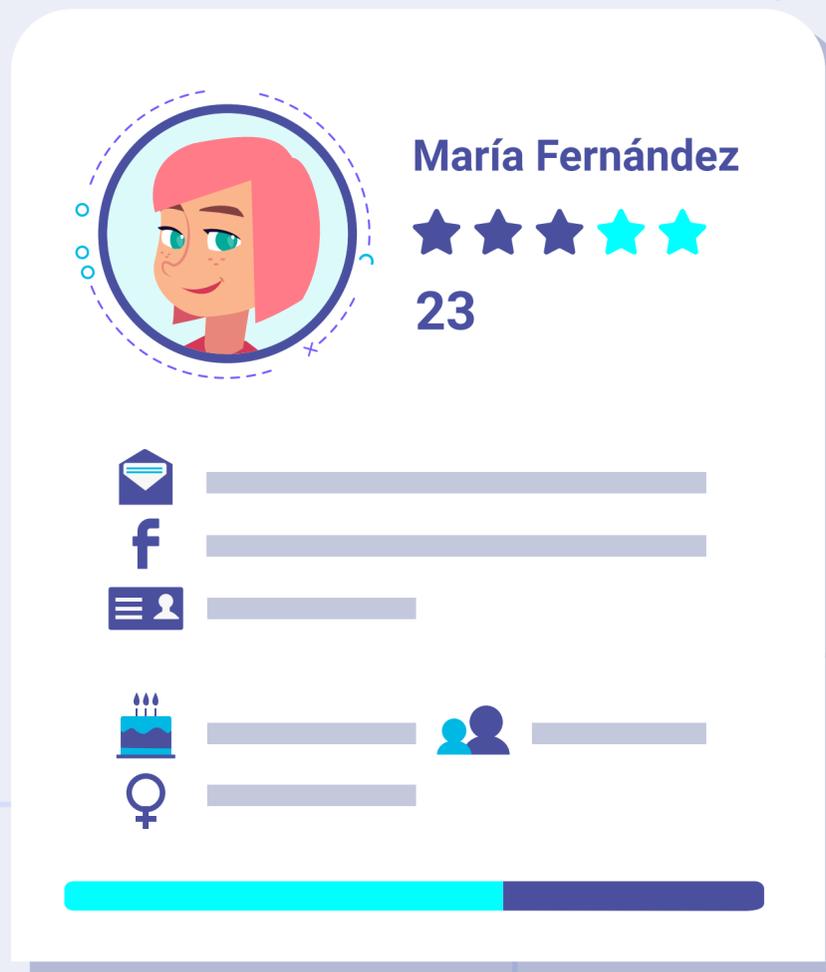
# Data Match operation.



# 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.

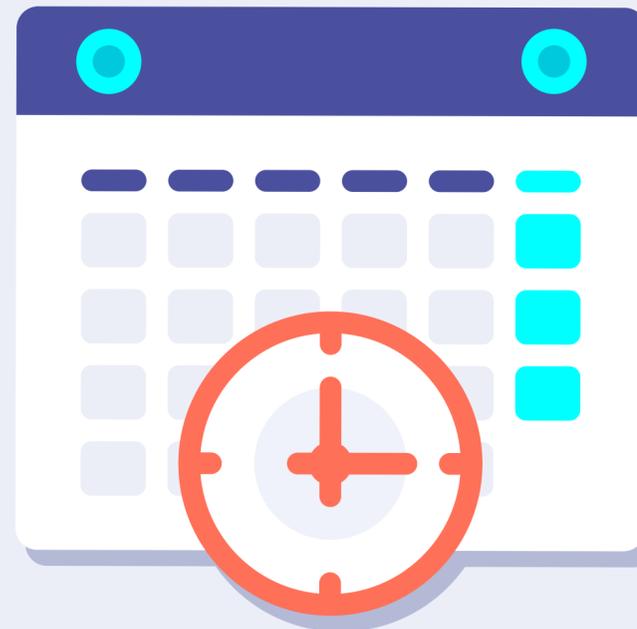


María Fernández  
★★★★★  
23

✉ \_\_\_\_\_  
f \_\_\_\_\_  
👤 \_\_\_\_\_

🎂 \_\_\_\_\_ 👤 \_\_\_\_\_  
♀ \_\_\_\_\_

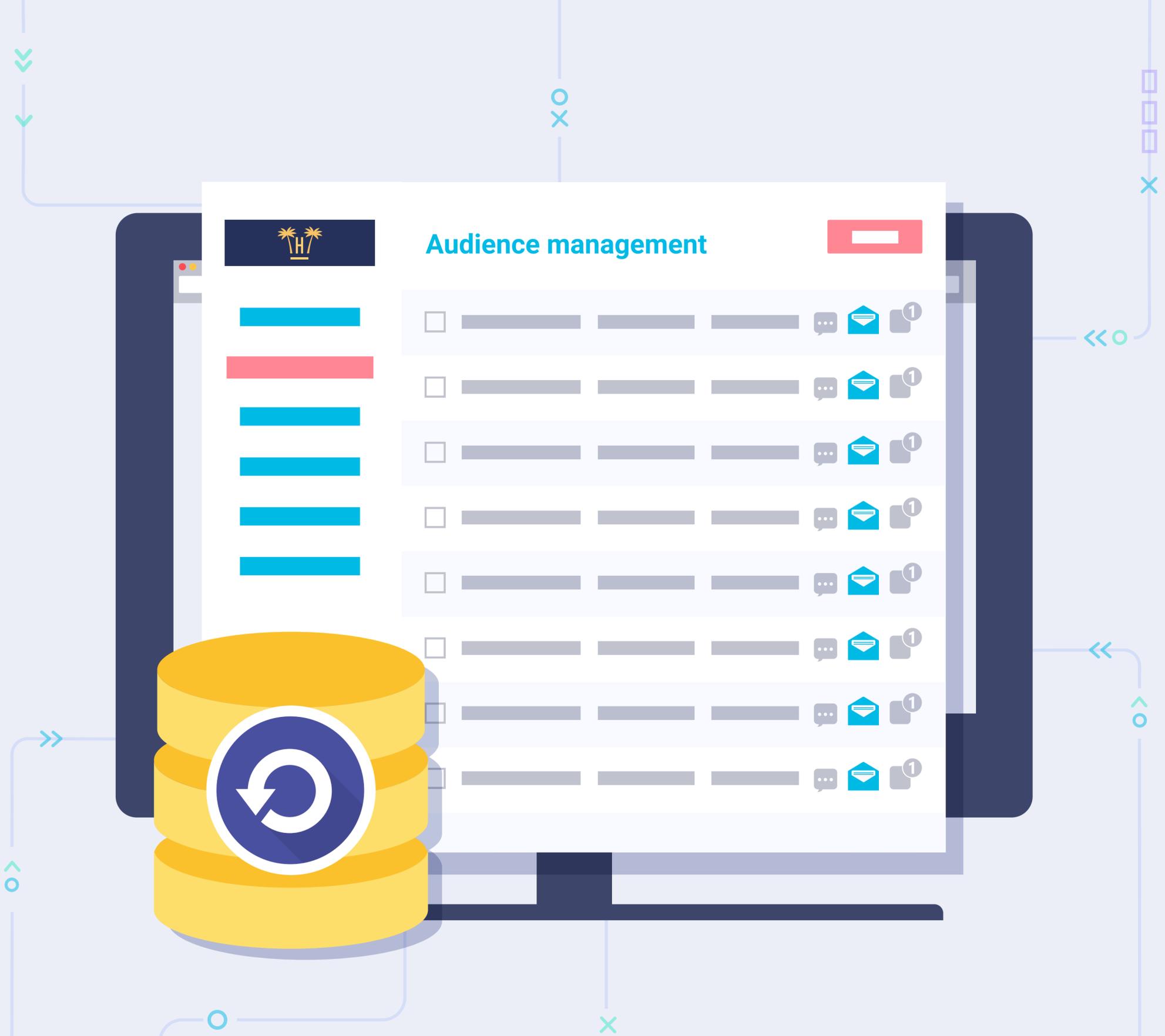
Progress bar: 50% complete



Calendar interface with a red target icon in the center, indicating a date selection or focus.

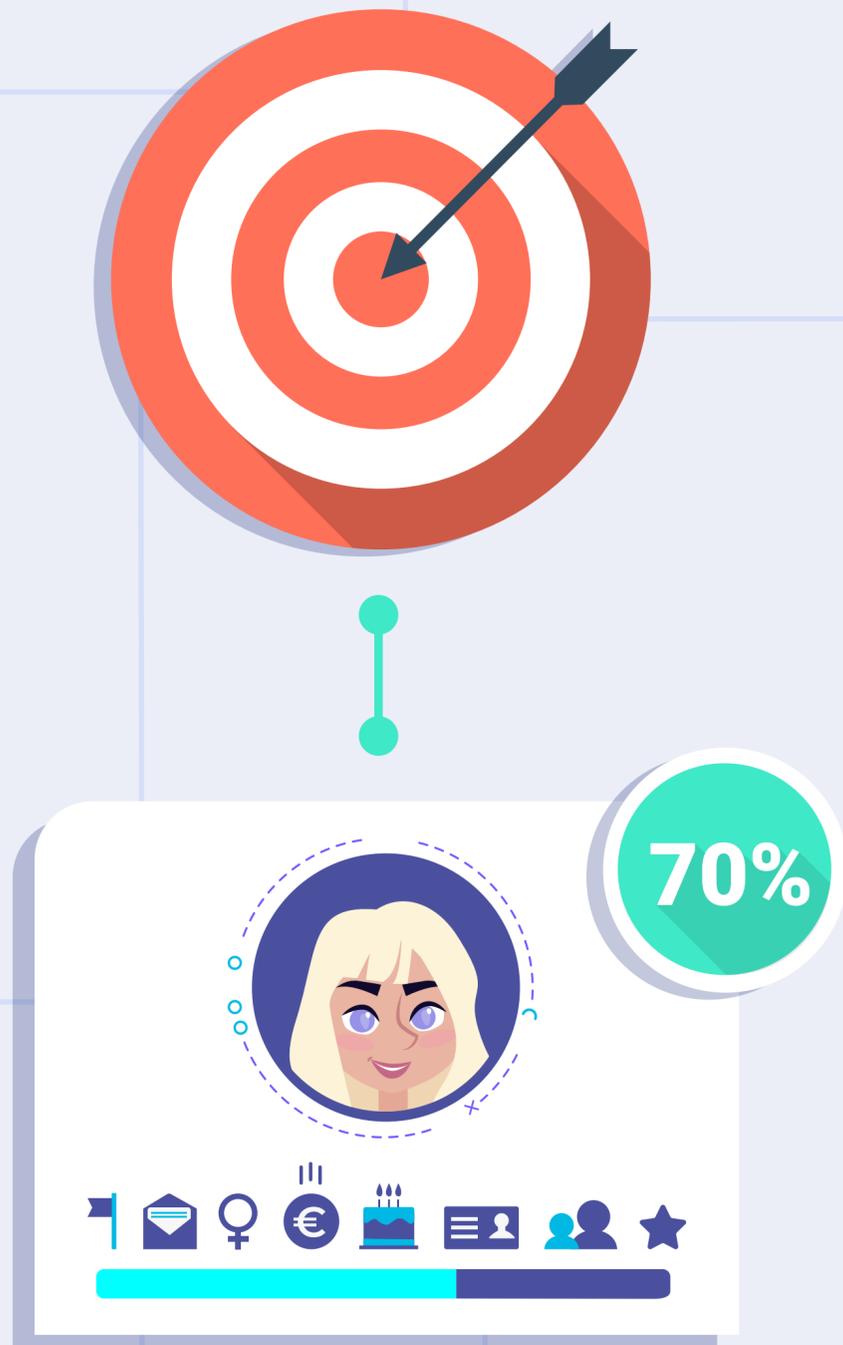


The CSV file about the platform user will be available to download. Prior to launch, you will need to reach an agreement with the client about the other fields to import from the PMS to enrich the guest profiles (booking channel, room type, production, consumption, children, etc.).



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.

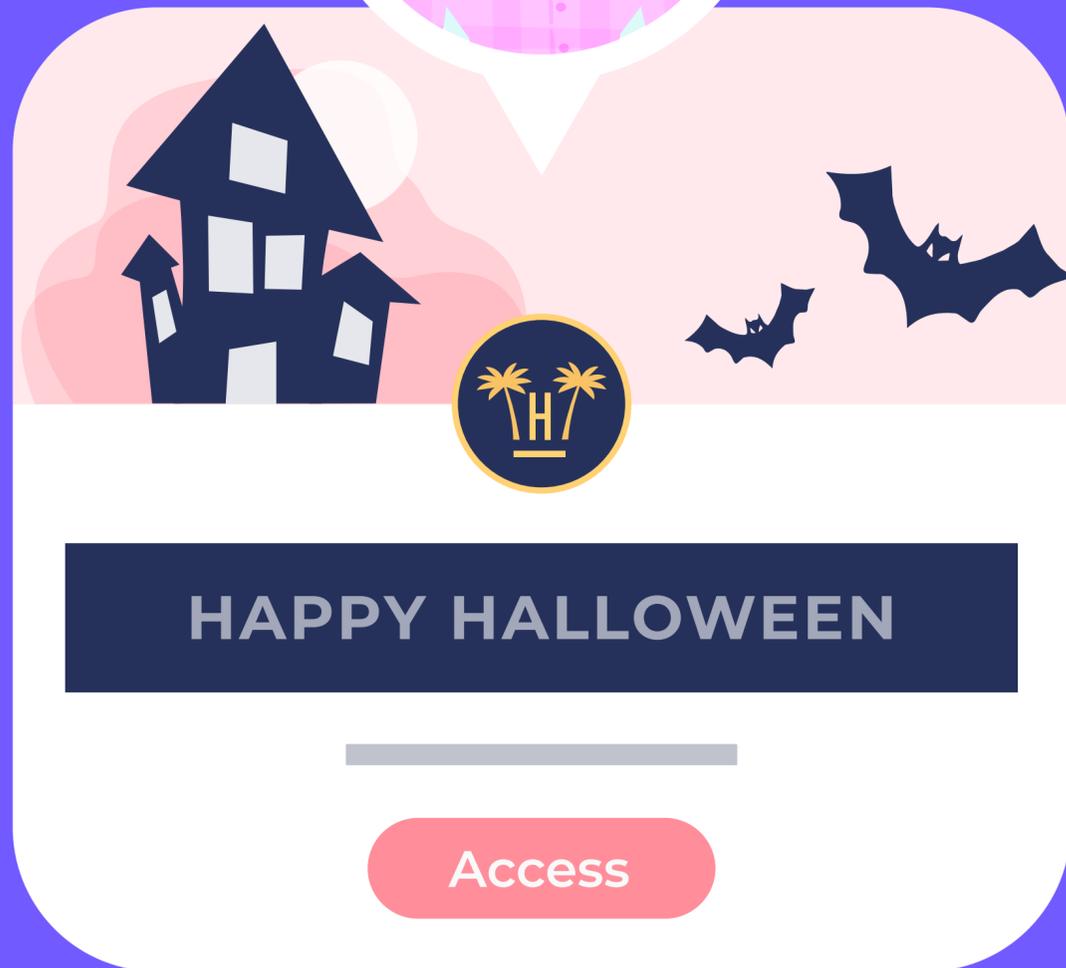


Of this group of people, who may occasionally represent 10-20% of the total users who have connected to the Wi-Fi, none of them will be included in the PMS data base as they have not checked in to the hotel.

# 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 ♂   

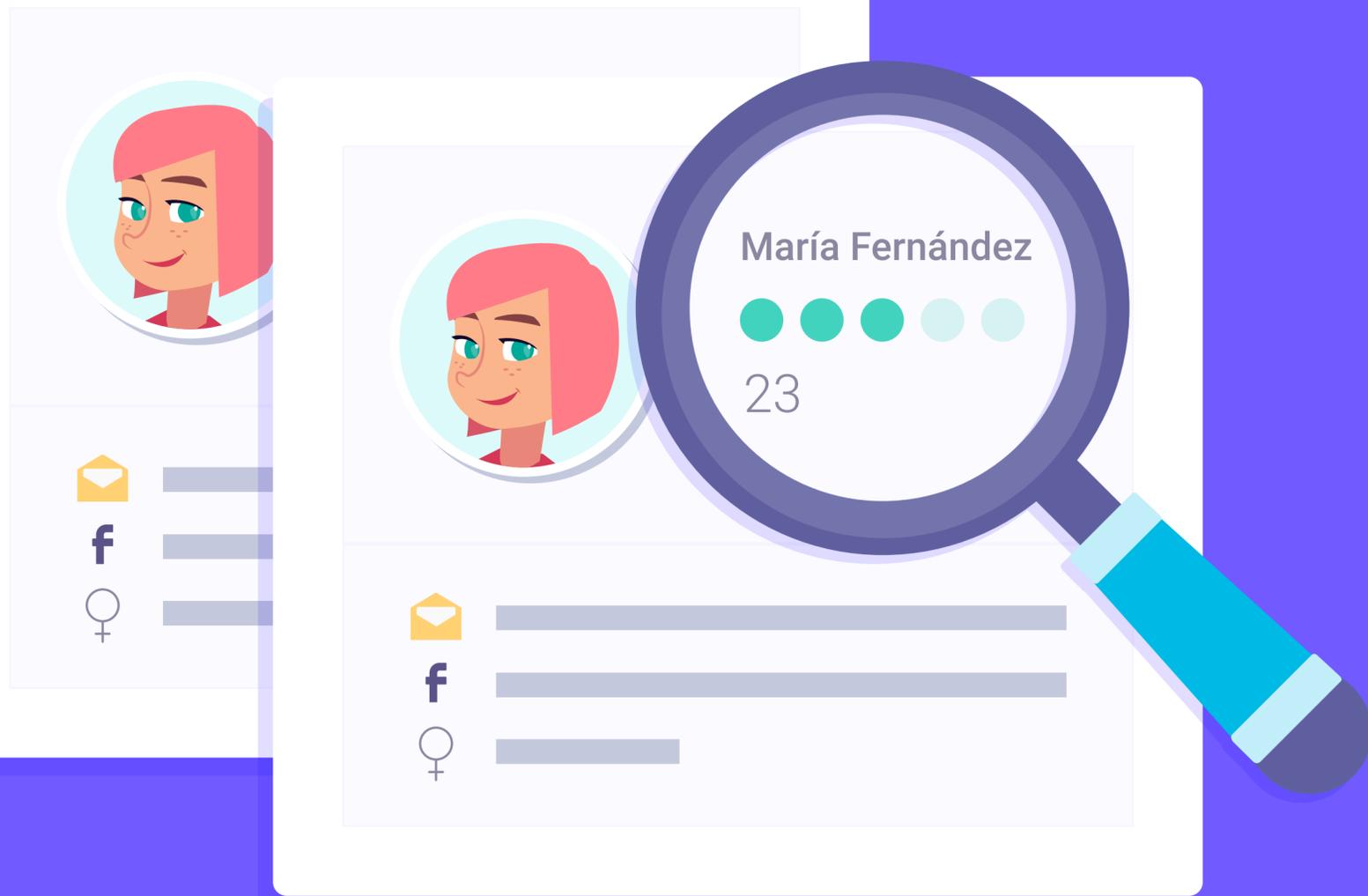
 Jürgen Klaus 40 ♂   

 Sara García 25 ♀   

 Clara Sánchez 23 ♀   

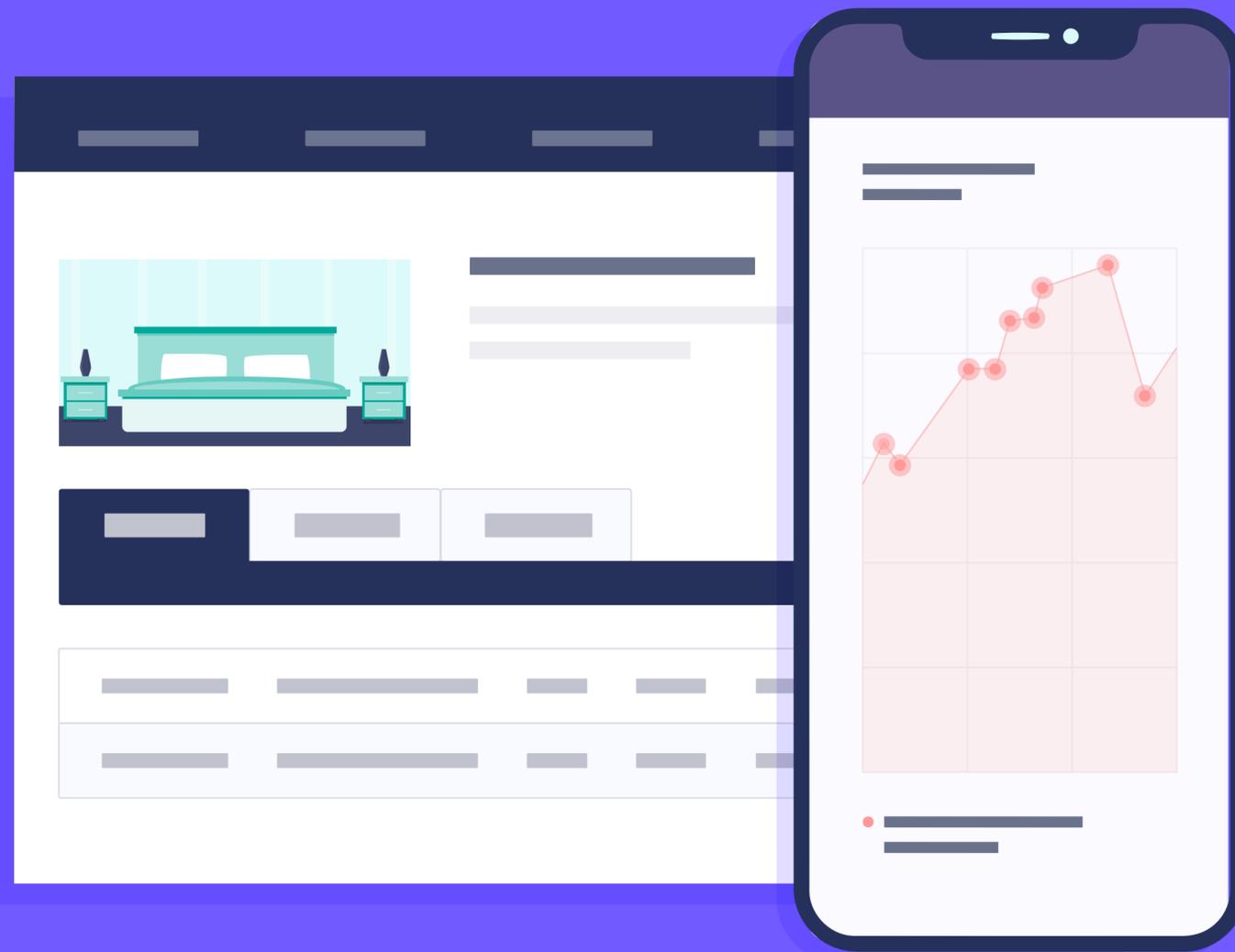
# Automated enrichment

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



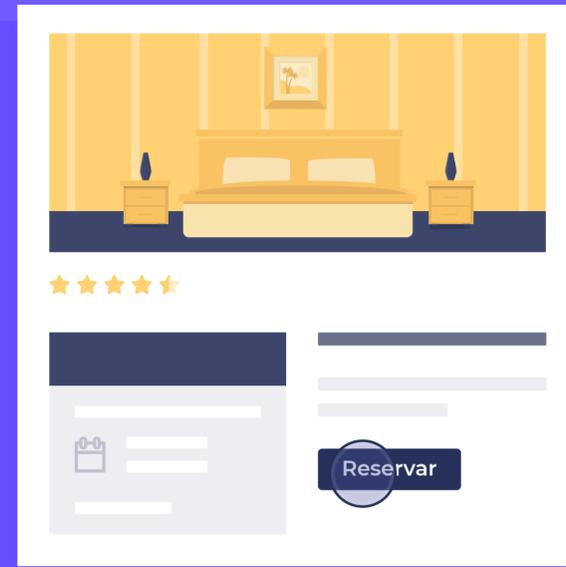
# Automatic detection

of **duplicate** users.



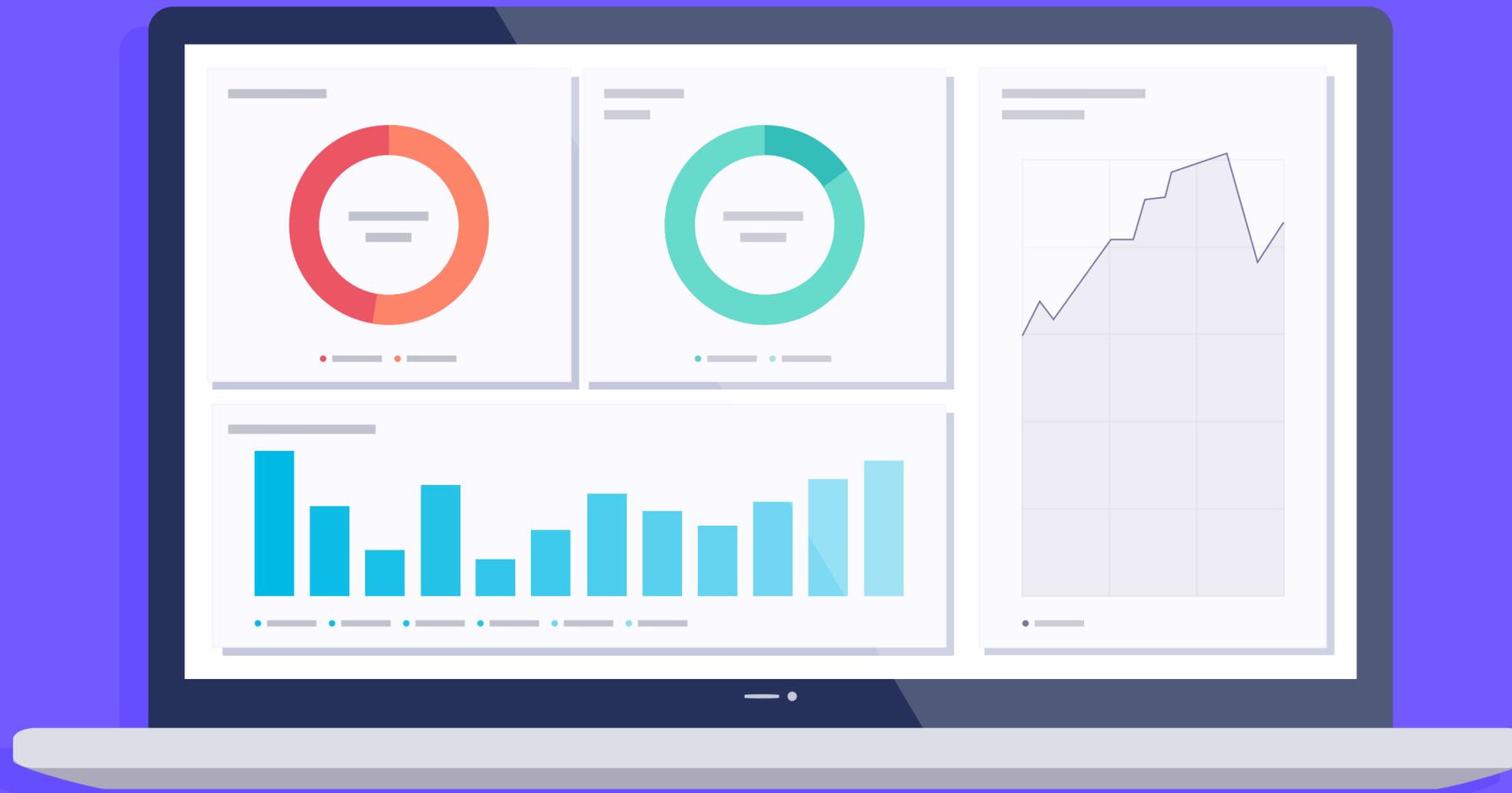
## Sales tracking per user

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.

Basic Channels **Targets** Message Schedule Confirm

Drag and drop

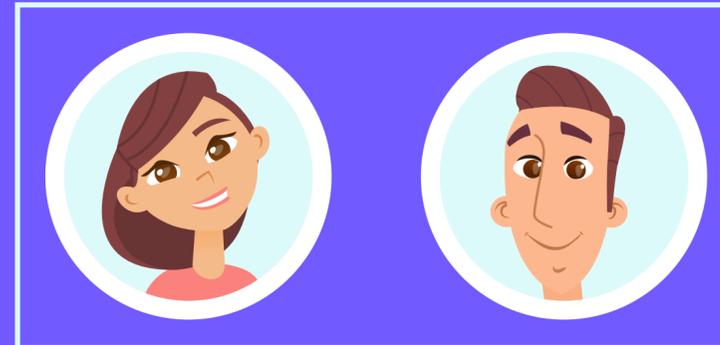
Output

Search target

All audiences

English < 40

Total audience: \_\_\_\_\_



# Advanced and specialised

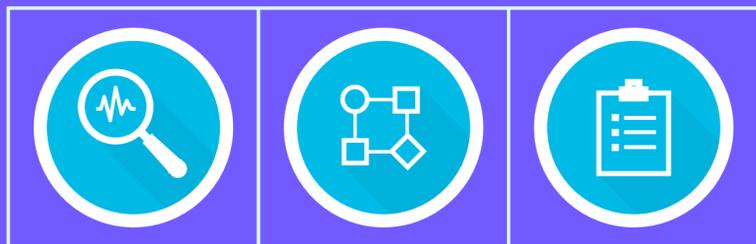
segmentation for **hotel casuistry**.



## Possibility of extra advanced modules: \*

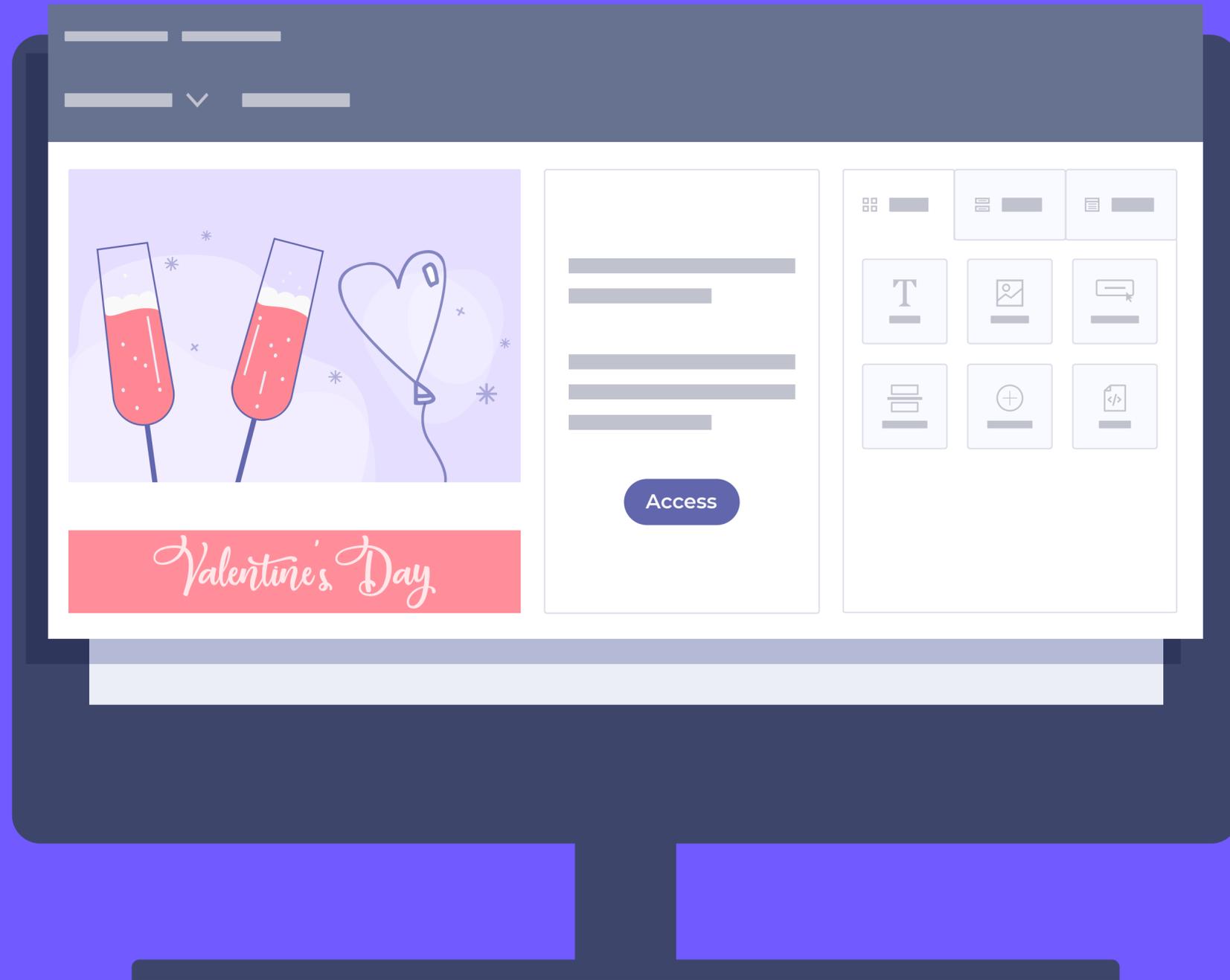
Landing page, forms, CRM B2B, advanced tracking on website, tool for sequential programming via workflows.

\* Extra cost applies. Consult your Key Account.



Hotel CRM.

# Dashboard.





# CMO Organizer

Last 6 months

Last 30 days

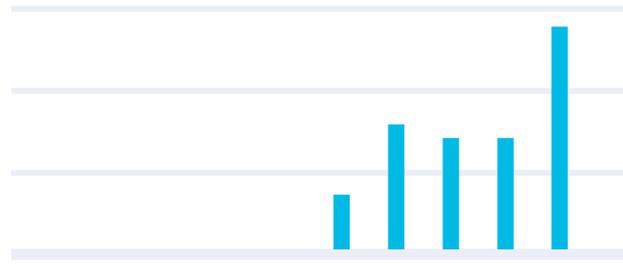
Last 7 days



DASHBOARD



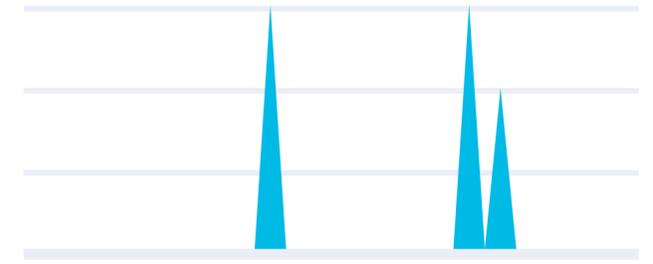
## Bookings



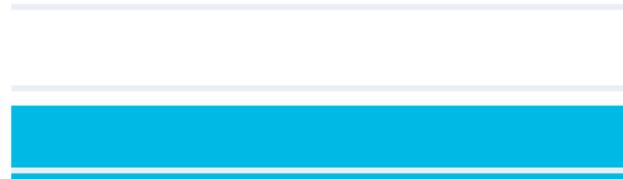
## Revenue



## Campaigns



## Audience



## Email

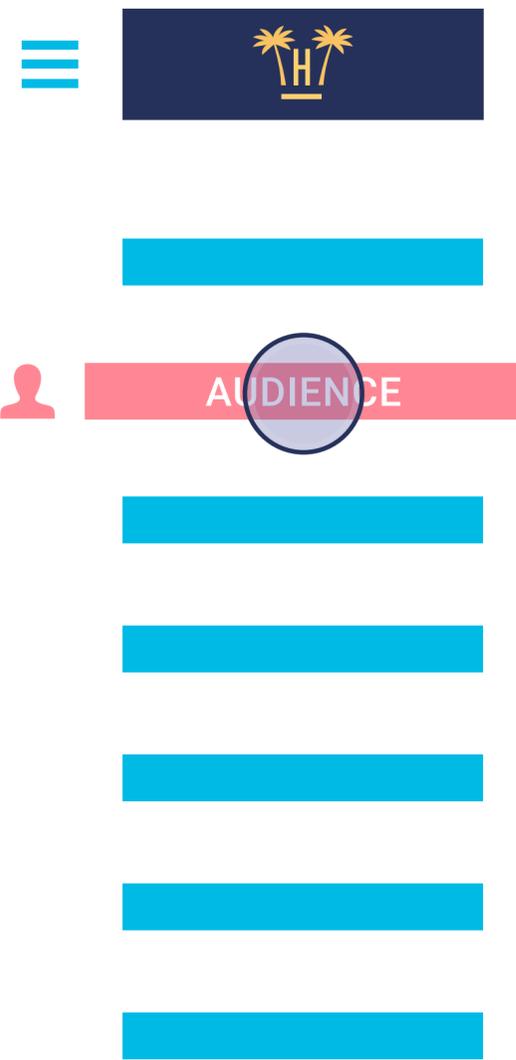


## SMS



## 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...



# Audience Management

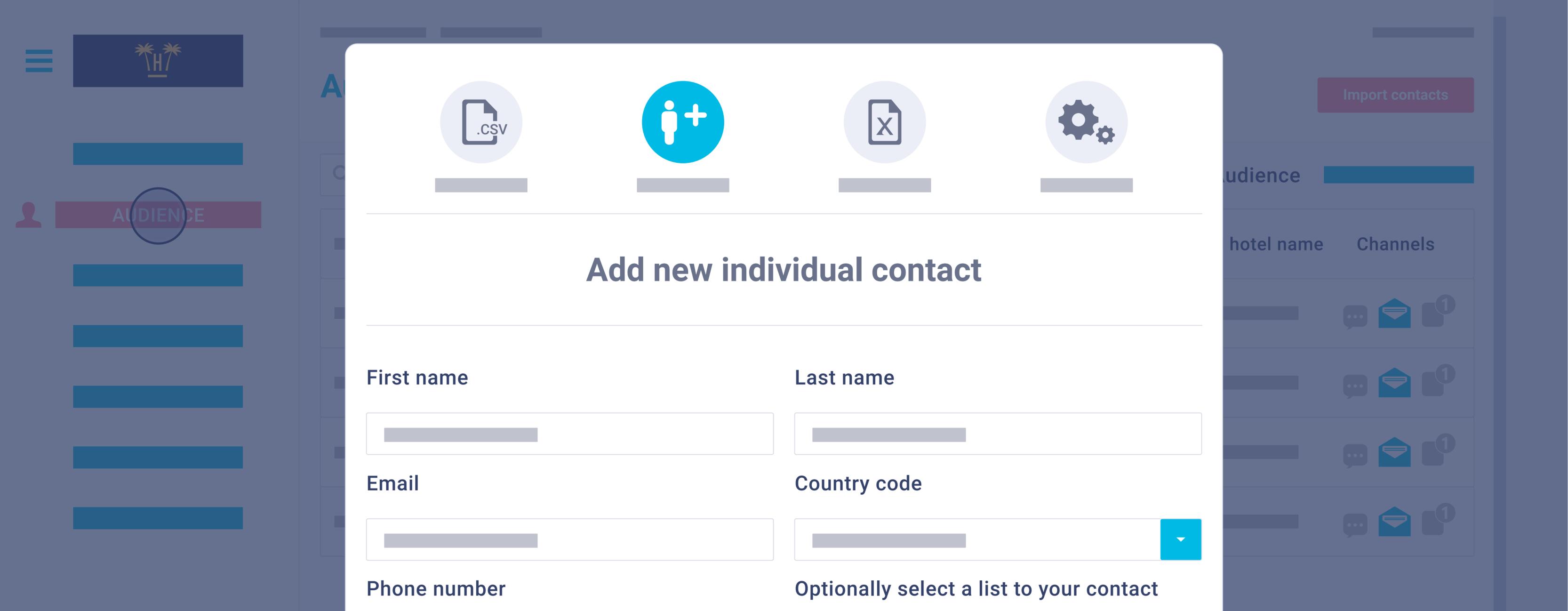
Import contacts

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.

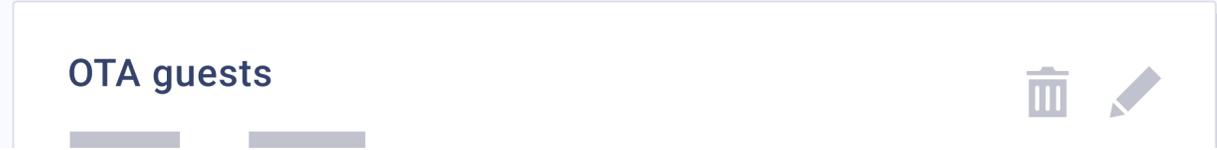
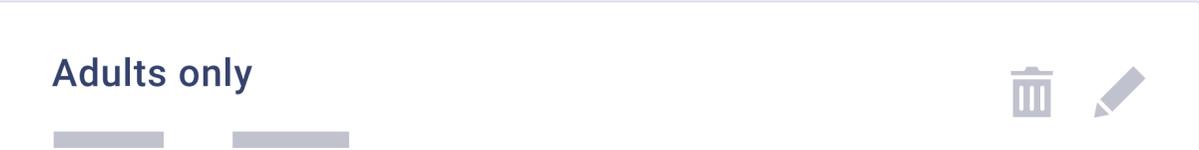
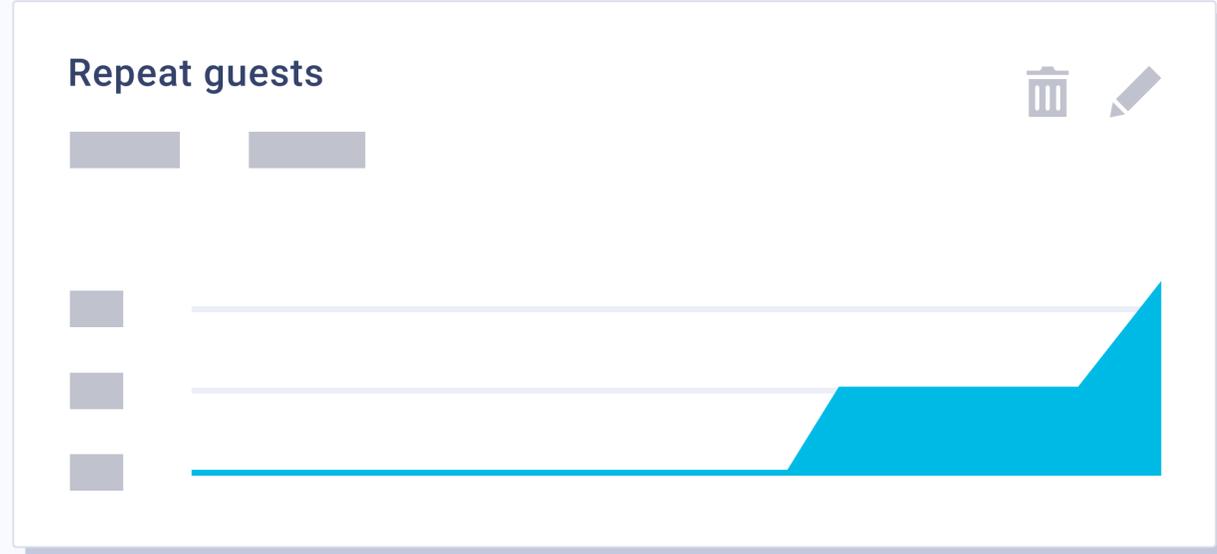
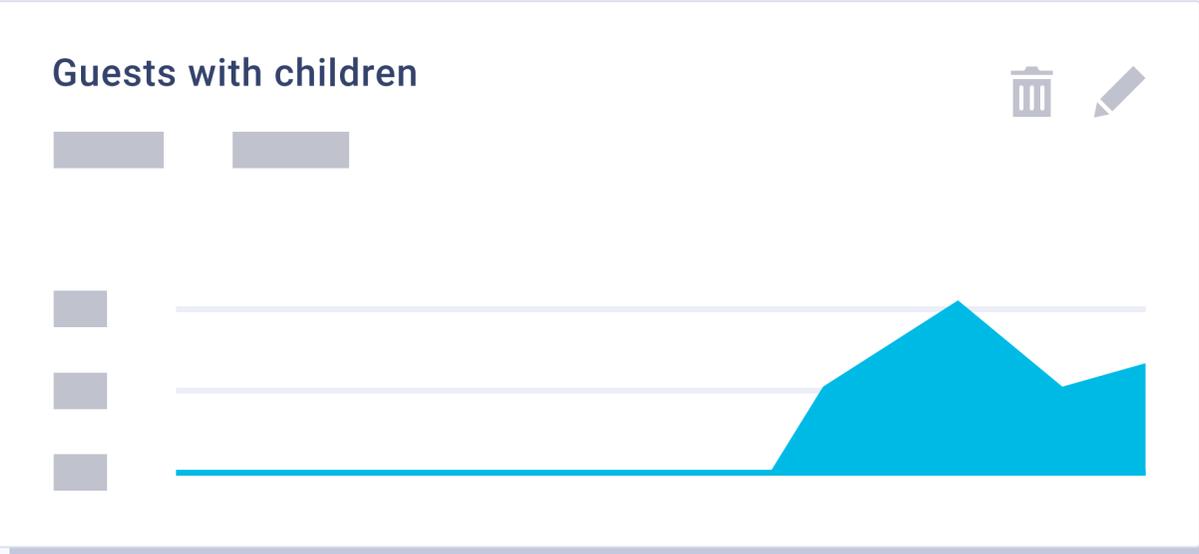


## Importation of data.

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

Contact information Language English

AND

## 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

|                            |                                    |                           |                             |
|----------------------------|------------------------------------|---------------------------|-----------------------------|
| <b>LAST CONNECTION</b><br> | <b>LAST CAMPAIGN</b><br>           | <b>LAST CONTACTED</b><br> | <b>LAST GEOLOCATION</b><br> |
| <b>LAST PURCHASE</b><br>   | <b>TOTAL PURCHASE</b><br>1.599.78€ | <b>EMAIL</b>              |                             |

**CONTACT INFORMATION**

EMAIL

PHONE

LANGUAGE

BIRTHDATE

COUNTRY

CITY

USER ID

CONTACT ID

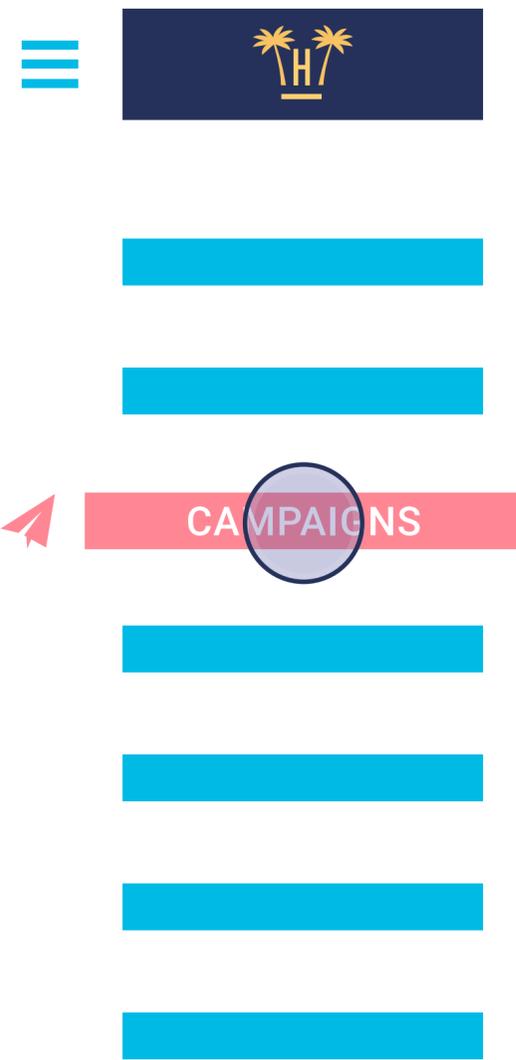
GENDER

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.



# Email Template Manager

New Email Template

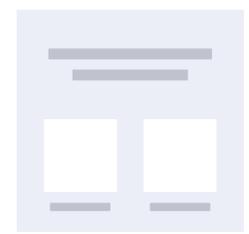
Search:

**Black Friday** 

**Last Minute** 

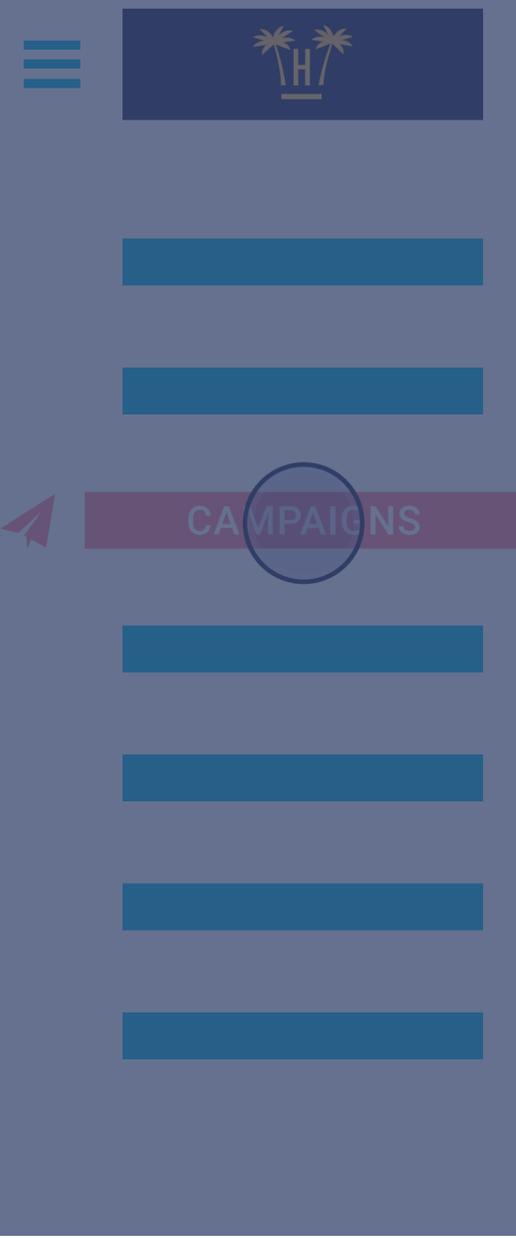
**Ciber Monday** 

**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.



Email Te

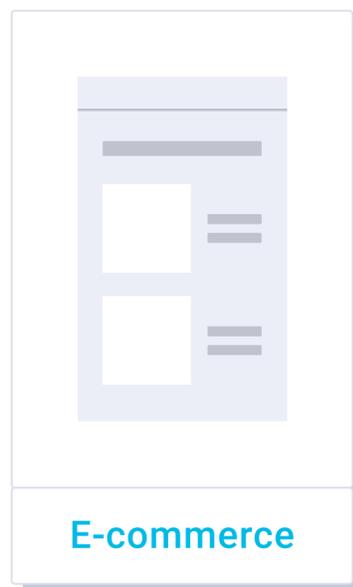


## Rich email messages made easy

Choose a template

Example Templates

Basic and HTML Templates



E-commerce



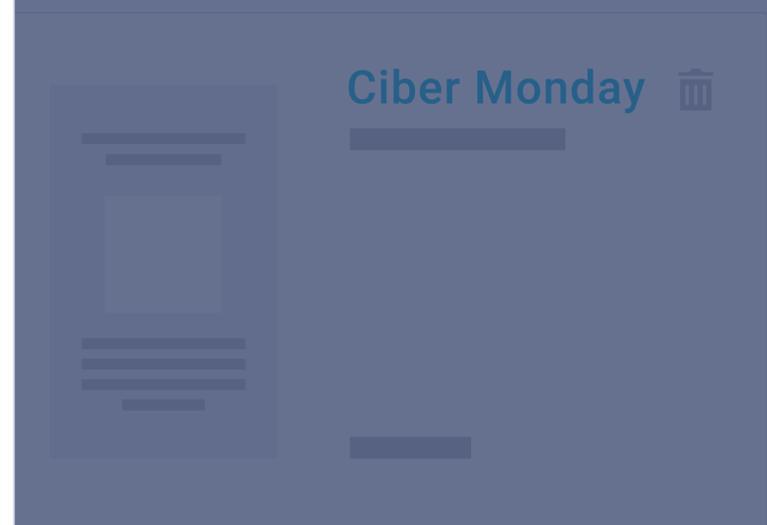
Newsletter



Welcome

New Email template

Ciber Monday

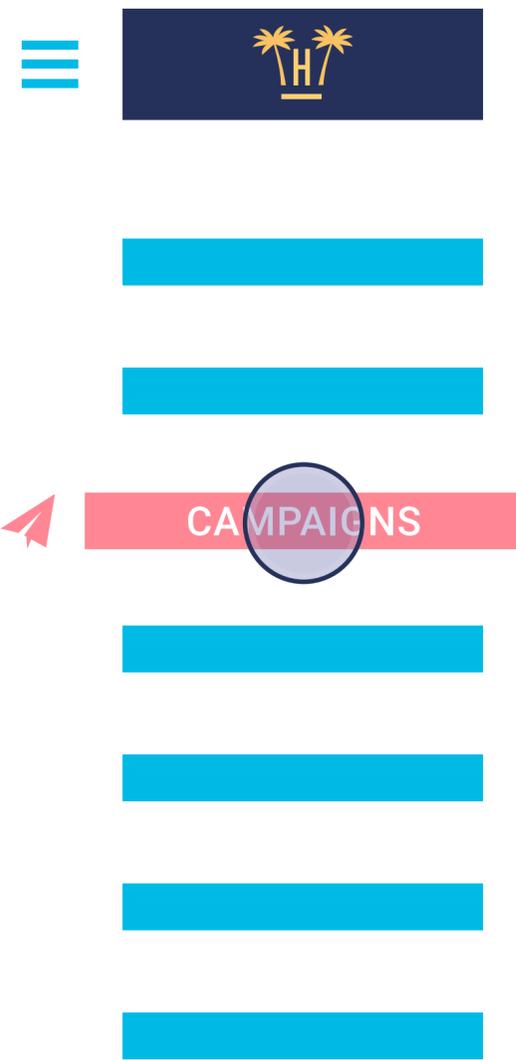


# 2/3 Templates.

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

|   |                |   |   |
|---|----------------|---|---|
| <br><b>Cyber Monday</b><br>Type: Immediate<br>Updated: 18   10   2018<br>Target: Men >25   | 127 Recipients |          |       |
| <br><br>       |                |          |       |
| <br><br> |                |    |   |

Edit Campaign

## 1/6 Campaign Manager.

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

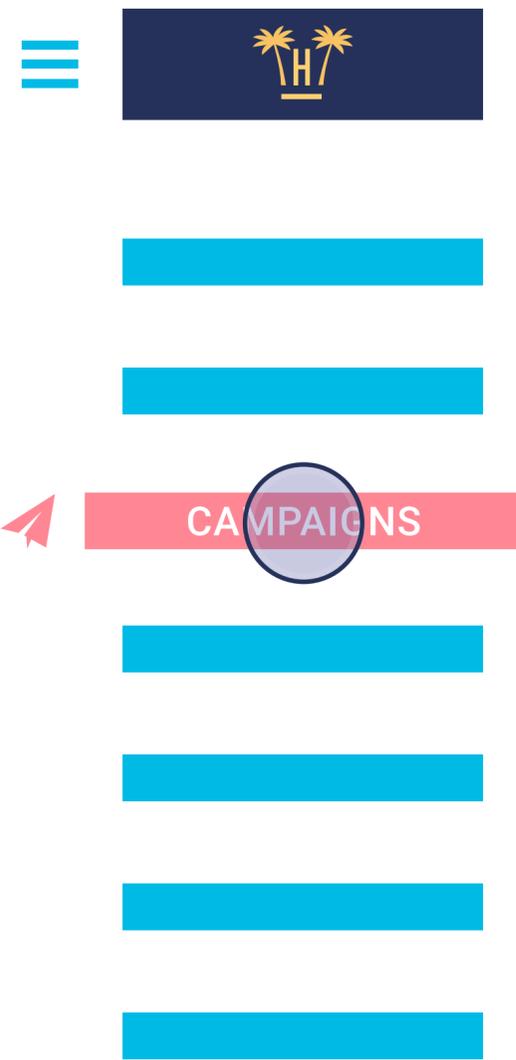
## Campaign Information

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).



CAMPAIGNS

Cancel campaign

Save campaign

Continue campaign

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

### Campaign schedule

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

Progress bar

[Bar]

[Bar]

[Bar]

### Setup frequencies of the campaign

[Bar] [Bar]

days

hours

days

weeks

months

# 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.

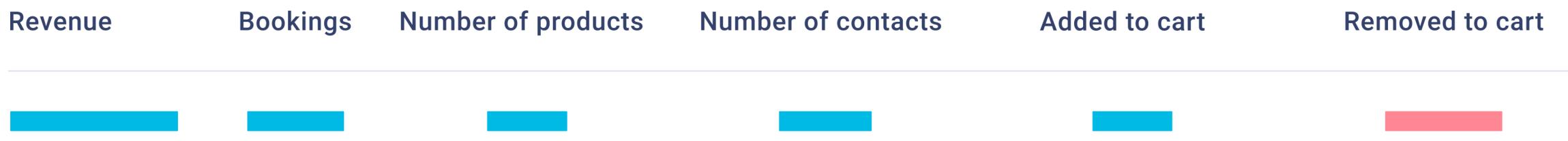


# Black Friday

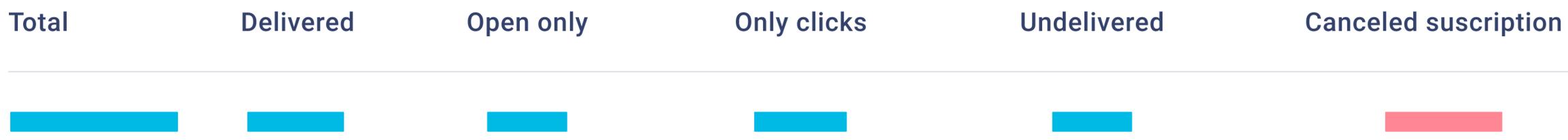


## CAMPAIGNS

### 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<br>HTGL1907095SD | 12 11 2018<br>15:26 |  |
|                 |         |         |             |           |        |          |                                   |                     |  |
|                 |         |         |             |           |        |          |                                   |                     |  |
|                 |         |         |             |           |        |          |                                   |                     |  |

## Purchase Management.

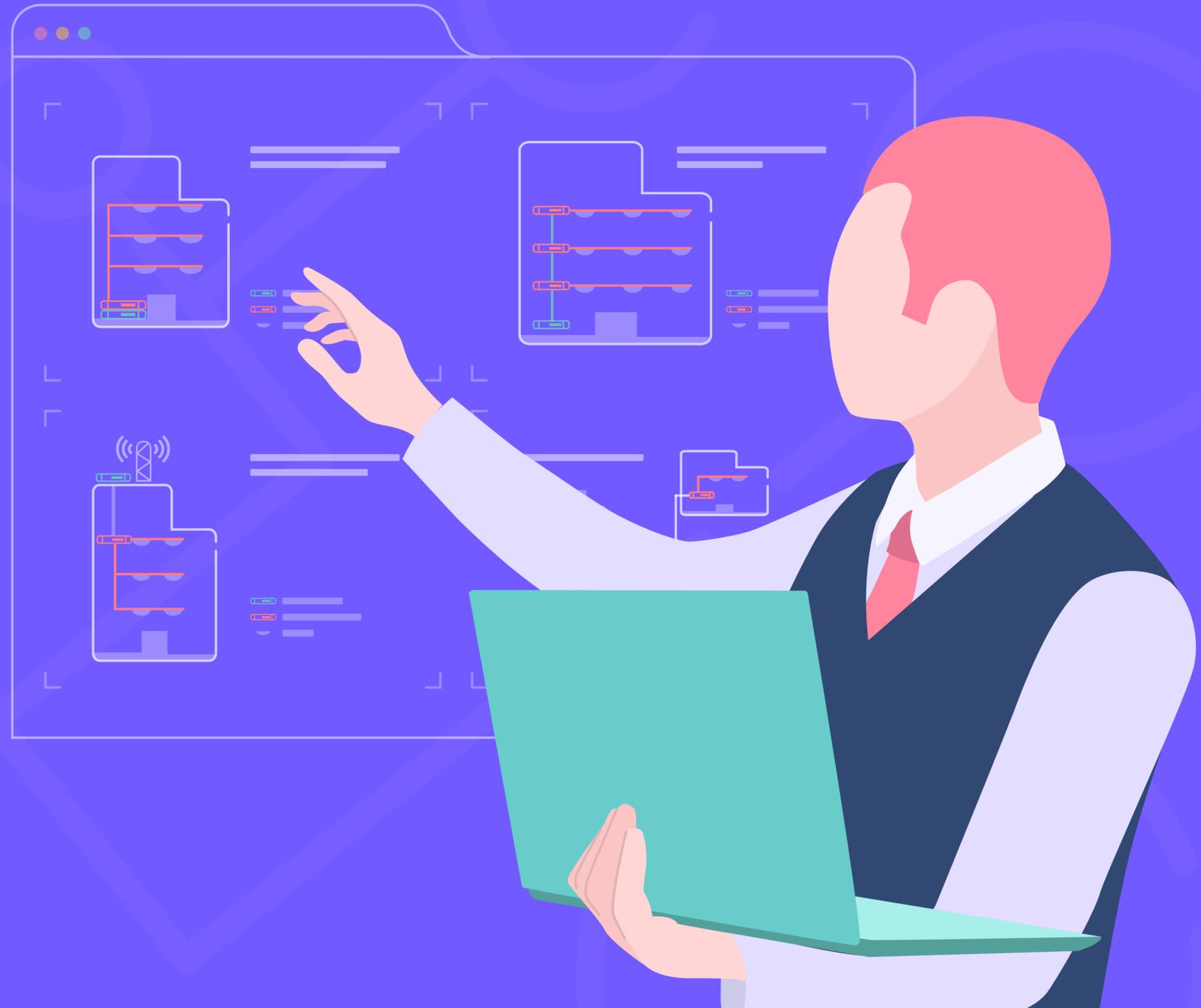
Finally, we can see the result and the ROI thanks to the monitoring of each reservation against each client. Our tracking via Google Tag Manager allows total traceability and is very important to be able to quantify the reservations of returning clients diverted to the direct channel. This way we can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

# NOC

---

Network  
Operation  
Center

---





# WHAT IS NOC?

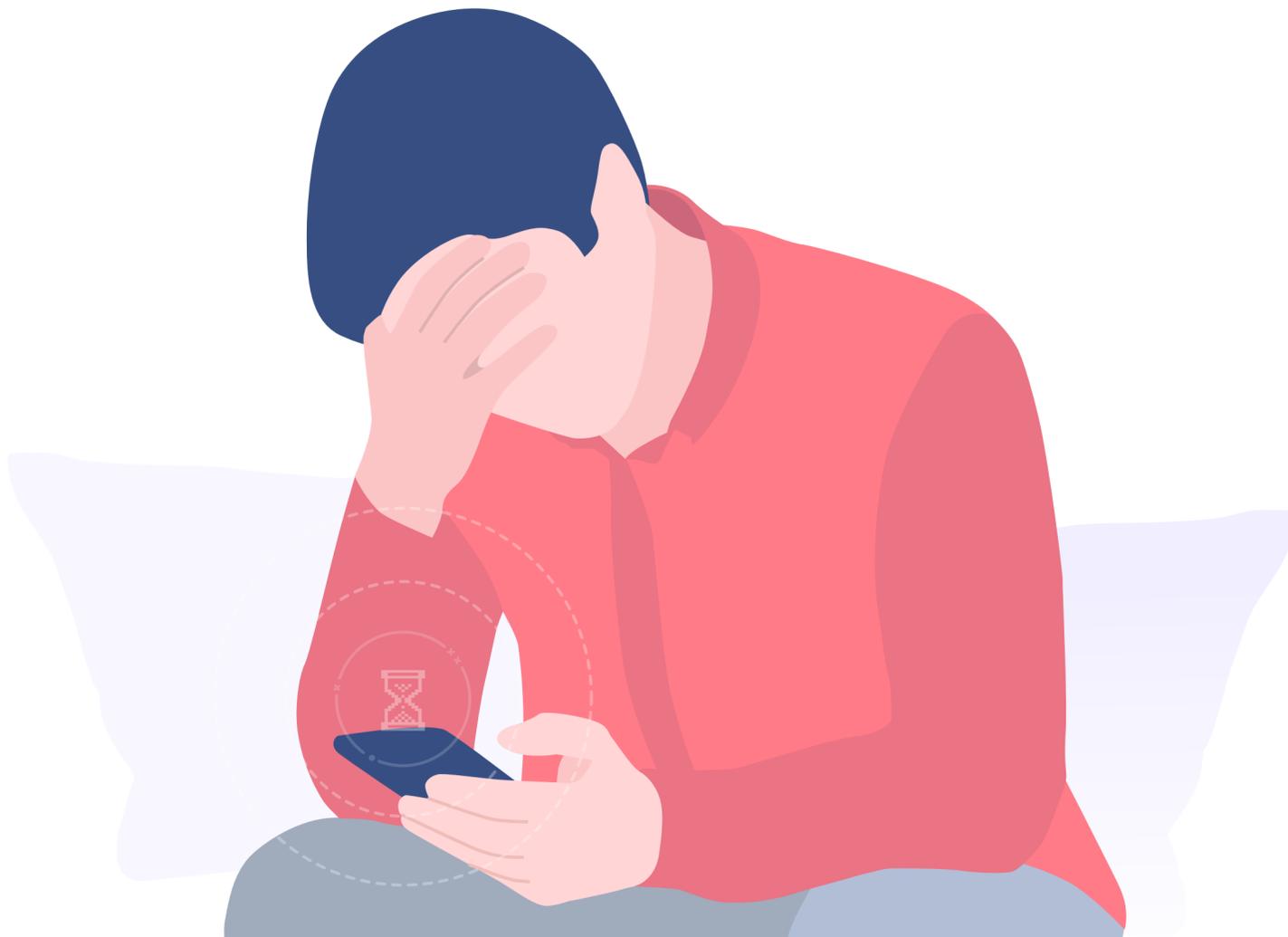
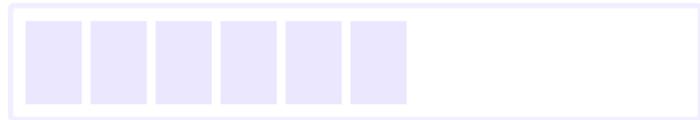
At **Hotelinking**, we have launched a new service aimed at the setup and maintenance of the WiFi network for hotels and chains called **NOC (Network Operation Center)**.

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



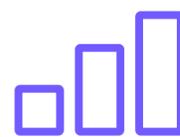
The Internet connection service is one of the most heavily weighed variables when choosing accommodation. A quality Wi-Fi service **enhances a hotel's rating on reputation pages.**



**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.



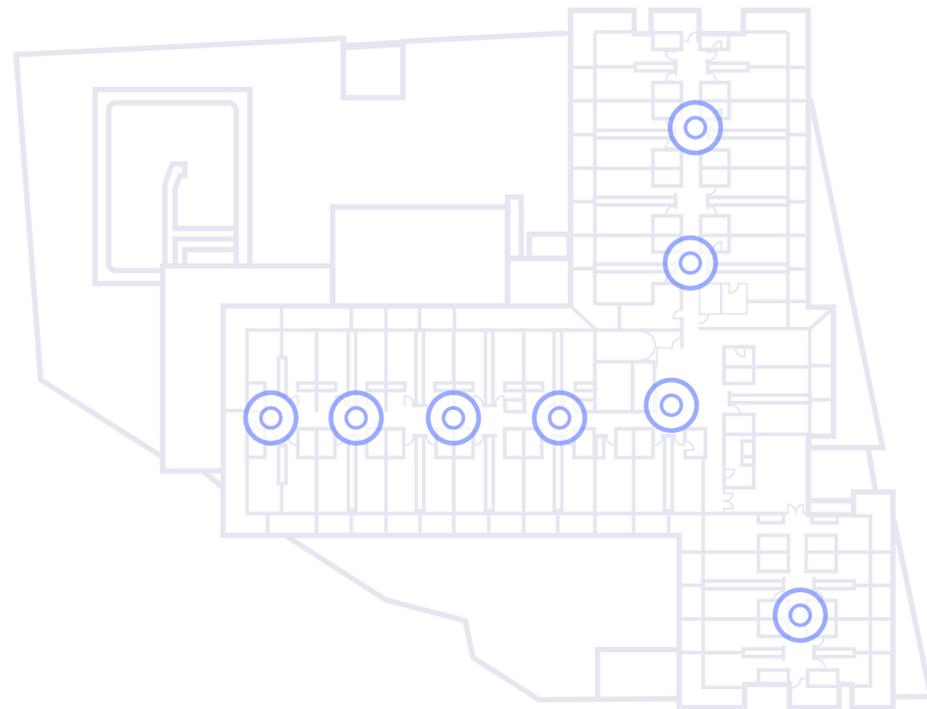
## We certify

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

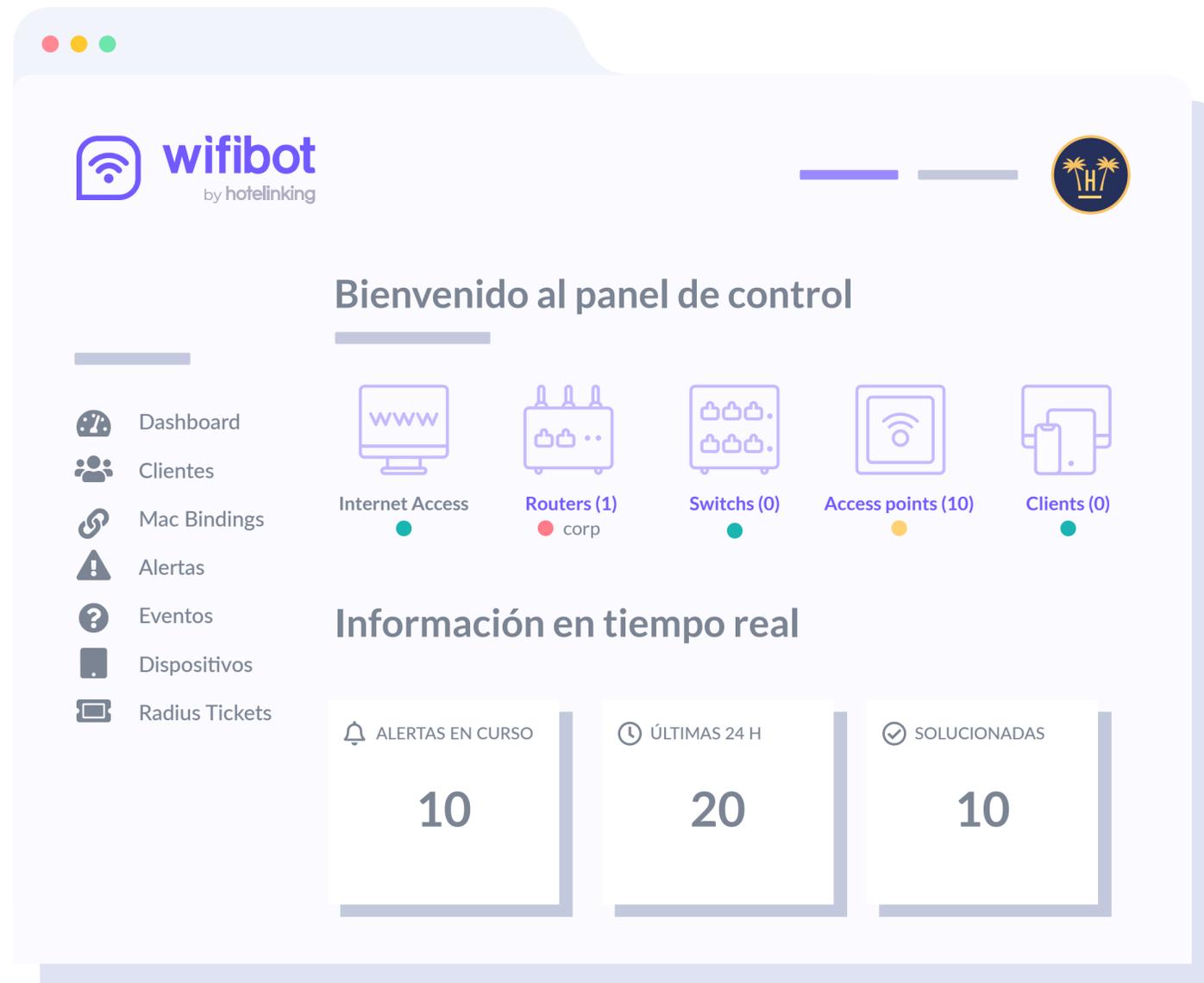
To complement the WiFi network set up and maintenance service we offer with NOC, we have a novel solution that focuses on **network health monitoring**.

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.

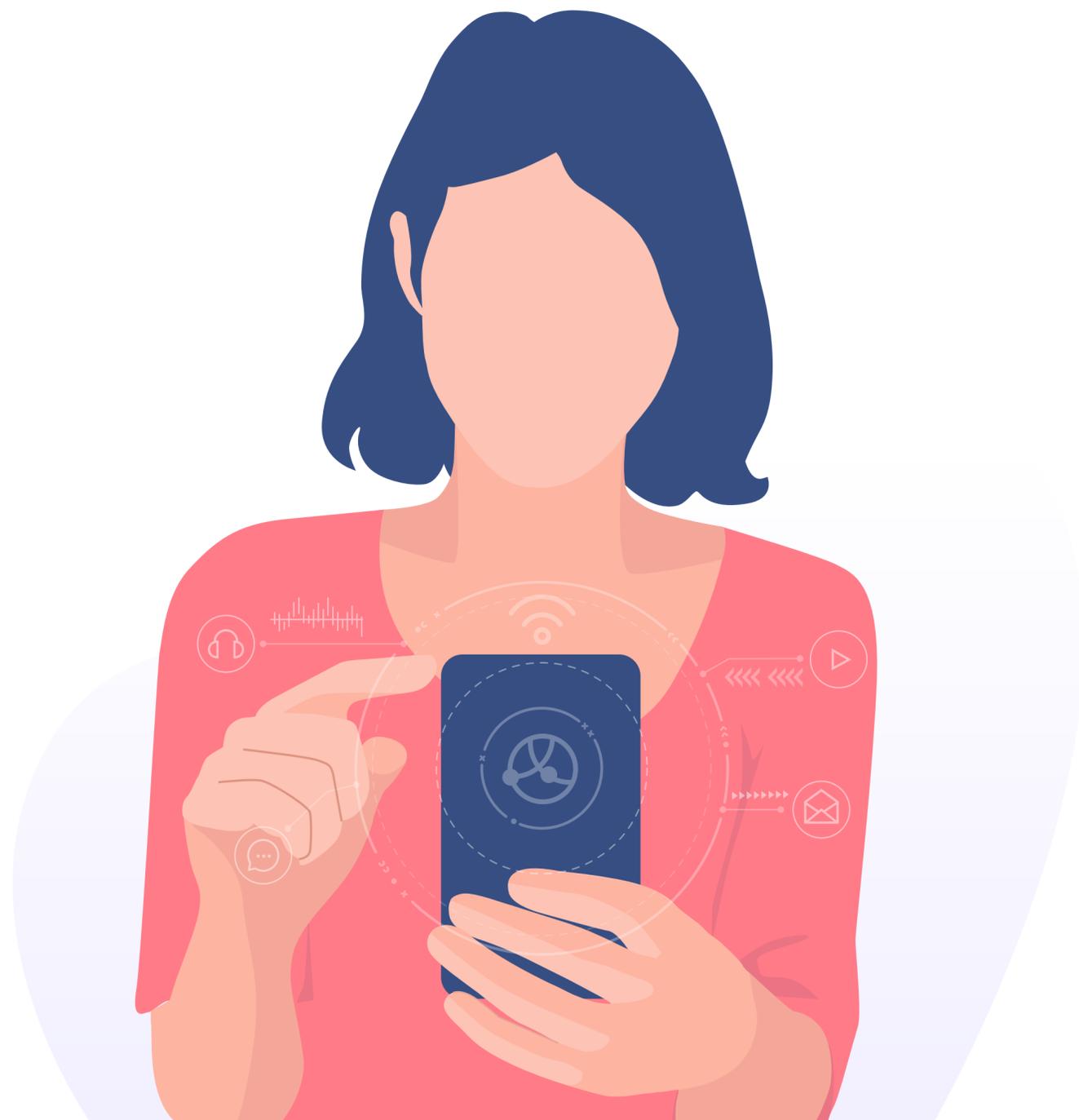
Find all the information about WiFiBot in [this document](#).



# 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



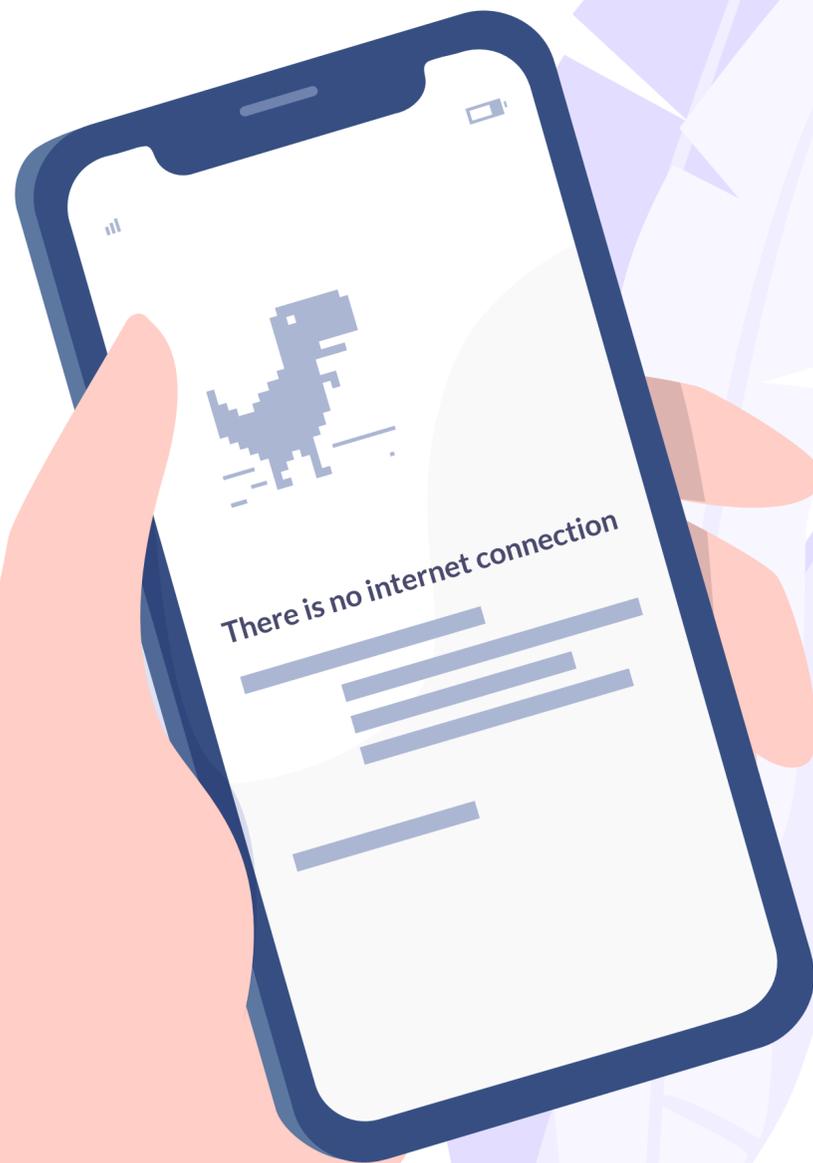
Incidents on the network often arising unexpectedly



Hotel reception collapsing when the WiFi fails



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



# BENEFITS

## For the guest

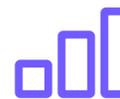


They perceive that you are using a quality service that meets their expectations.



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:

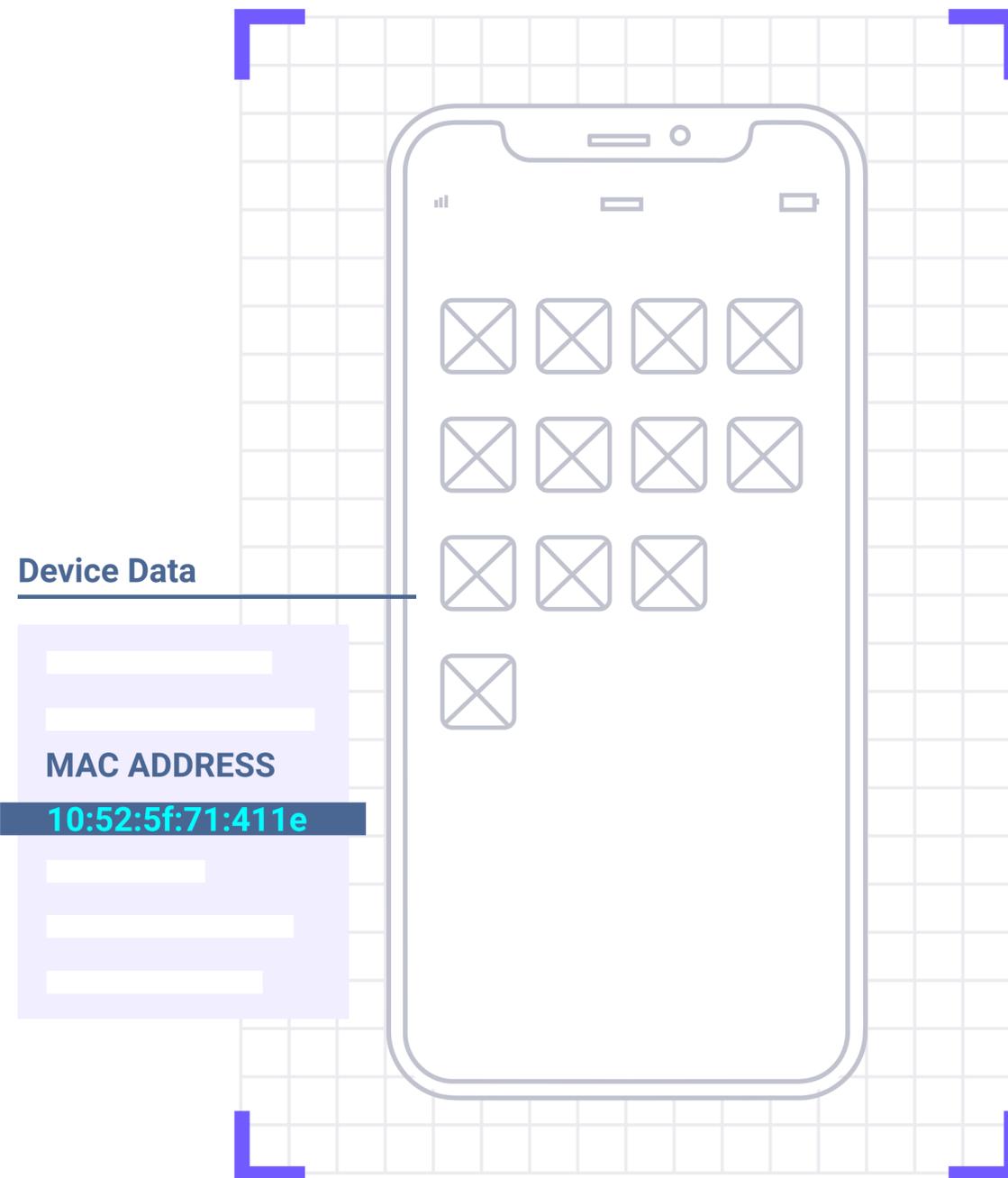
- The status of devices and services
- The design of the network and its settings
- Connected users
- The management, control and log of all network incidents
- Performance metrics
- WAN status

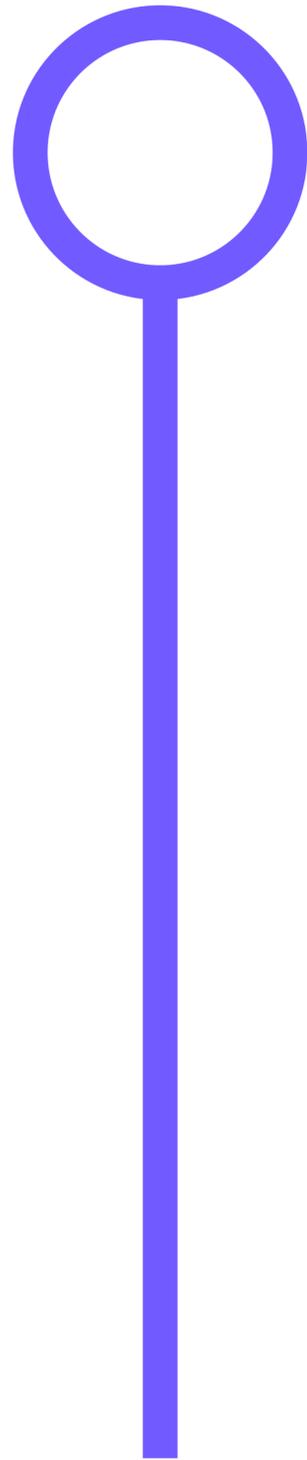


**List of MAC Bindings:** record of all captive portal bypasses that have been created, automatic whitelists per device types.



**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:

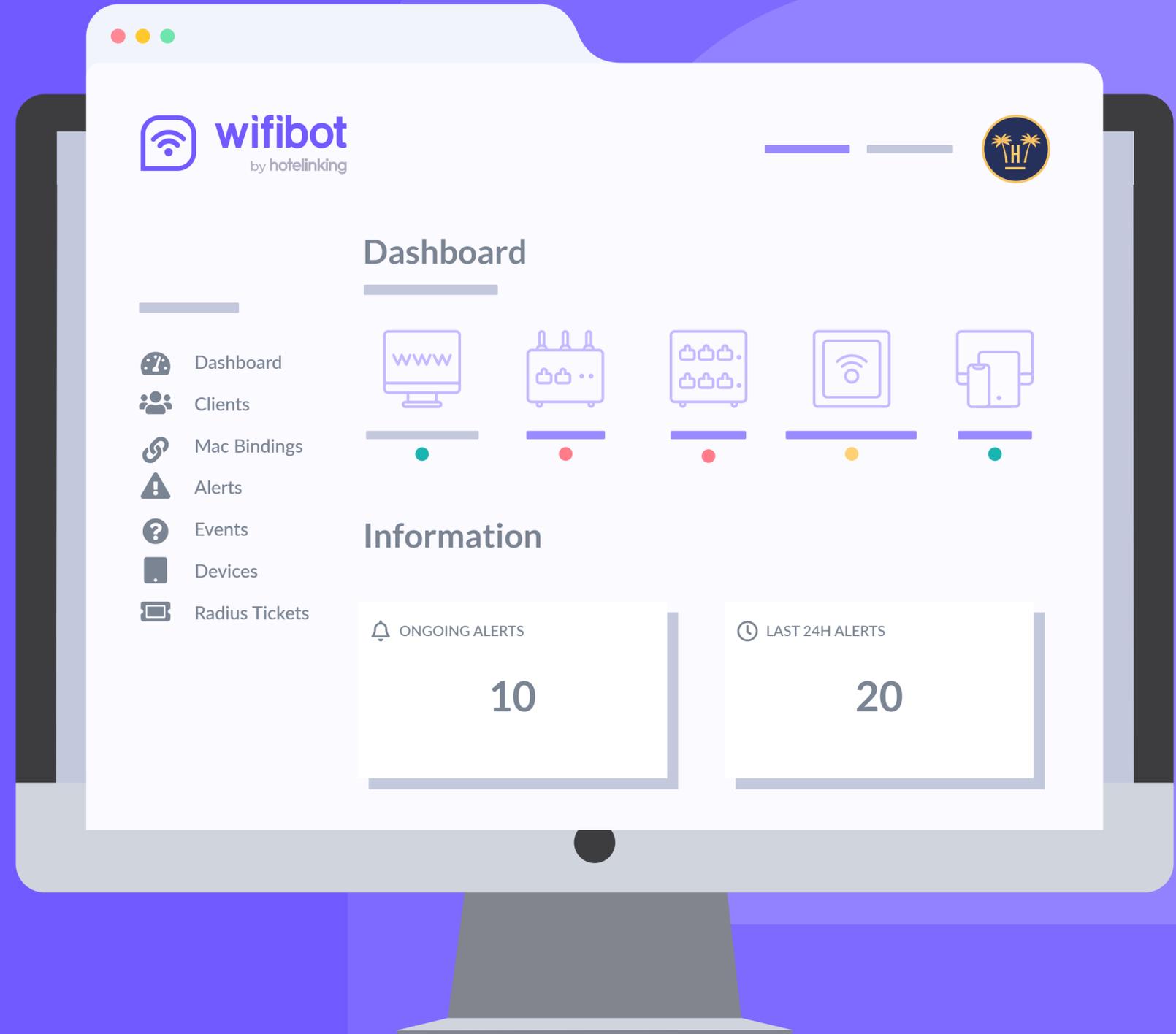
Detects performance problems and continuously evaluates components to maintain and optimise their availability to avoid downtime or network failures.



## Performance:

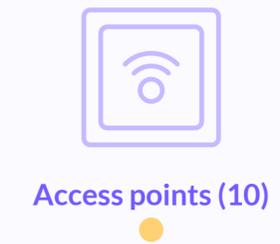
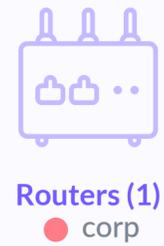
It includes a metric about the wireless health of each connected item.

# 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:  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 |

# 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 |

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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    |

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# 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

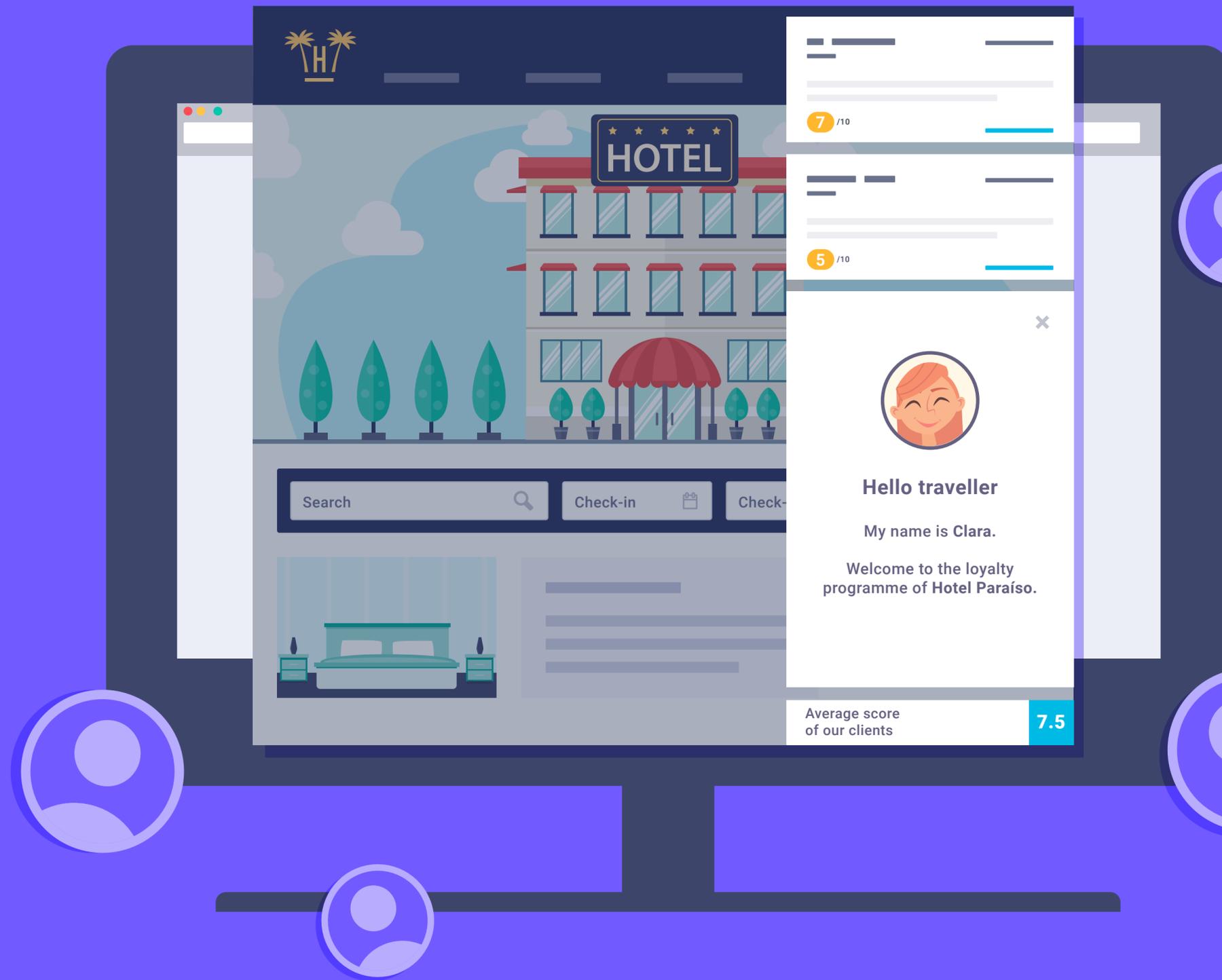
Export

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

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

1

[Previous](#) [Next](#)



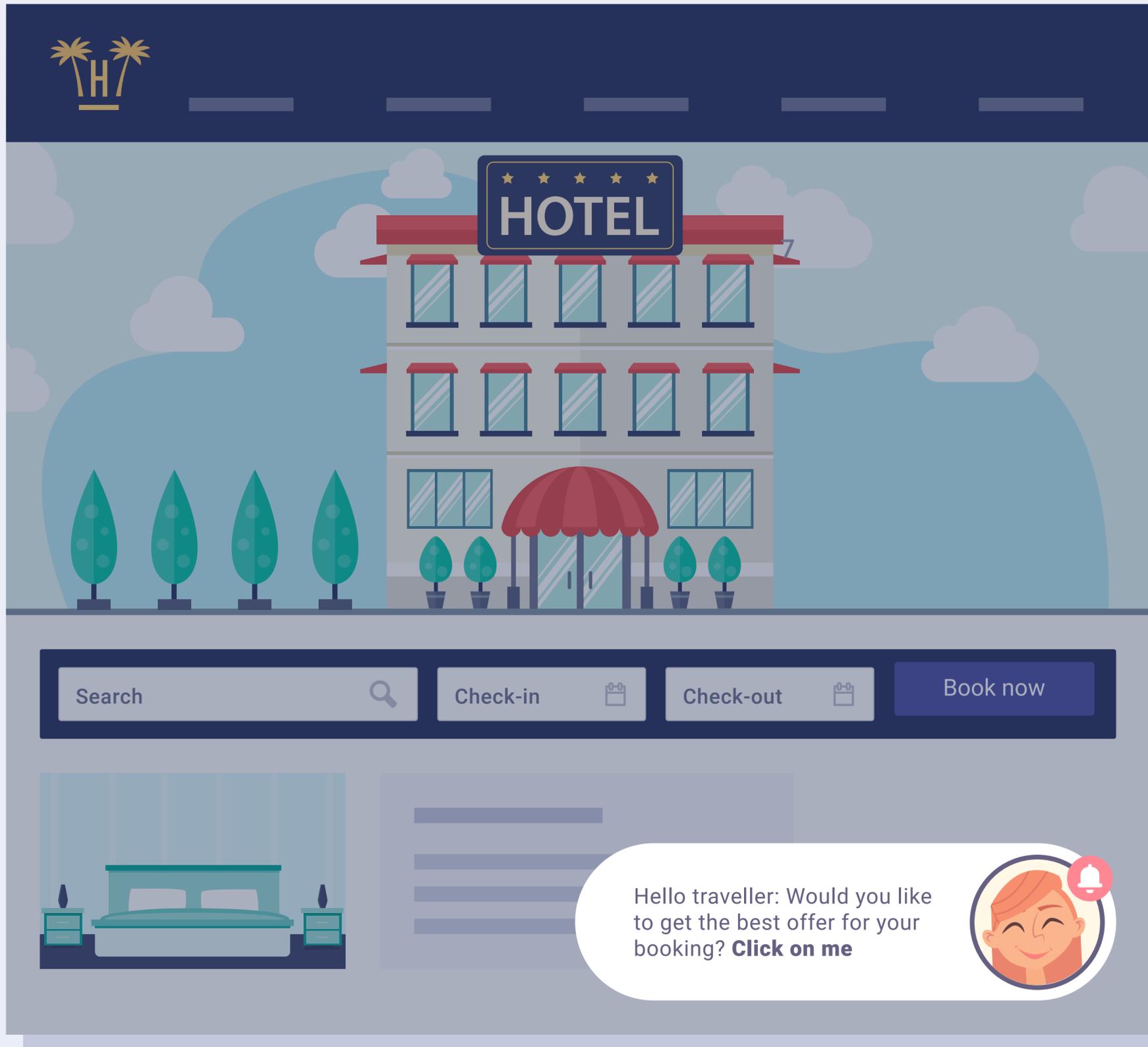
# Bellbot Widget.

## | 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.



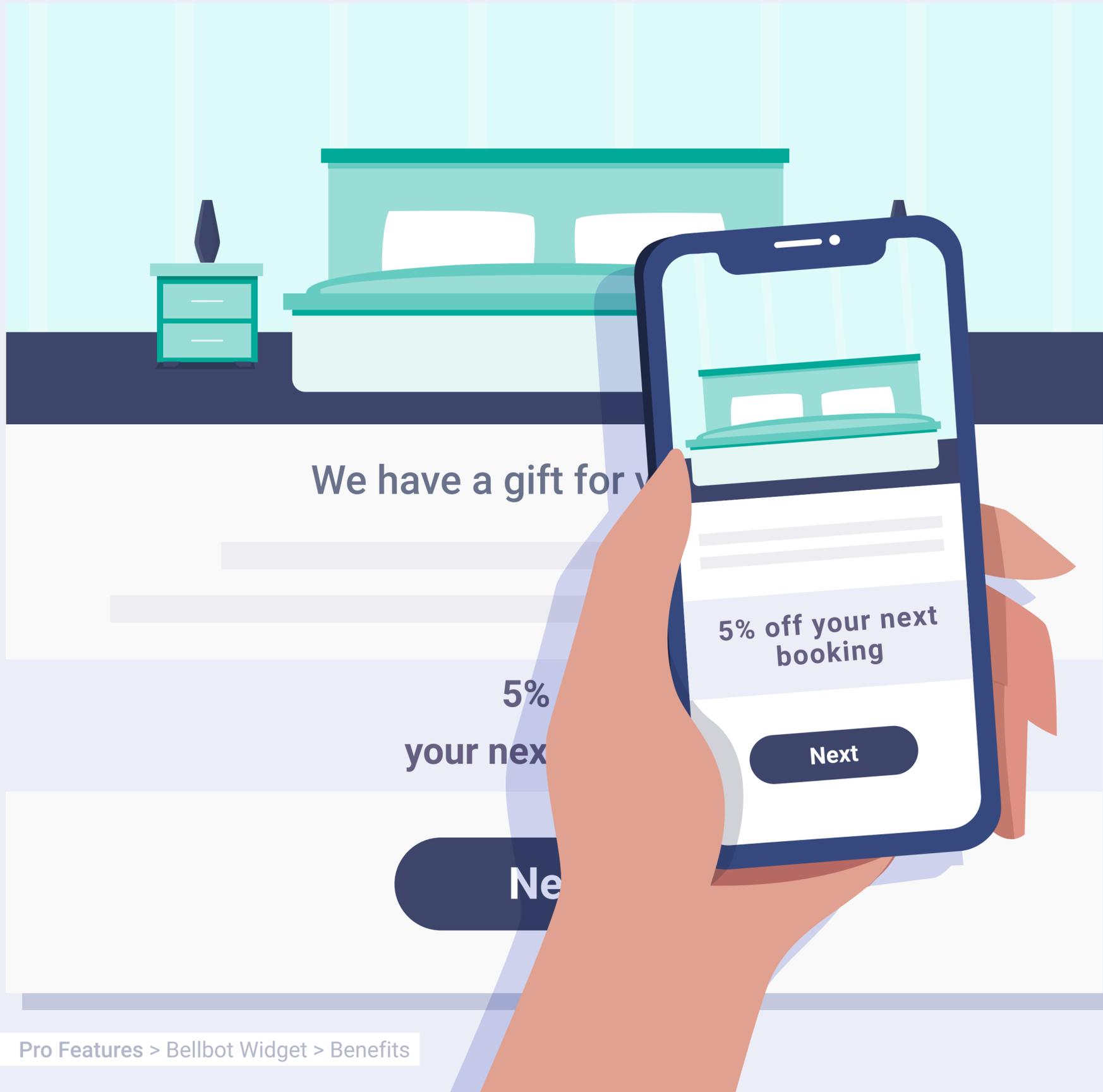


Bellbot is a widget that is specially designed to change this and transform visits directly into bookings.

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**

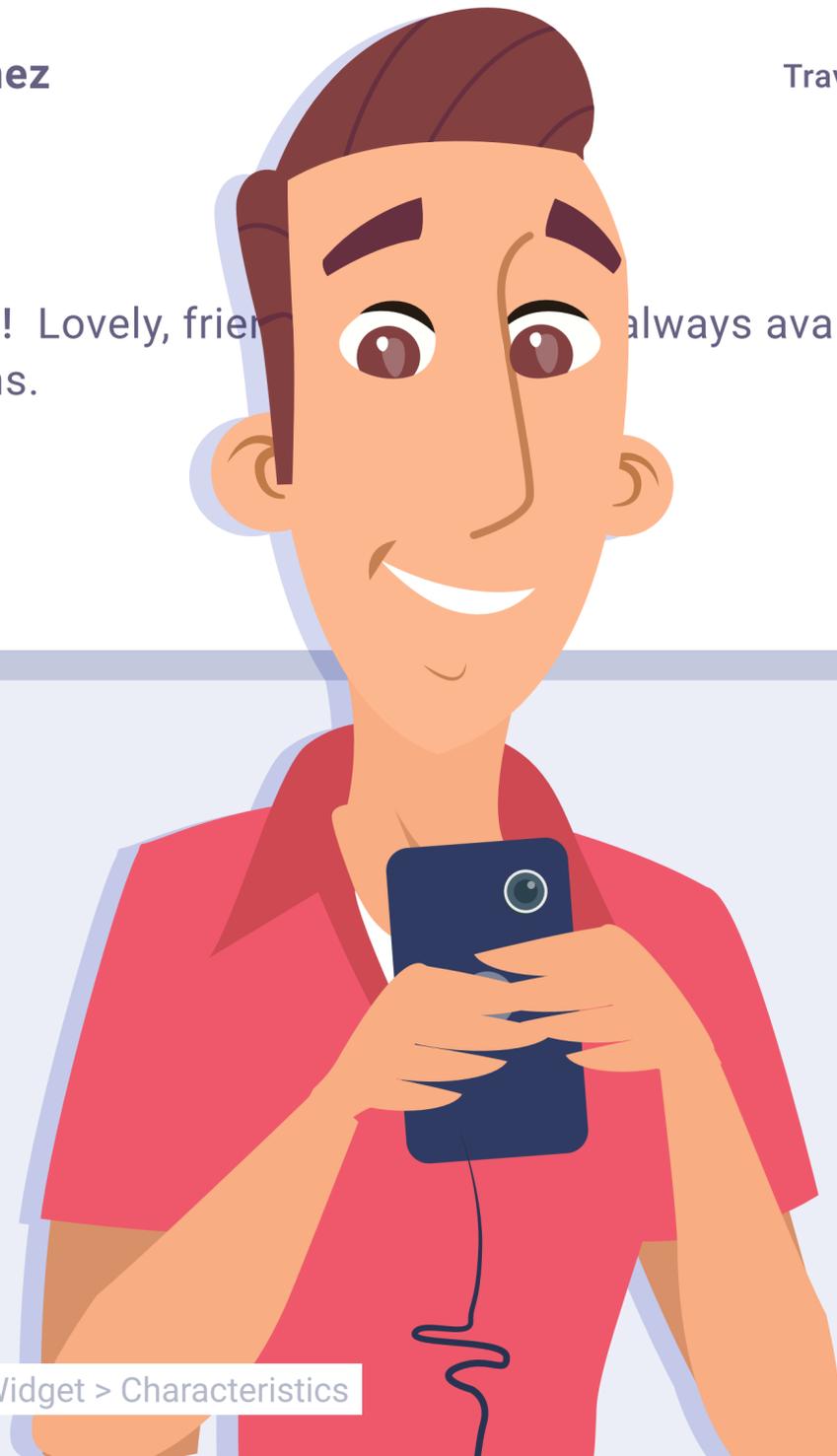
Client

Travel dates: 28 feb. 2019

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

**7** /10

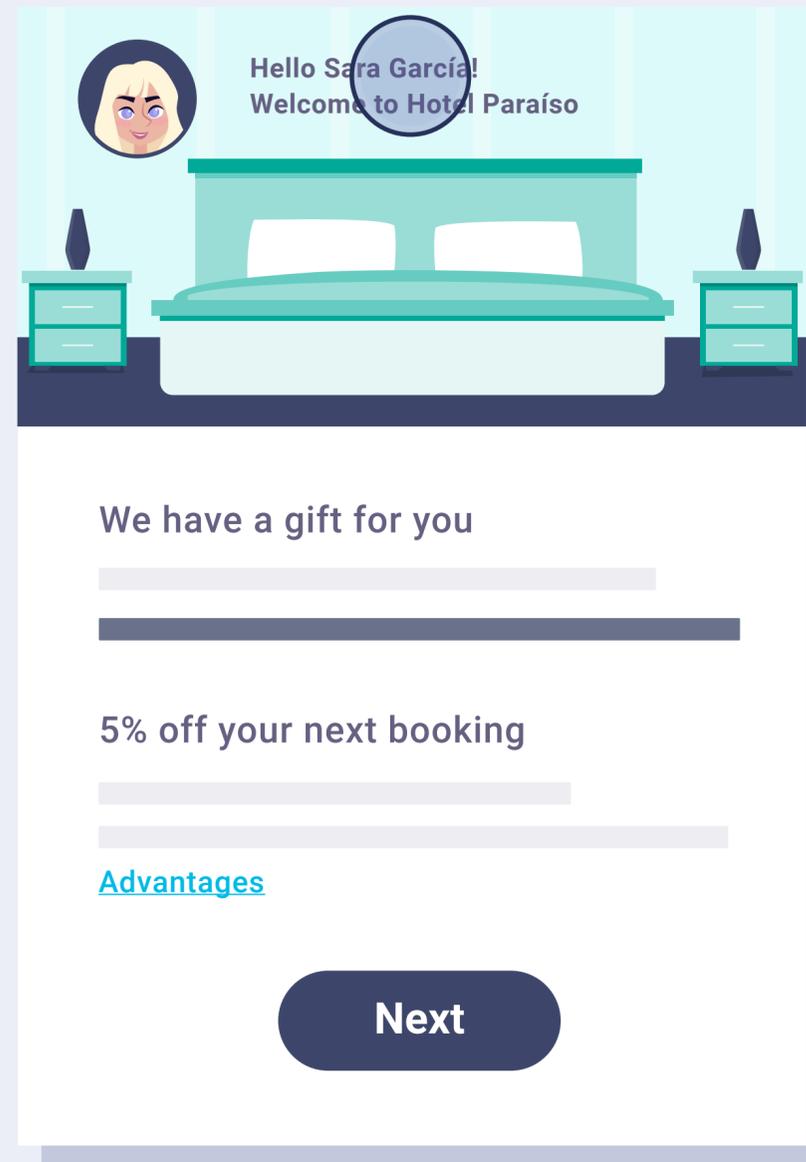
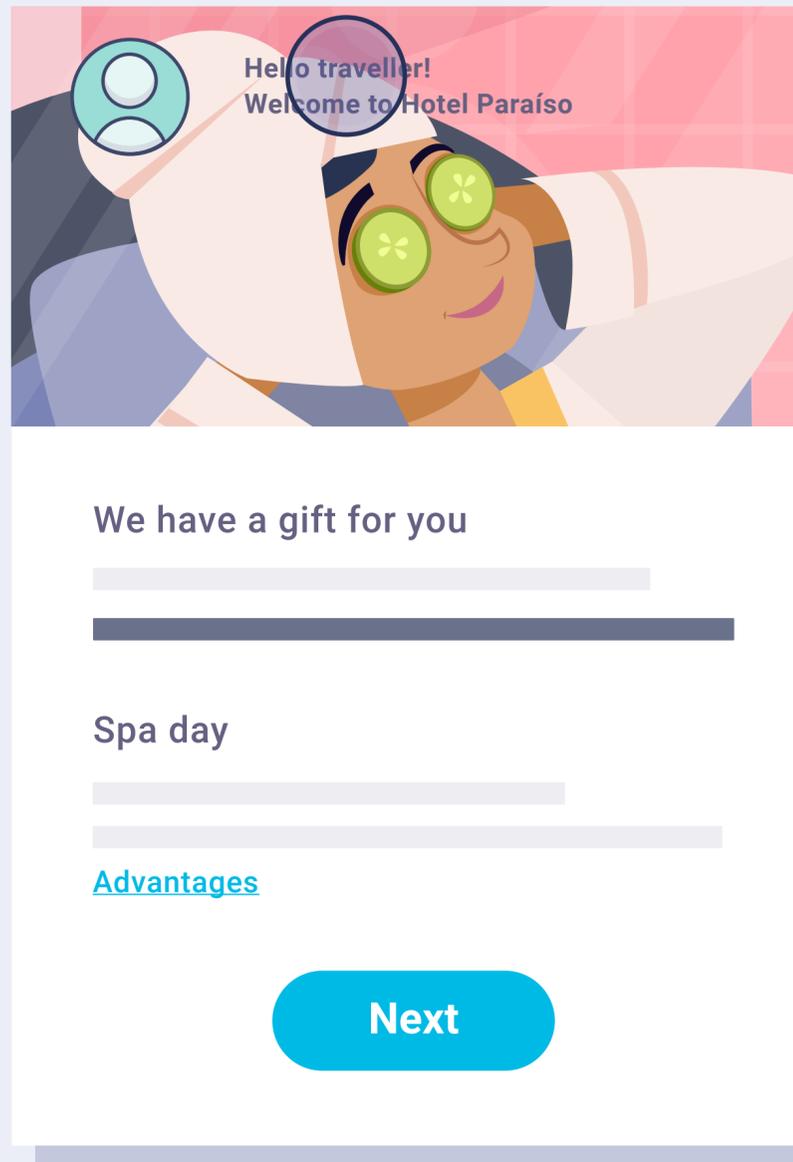
[See all comments](#)



## 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

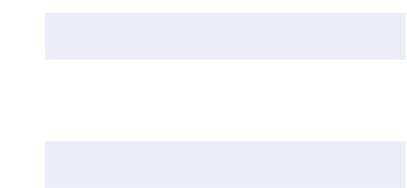
| Title          | Advantage | Guaranteed |
|----------------|-----------|------------|
| Late check-out |           | ✓          |
| Early check-in |           | ✓          |
| Bottle of cava |           |            |

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
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- 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

Cerrar configuración

Notificación de regalo

Nº de emails

Separación en días entre emails

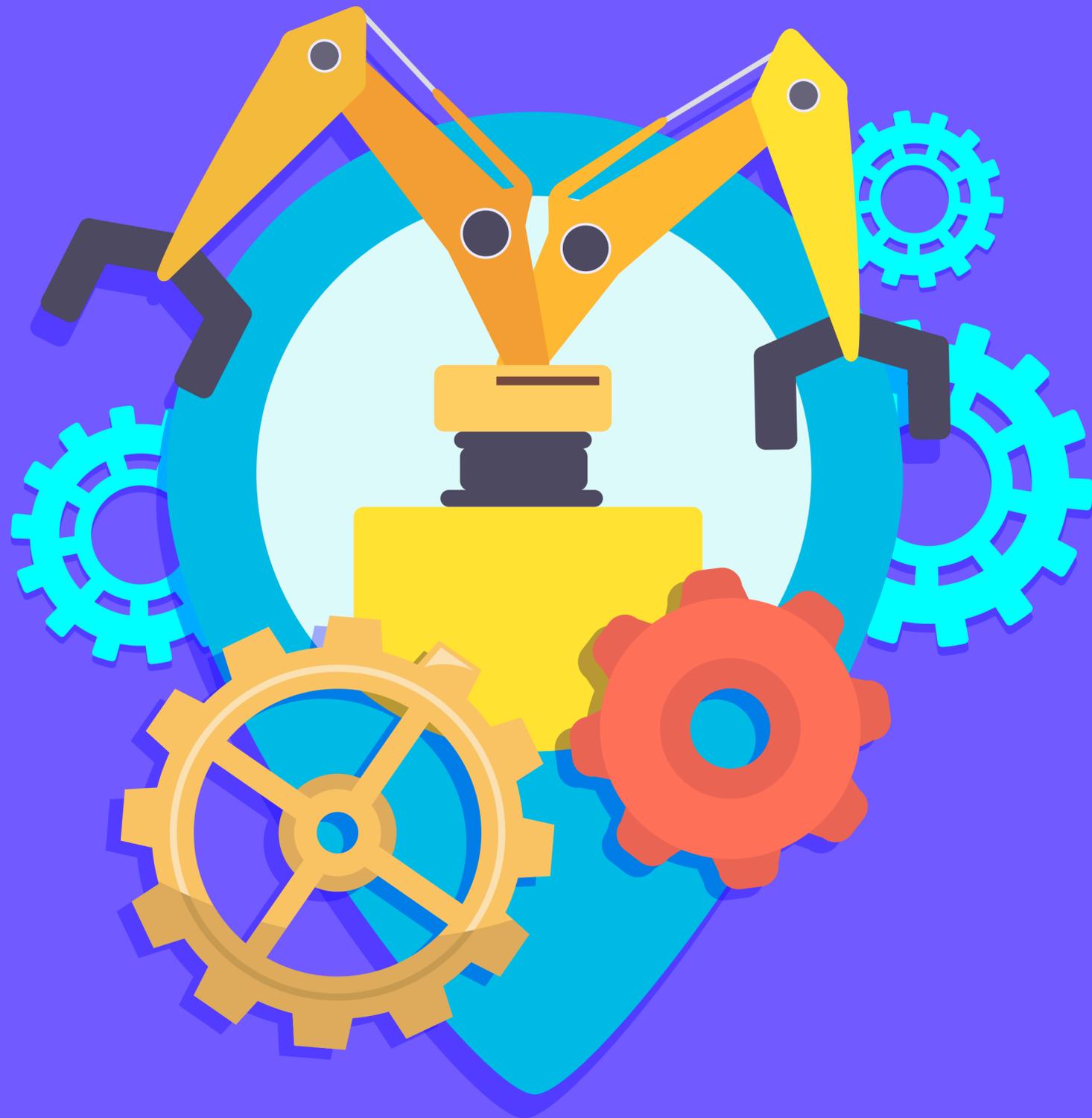
Separación en horas entre emails

2 horas

Guardar 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.



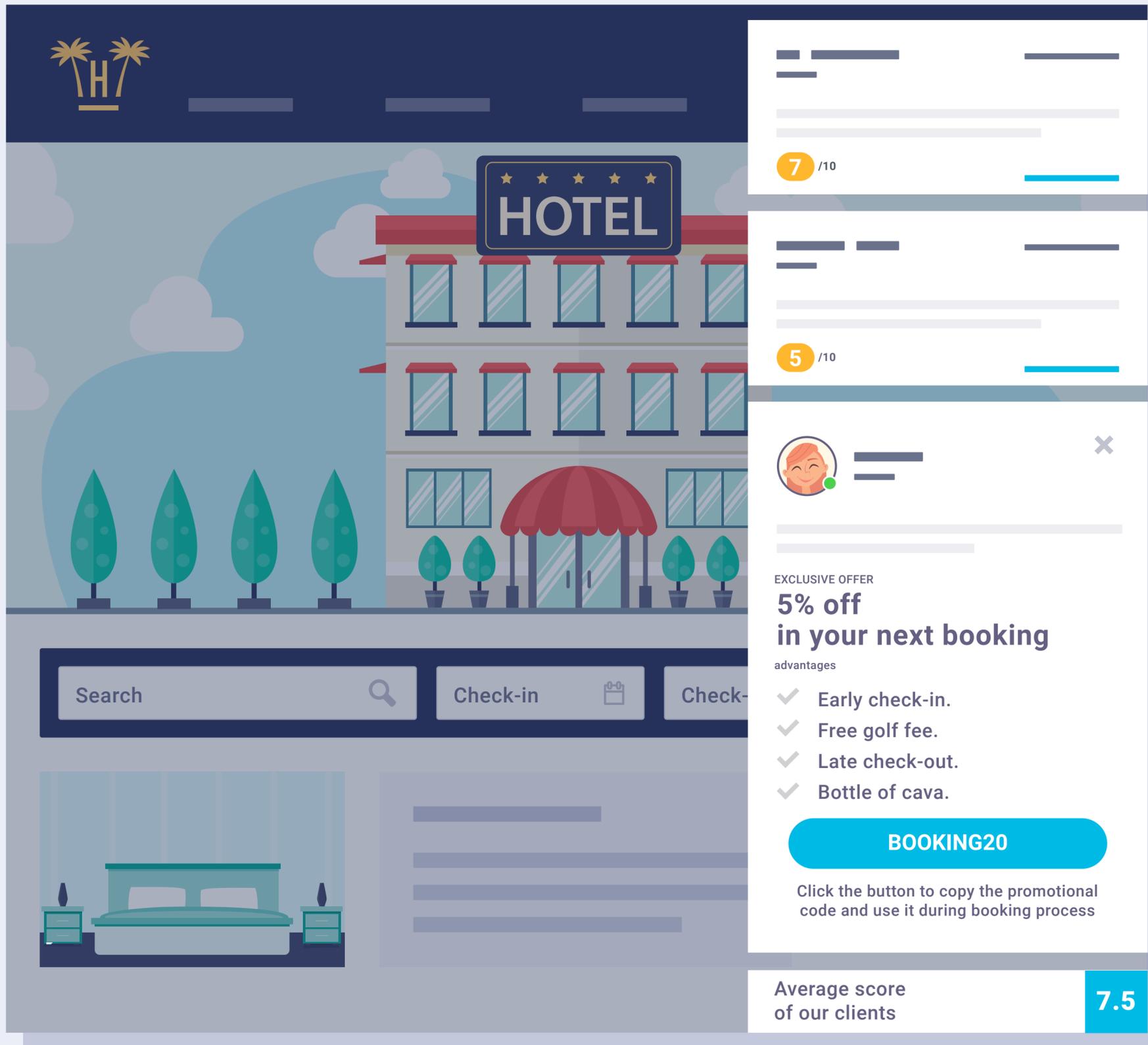
Operation.



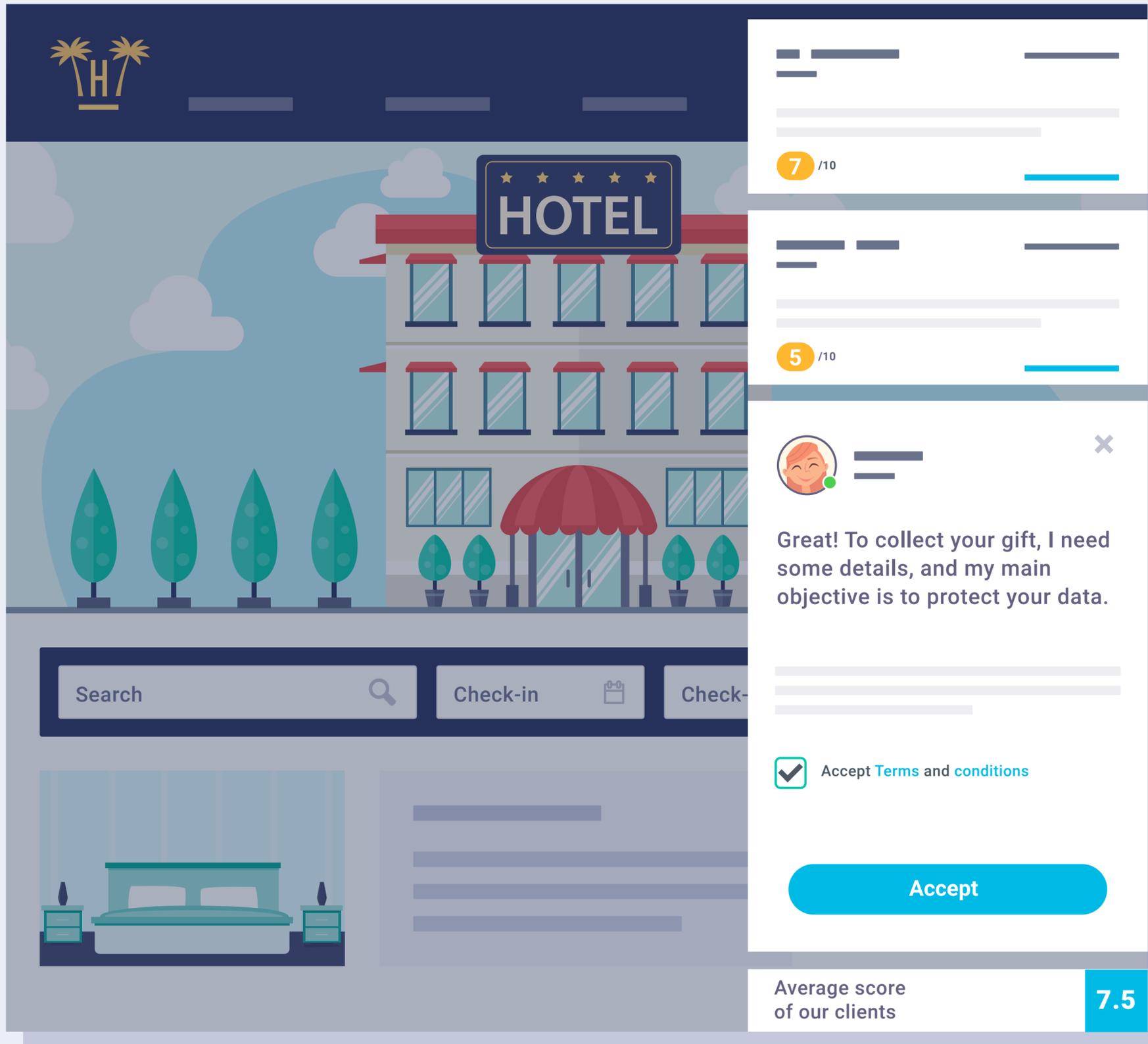
## Operation.

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.

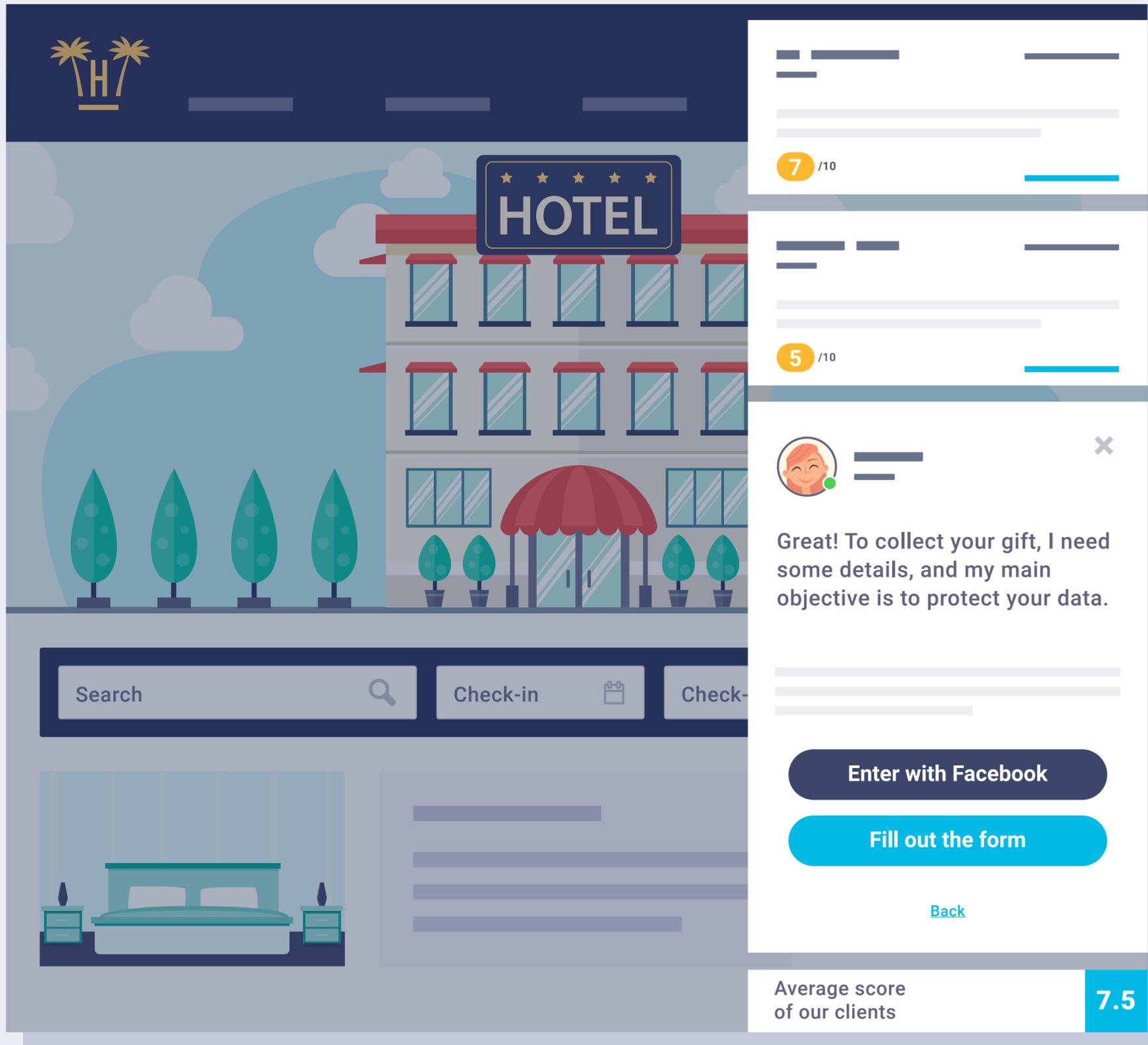


Immediately after the welcome, the assistant shows users the offers and benefits they can get by booking through the website.



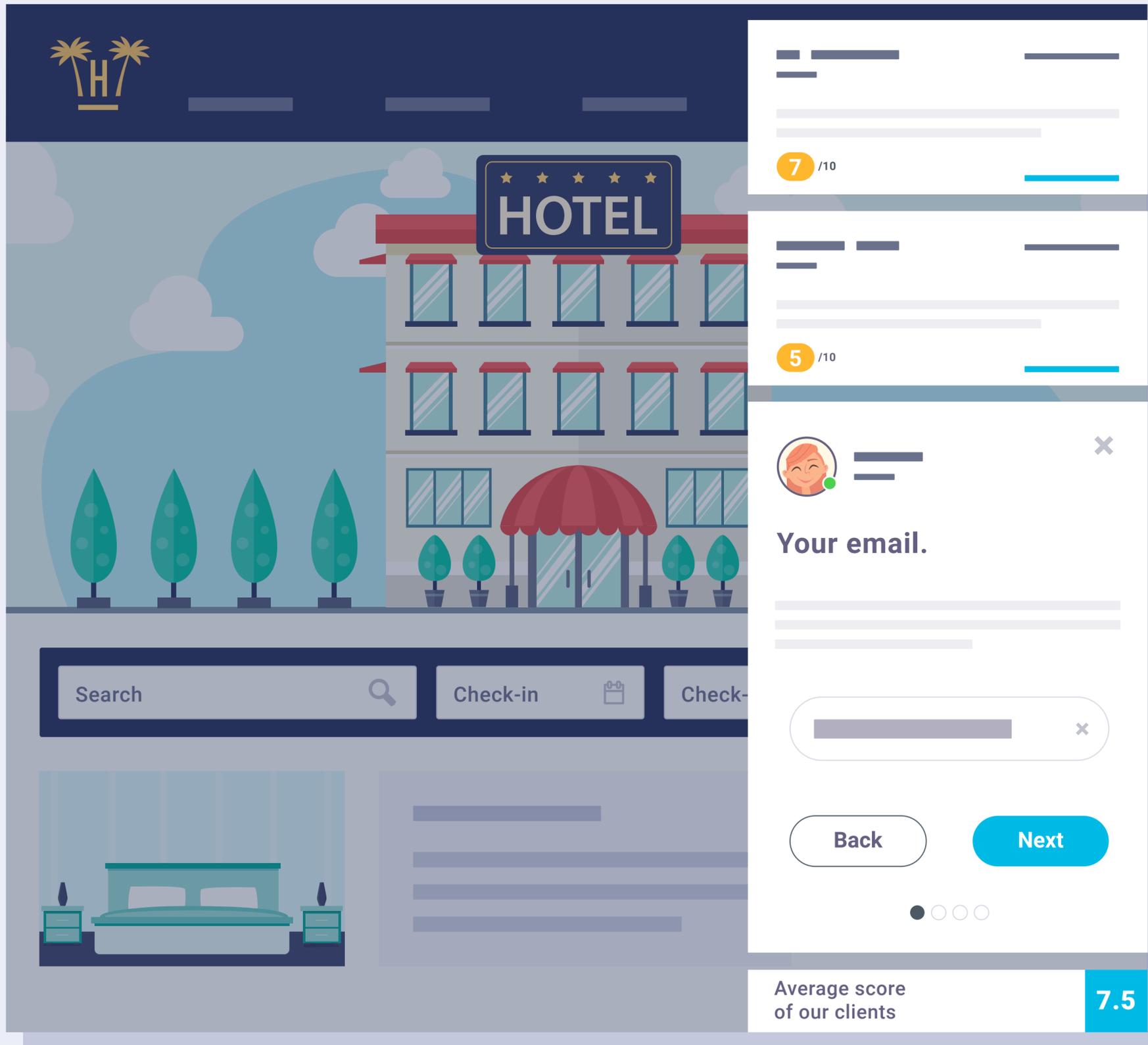
To collect these incentives, the visitor has to enter the details required by the widget.

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.

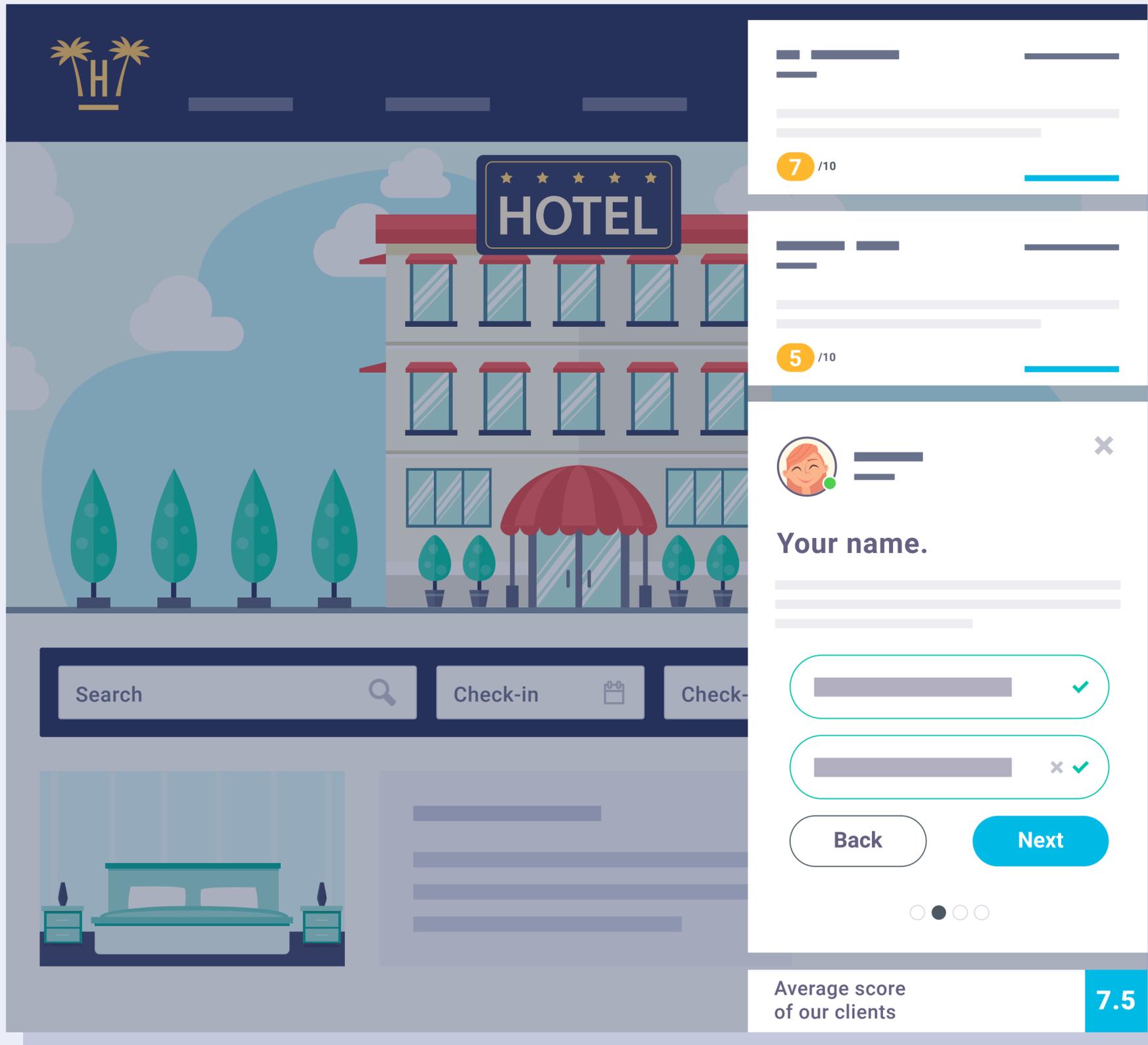
If the user chooses the Facebook option, the API will gather the customer's data automatically.



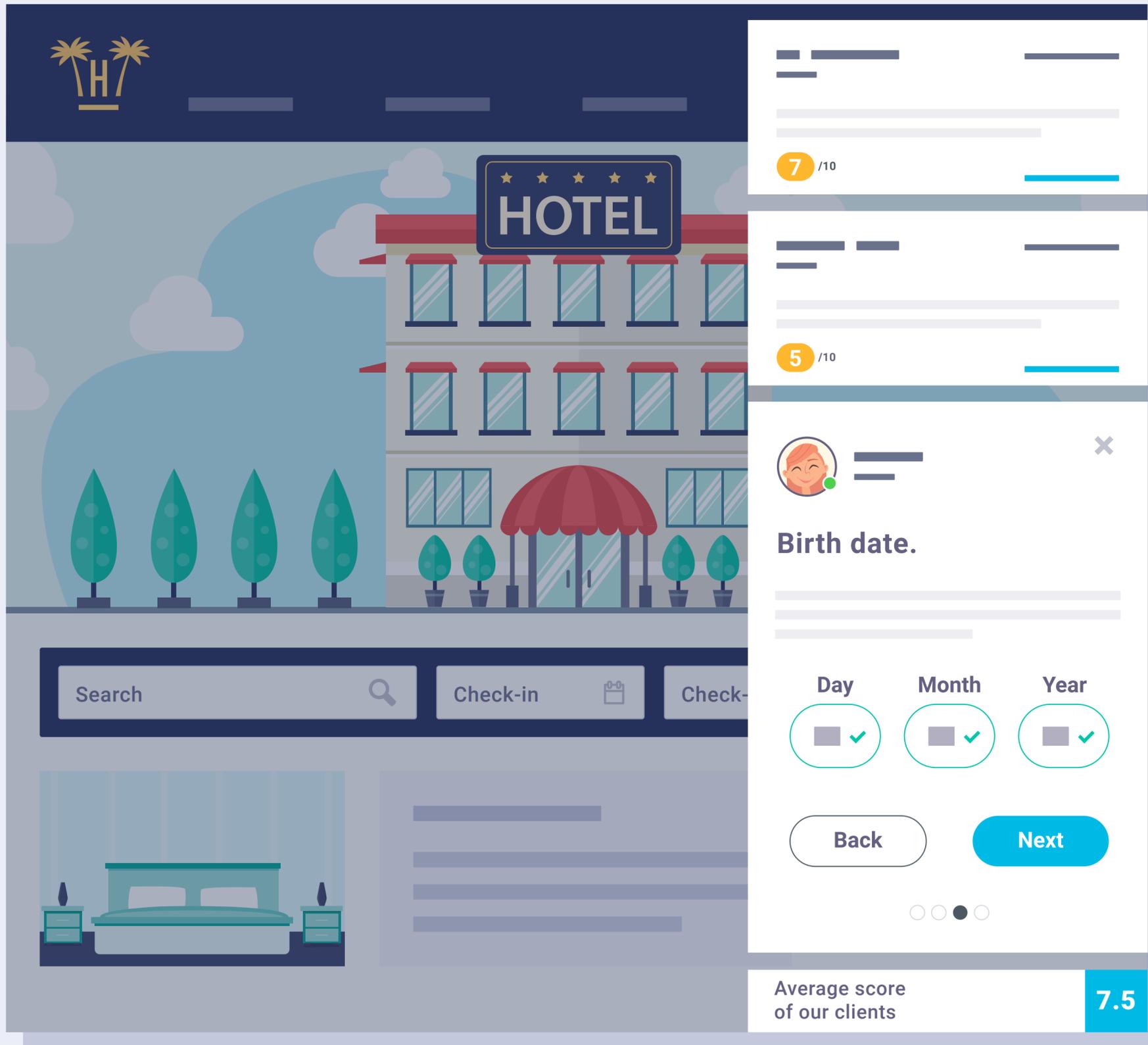
## Via the form.

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

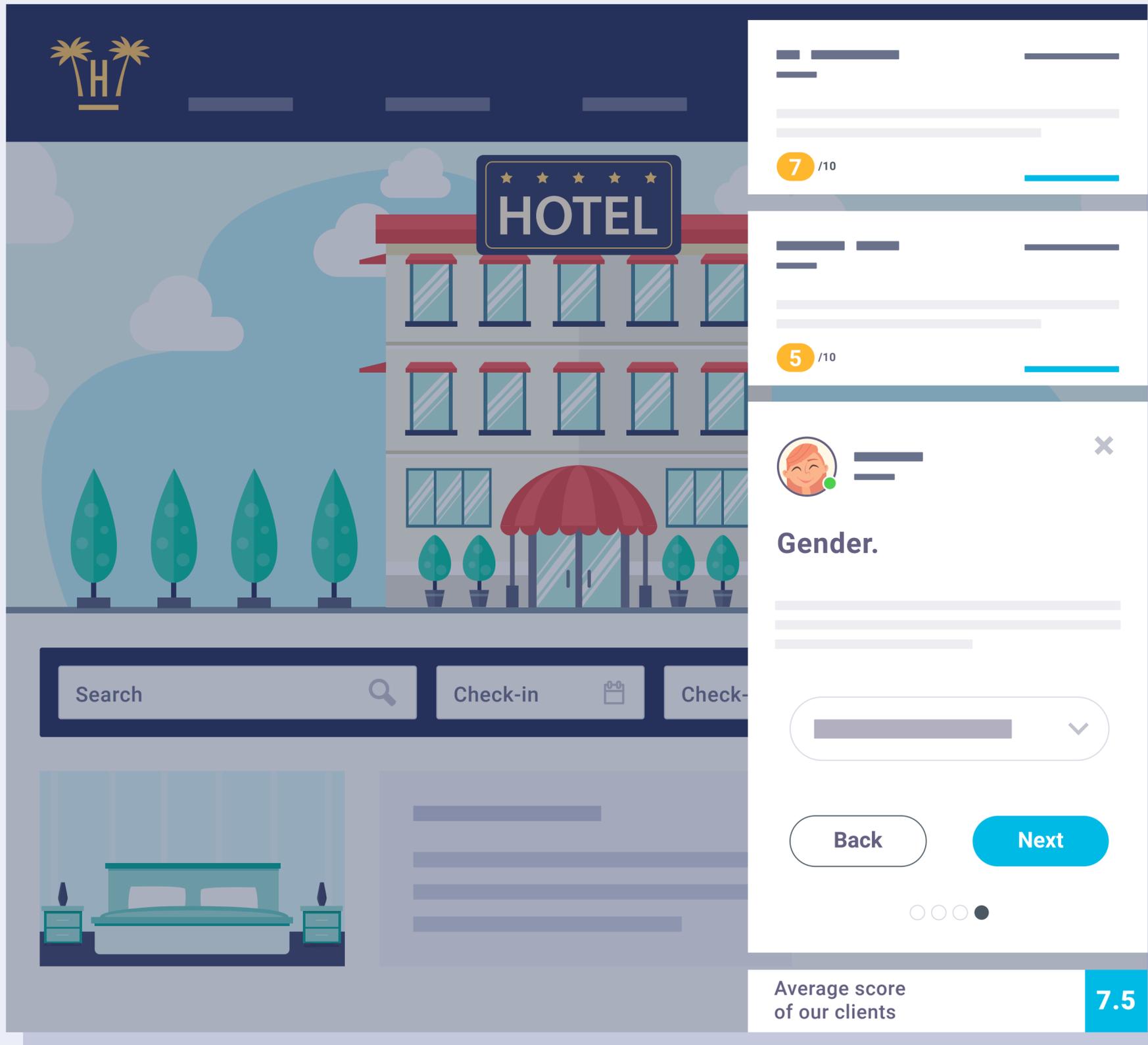
Step 1: Enter email address.



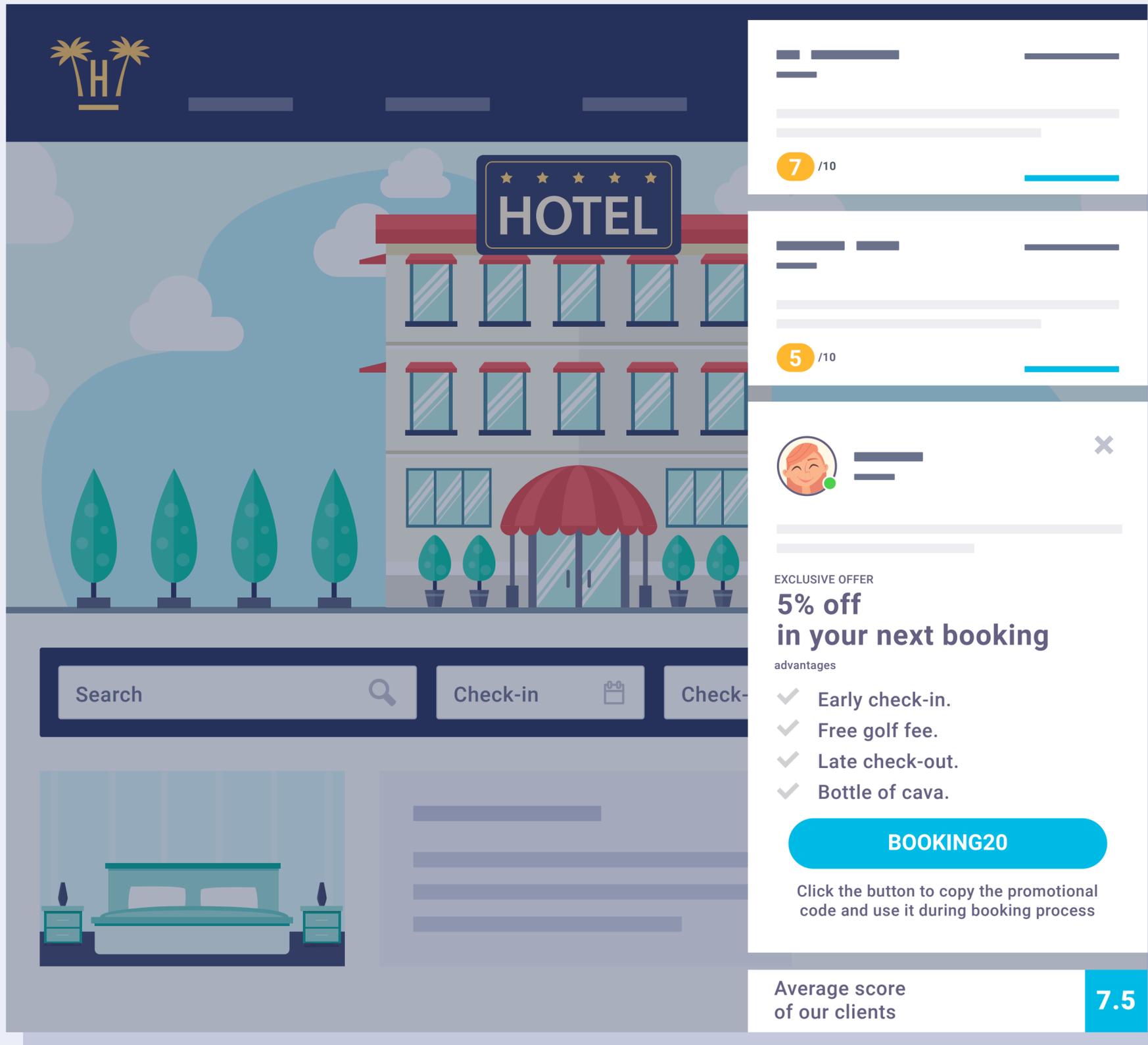
Step 2: Enter name and surname(s).



Step 3: Enter date of birth.



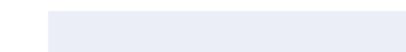
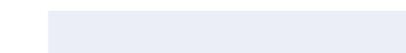
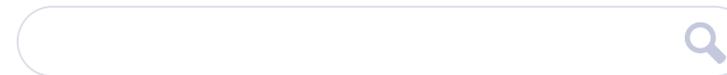
Step 4: Select gender.



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

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Clientes y reservas



Conseguir el código de la etiqueta

Usar el mismo widget para toda la cadena

## Configuración del widget

Fondo



Títulos



Texto



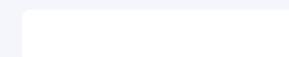
Links



Botones



Texto botón



Config. por defecto

Guardar configuración

Cerrar configuración

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:

Clara

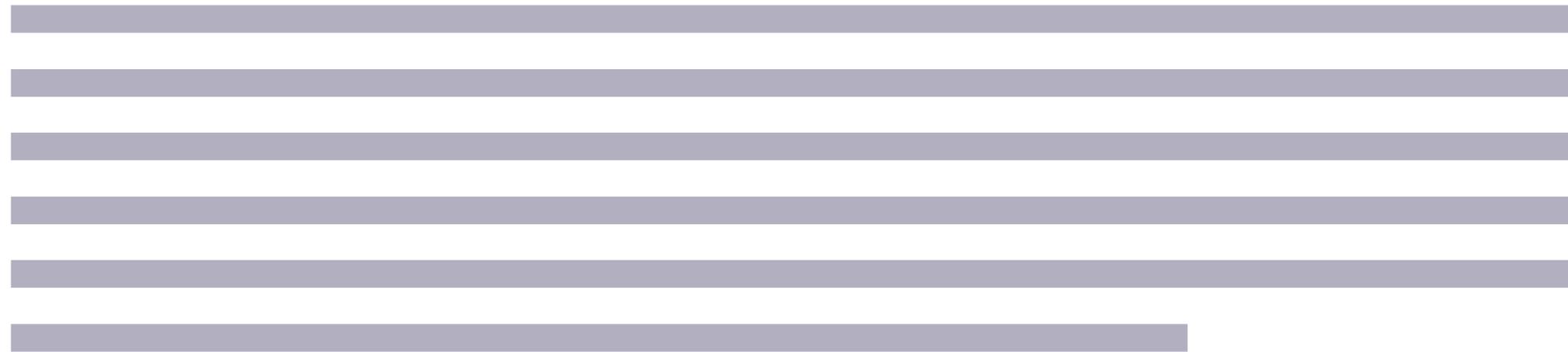
To activate the widget, you only need to add a code to the website, which can be found in the control panel. This code is generated automatically and must be copy pasted in the web page footer before the closing '/body' tag.

# Installation.

### Tab code

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

```
<script>
```



```
</script>
```

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

## Engines now integrated



## | 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

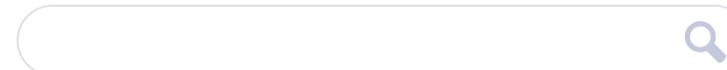


STATISTICS

LOG OUT

# Dashboard.

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



Buscar



BELLBOT



Estadísticas

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Configuración de eprivacy

Clientes y reservas

## Usuarios en el tiempo

Días

Meses

Años



## Clientes totales



7.6k

CLIENTES

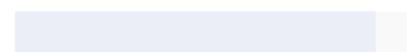
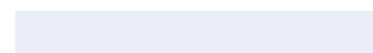
## Valor de la base de datos



16.7K €

VALOR UNITARIO, 2.2 €

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



BELLBOT



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Cientes y reservas

Total Revenue



3.6k

EUROS

Reservas generadas



85

RESERVAS

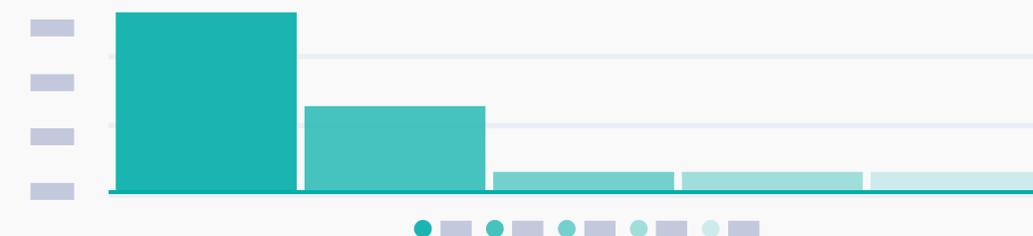
Leads generados



120

LEADS

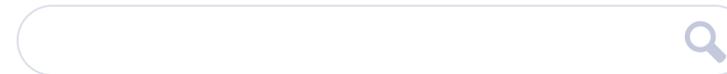
Leads por edad



## 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 |
|-------|---------|-------|-------|---------|-------------|
|       |         |       |       |         |             |

[Config. por defecto](#)
[Guardar configuración](#)

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:

[Subir imagen](#)

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](#)

## 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

# 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

ca

de

en

es

fr

it

zh



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



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Configuración de engagement

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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.



[Redacted]

[Redacted]

REWARDS

[Redacted]

[Redacted]

[Redacted]

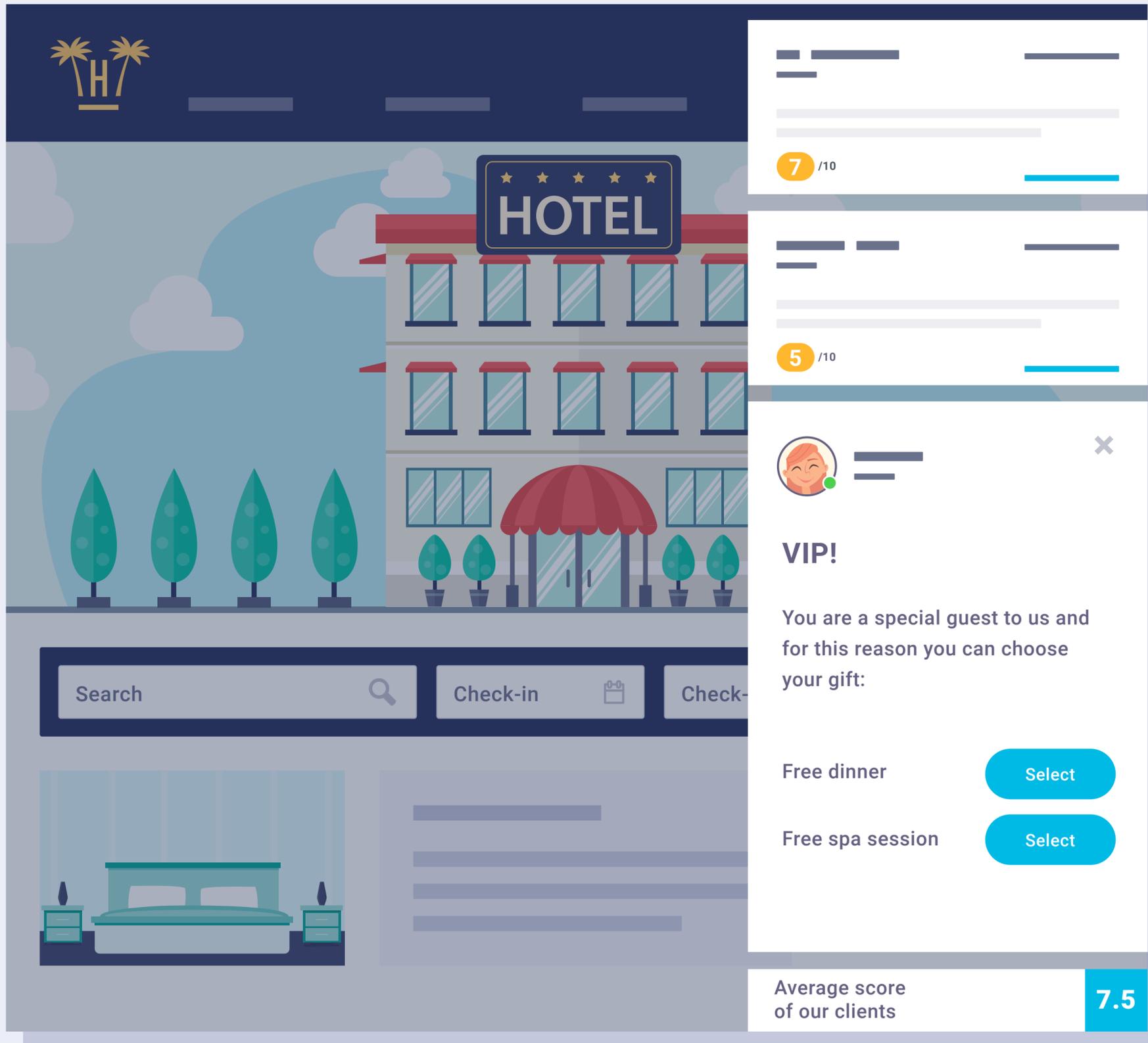
LOG OUT

## 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 | <br>         |
| 49 | 05-07-2019 | Spa day for two                   | 0        | 0        | 01-08-2018 | Active edition           | <br><br><br> |
| 50 | 05-07-2019 | 15% off in any hotel of the group | 0        | 0        | 01-08-2018 | Active edition           | <br><br><br> |
| 31 | 05-07-2019 | Welcome desserts                  | 0        | 0        | 01-05-2019 | Active edition           | <br><br>     |

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



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Cientes y reservas

**Añadir oferta**

1 visita a la web  
5% descuento reserva

Eliminar

No mostrar códigos promocionales

Cerrar configuración

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**

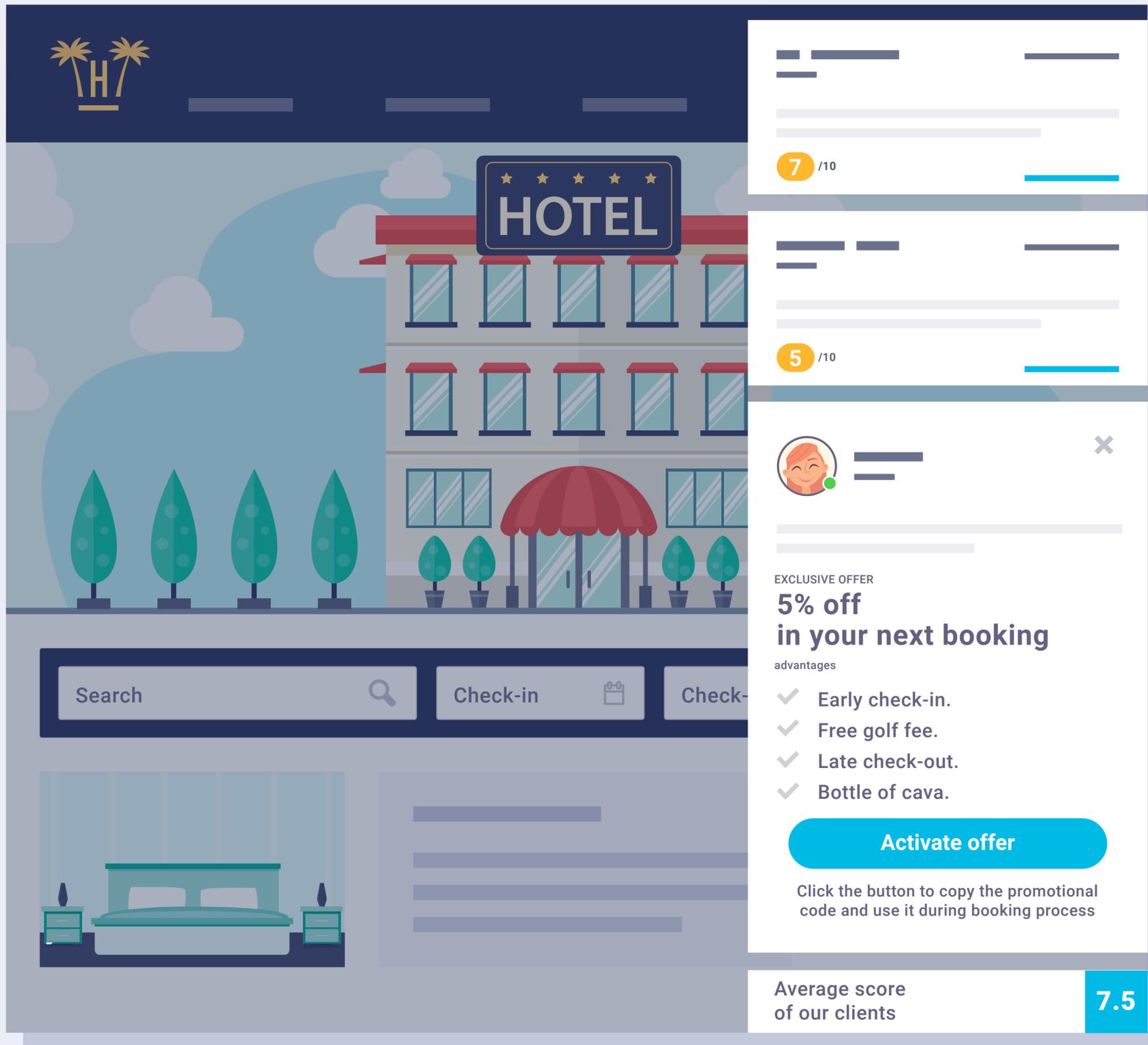
Mostrar comentarios de los clientes

Cerrar configuración

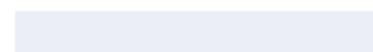
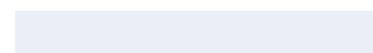
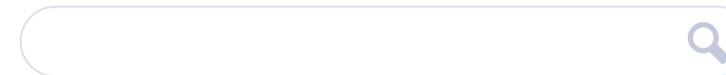
Mostrar solo comentarios favoritos

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

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



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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

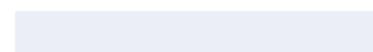
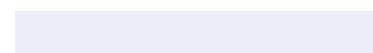
By Hotel

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 | <br><br> |
| ★        | ●        |             |               |         |          |        |             |                       |            | <br><br> |
| ★        | ●        |             |               |         |          |        |             |                       |            | <br><br> |

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



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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

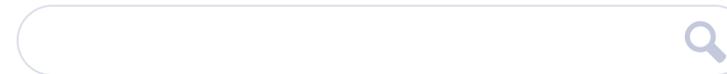
Eliminar

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.



## BELBOT



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Configuración de la nota media

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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

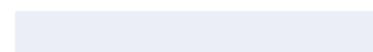
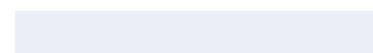
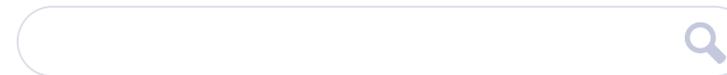


3º mensaje



# 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



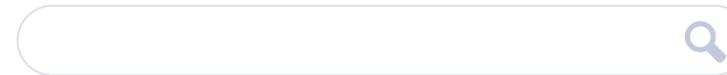
Tienes algunos mensajes sin completar en todos los idiomas.  
Para los usuarios de esos idiomas les van a aparecer los mensajes en inglés.

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



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Configuración de engagement

Configuración de las notificaciones

Configuración de la nota media

Configuración de eprivacy

Clientes y reservas

Notificación nueva reserva

Notificación check-in cercano

Días de antelación

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

Cerrar configuración

Cerrar configuración

Cerrar 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**



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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

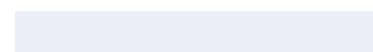
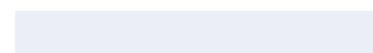
Guardar configuración

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



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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**

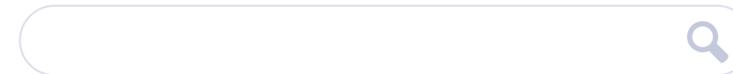
Guardar configuración

## 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



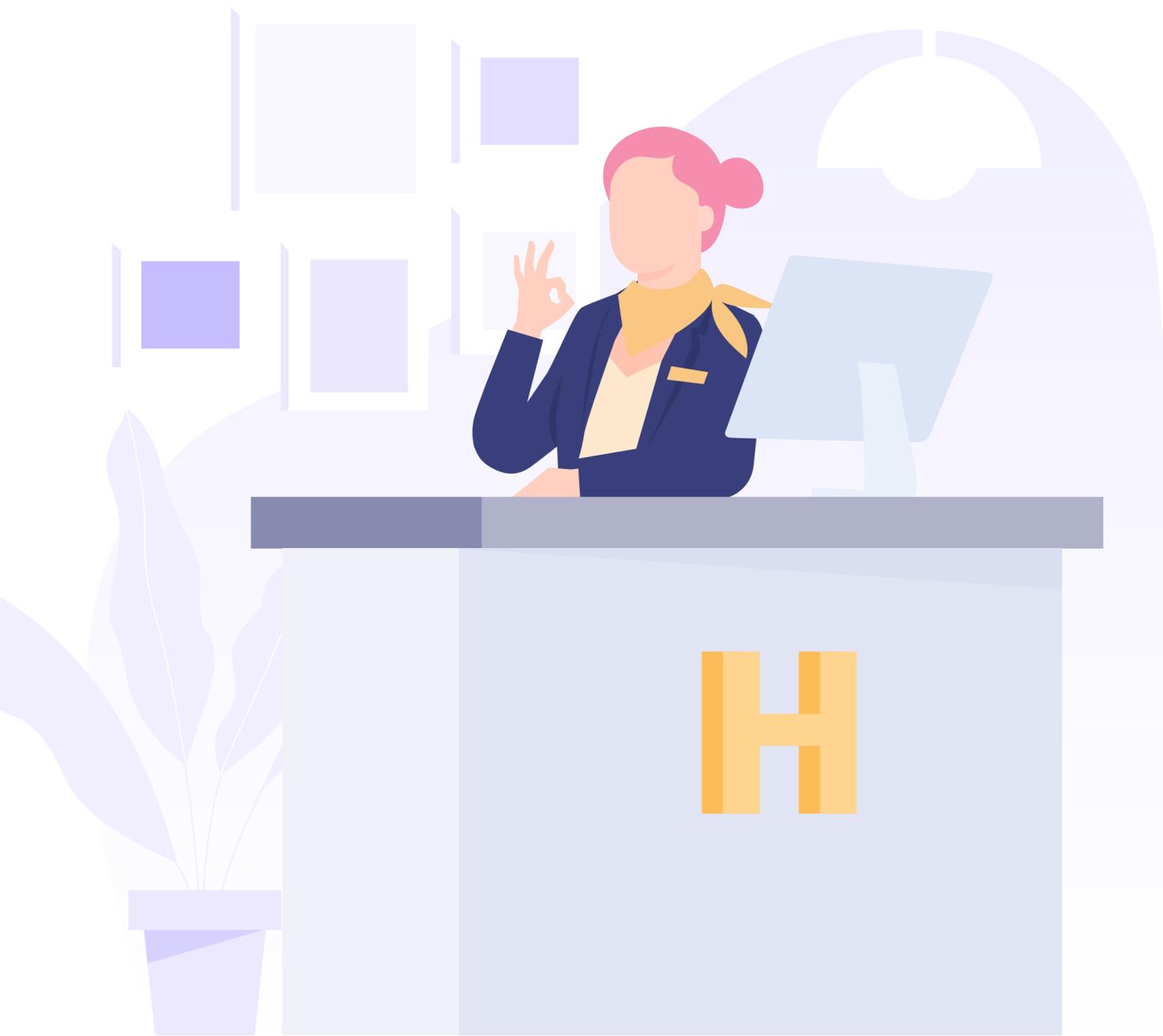
AutoCheckin enables guests to **check-in online, in an automated manner** and without involving a receptionist.



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



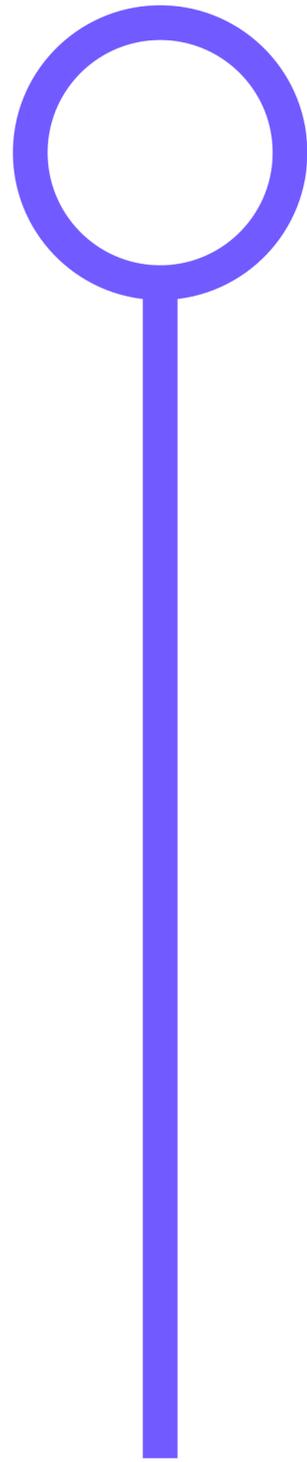
Optimising the check-in process **enables to significantly lighten the workload at the reception**, eliminating tasks that do not add an essential value.



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

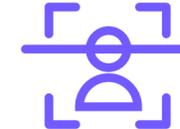
## PHASE ONE



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.

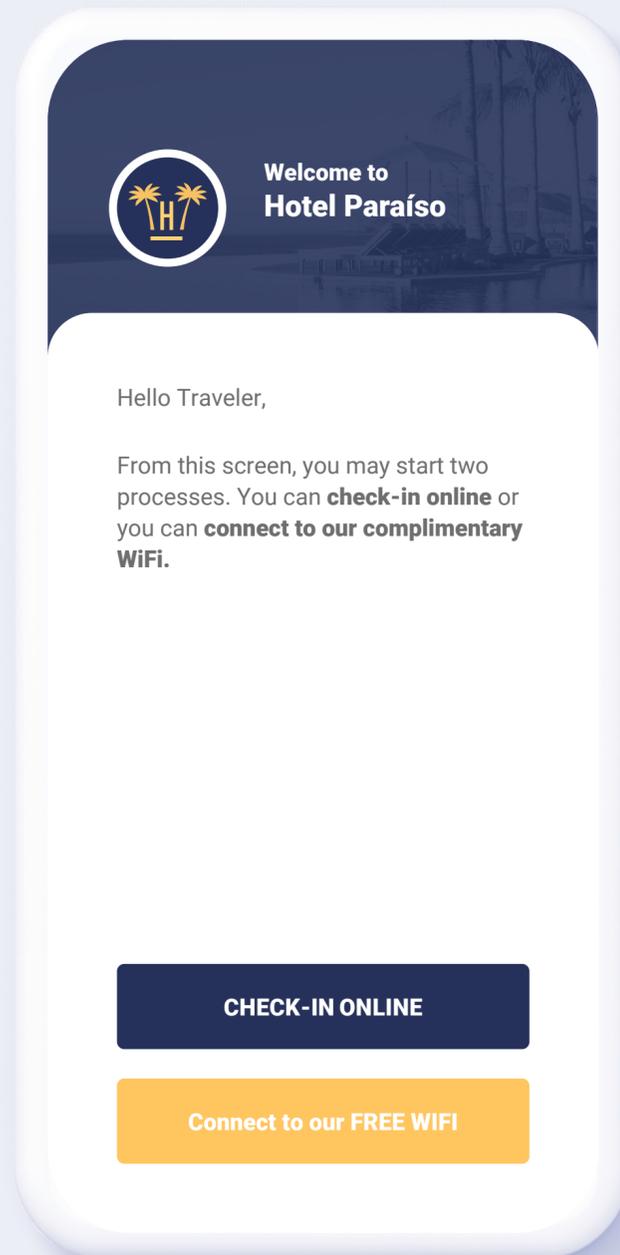
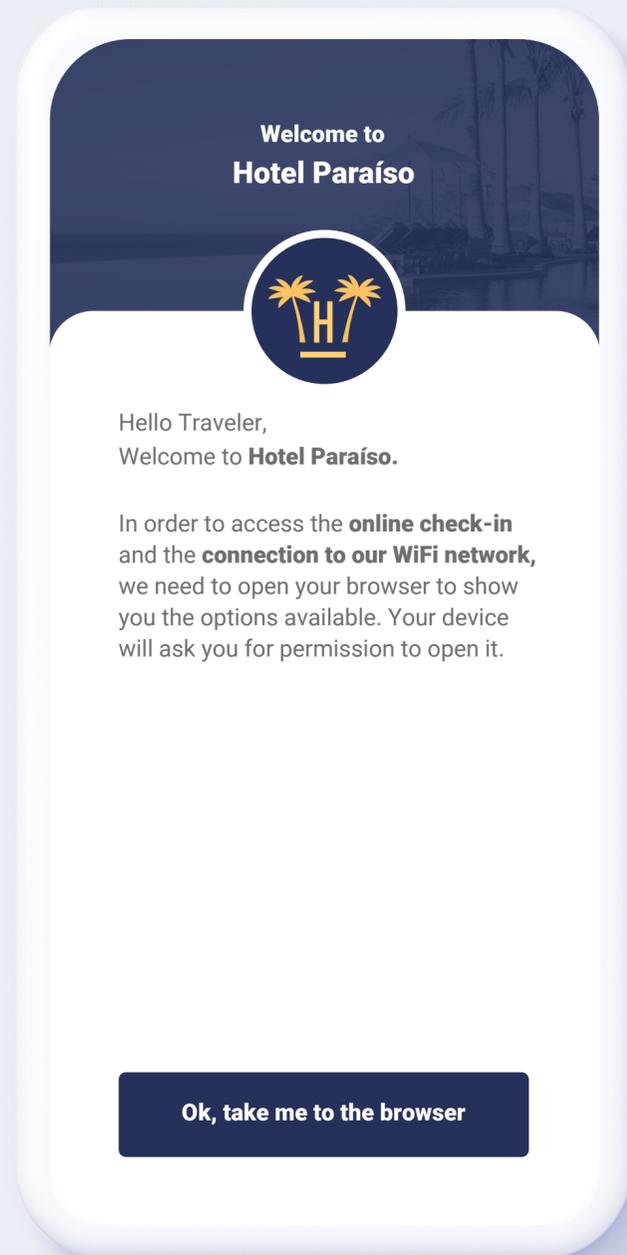


If they have not checked in prior to the arrival, they can do so at the property itself. They will **just have to select the WiFi network**, and they will be redirected to a site where they will be able to check-in online, with no need to download an app or connect to the network.

# ■ HOW IT WORKS

## PHASE ONE

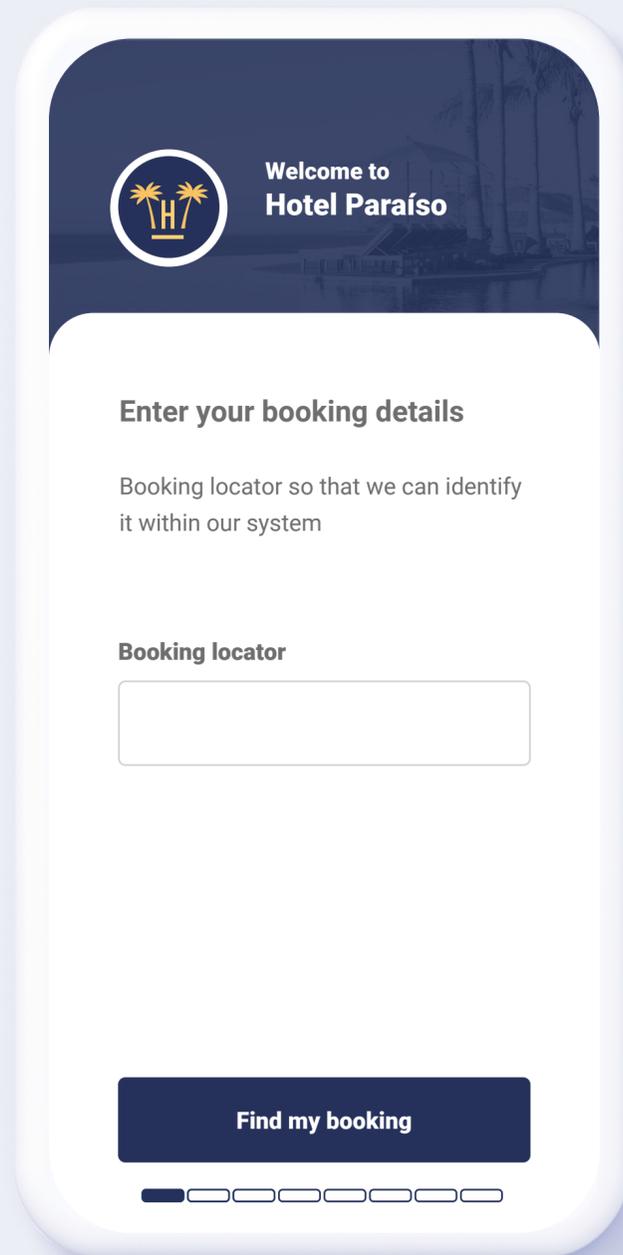




# WELCOME

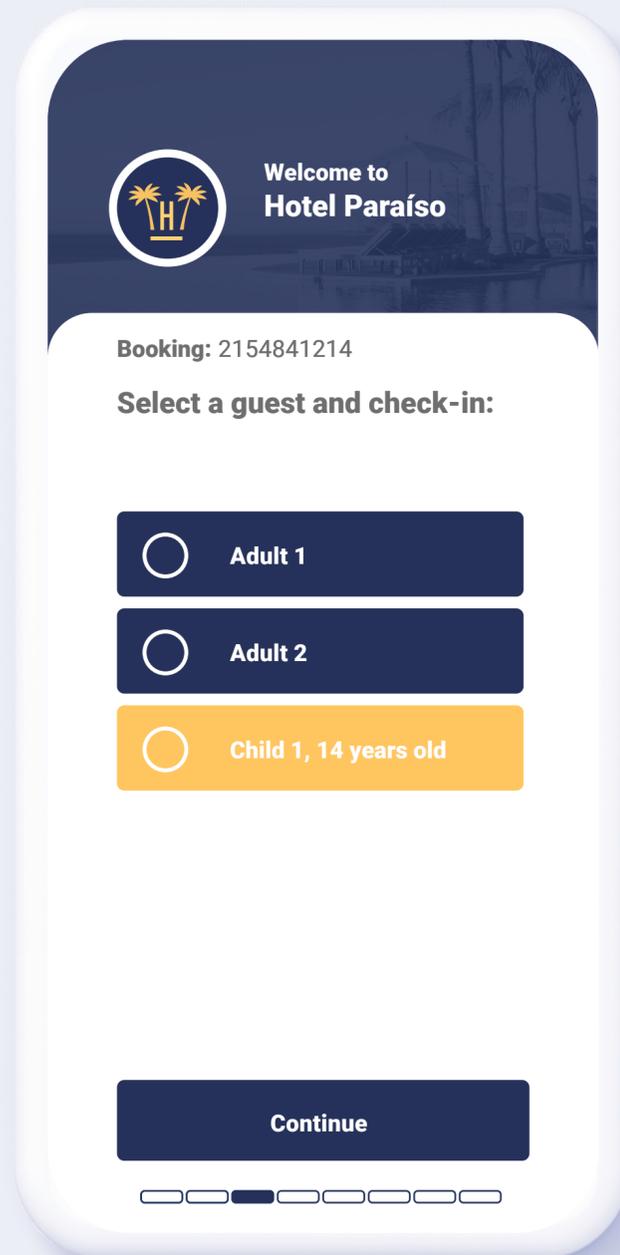
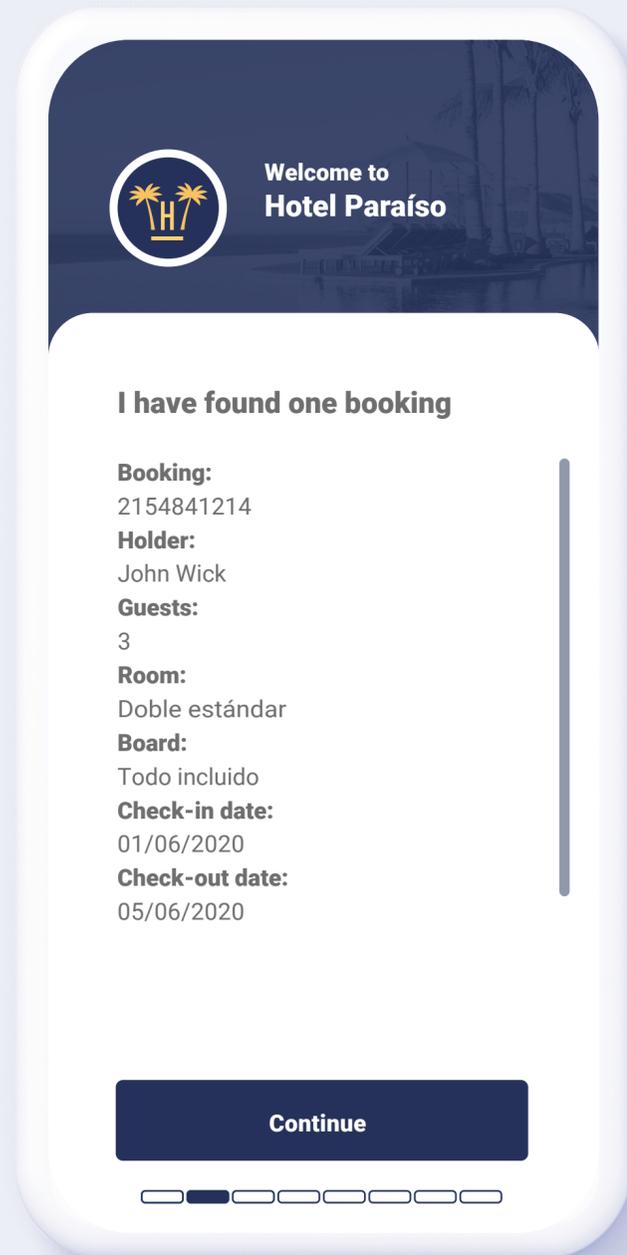
When the guest tries to connect to the hotel WiFi, this screen will appear redirecting the browser so that they can access the check-in online and the network, should they already have a room assigned.

**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

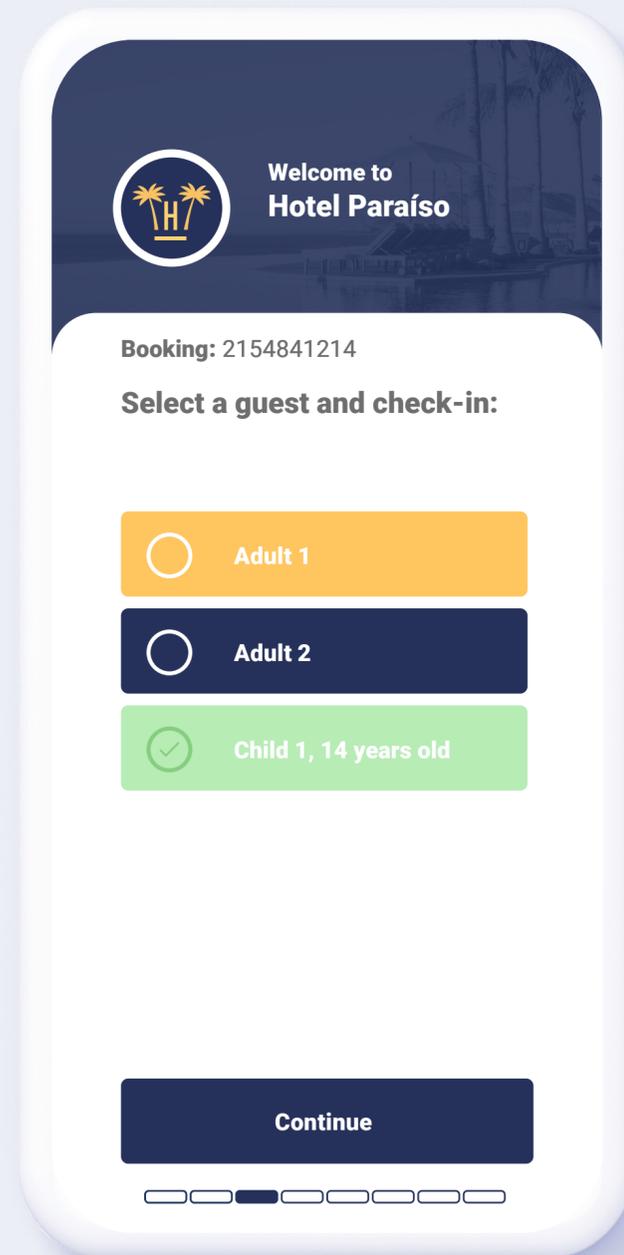
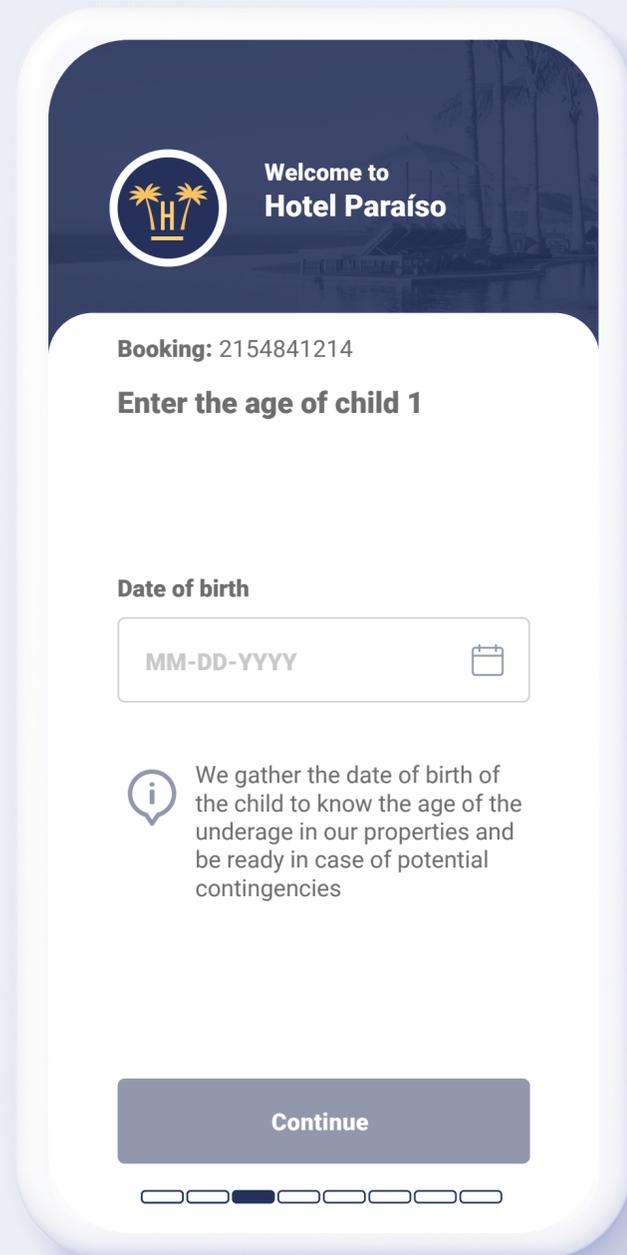
**Hotelinking is flexible when it comes to finding the booking;** the main method will be using the locator, but there are other possibilities such as using the surname or check-out date, among other filtering systems.



## CHECK-IN: GUESTS

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

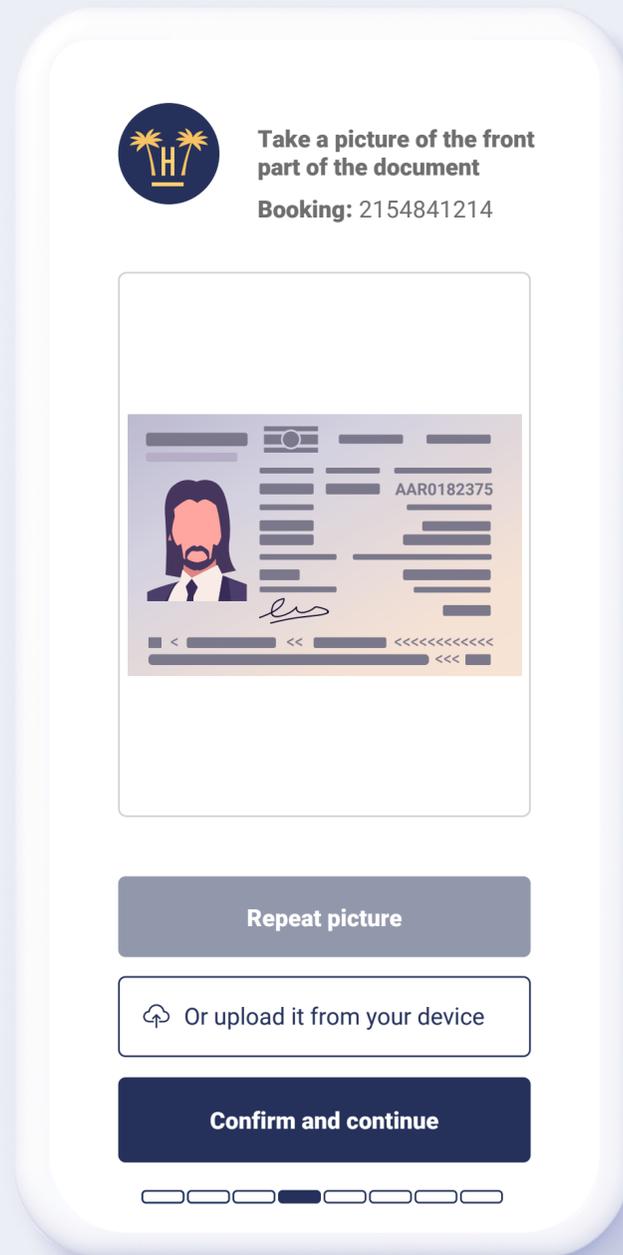
It is also possible that each guest checks in individually at the same time.



## CHECK-IN: UNDERAGE GUESTS

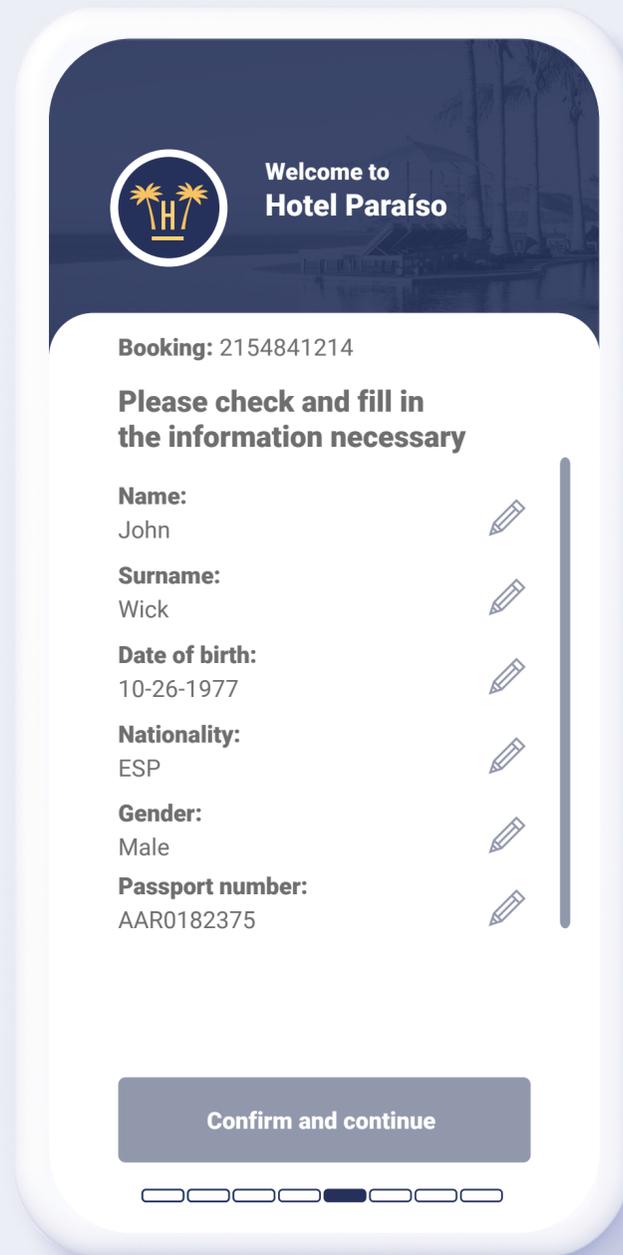
Should there be any underage guests, **only the age of the child will be requested.**

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



## DOCUMENT SCANNING

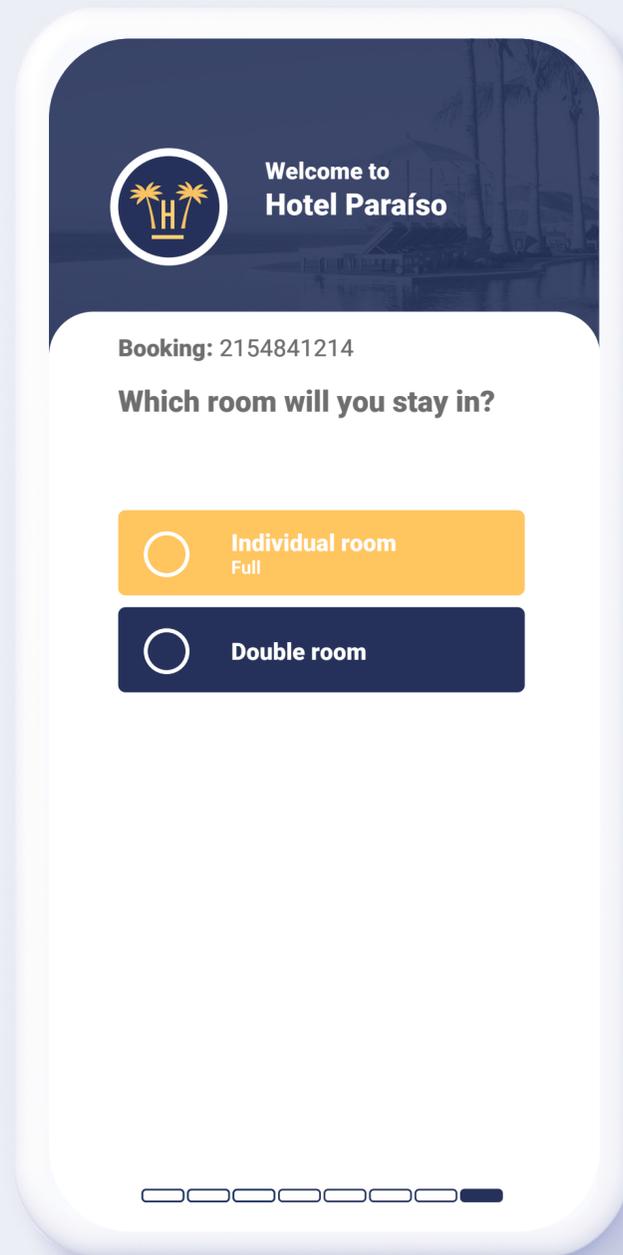
To perform a valid check-in, this step is crucial. The guest does not need to select the type of document or the nationality before; **the system detects them automatically.**



# DATA VERIFICATION

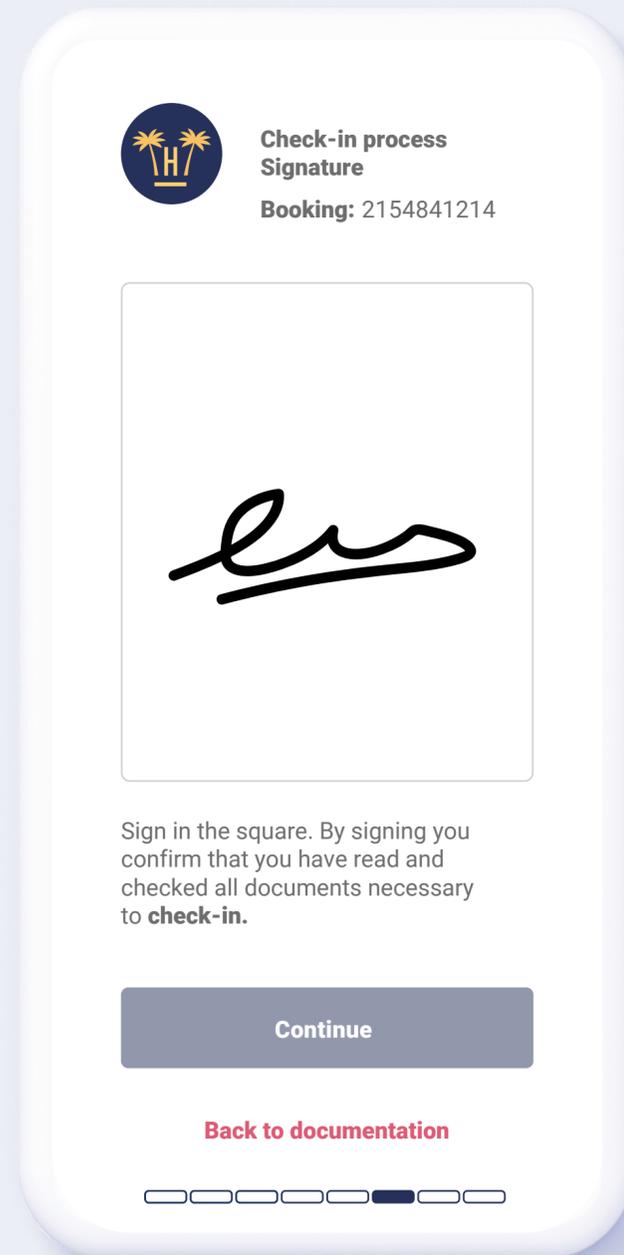
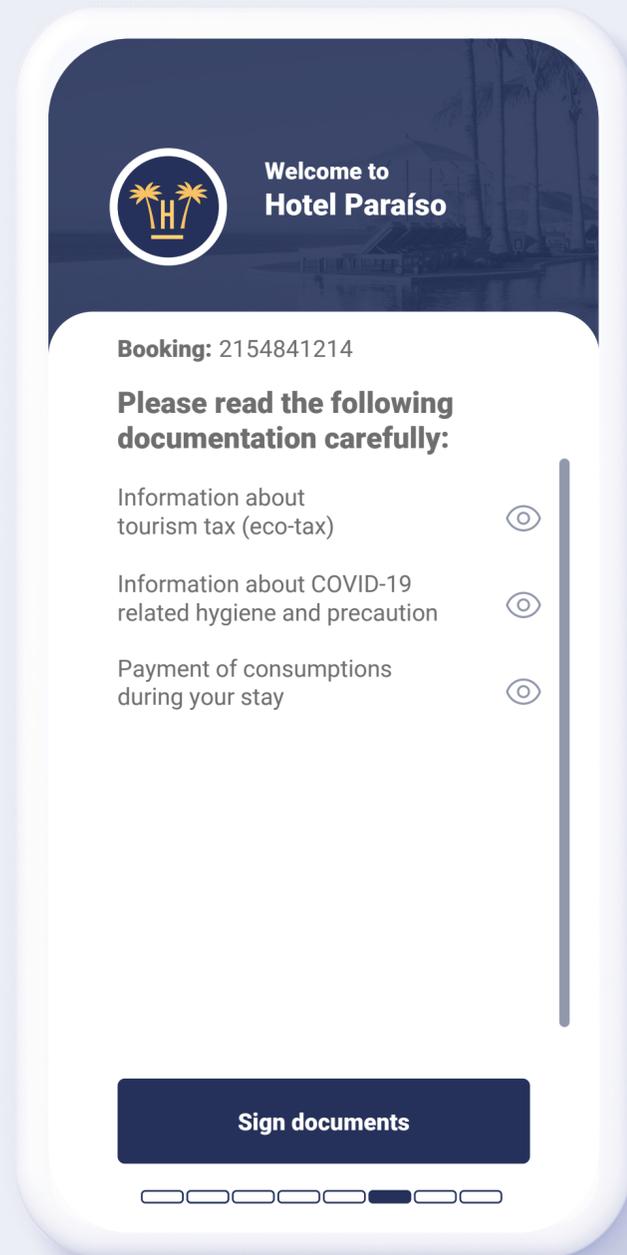
Before the check-in is completed, the guest can verify that the information gathered is correct.

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



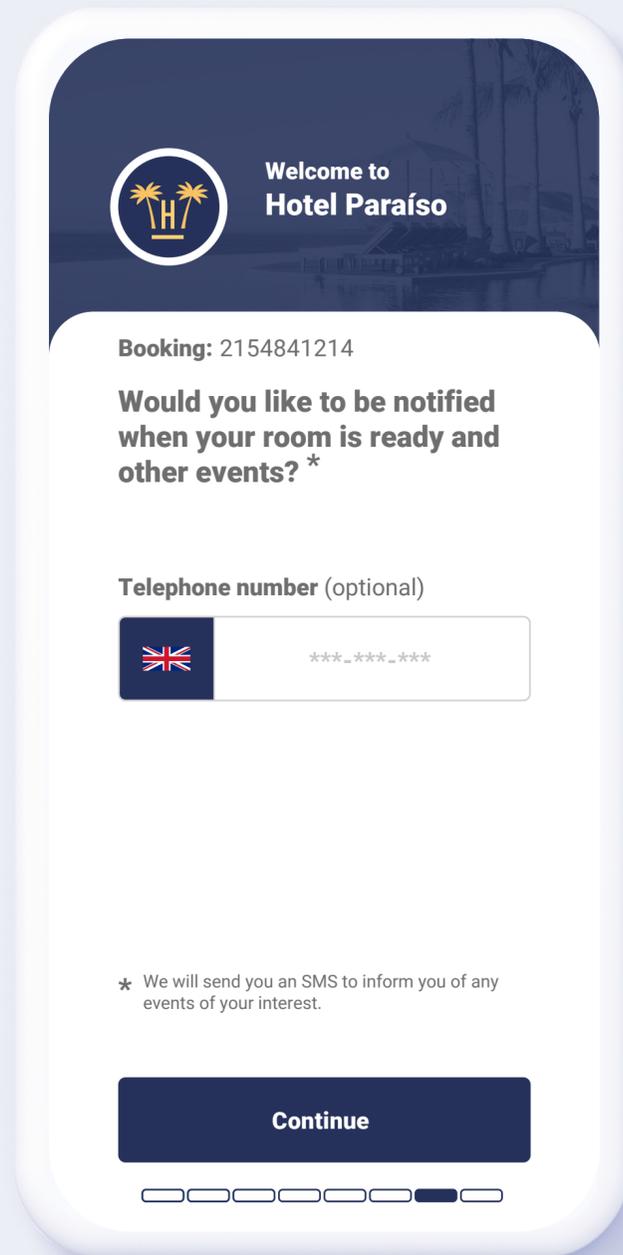
## ROOM TYPE SELECTION

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



# DOCUMENT SIGNING

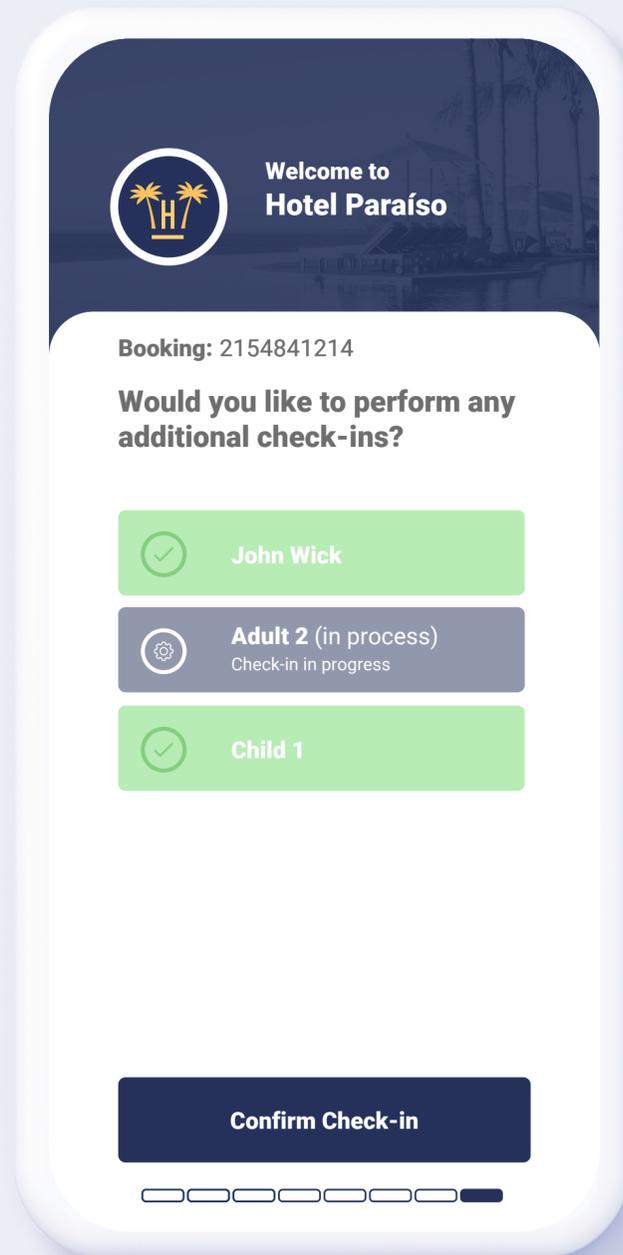
The AutoCheckin control panel will enable the hotel or chain to upload to the system **those documents that are necessary for guests to read and accept** as a condition to stay.



# SMS NOTIFICATIONS

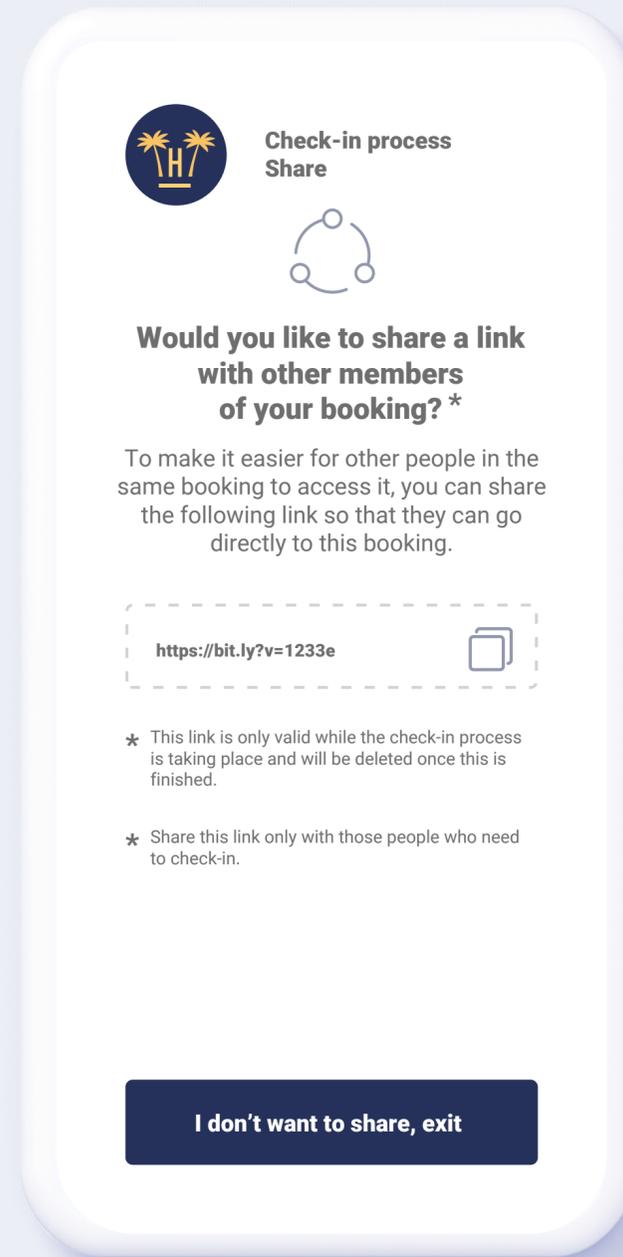
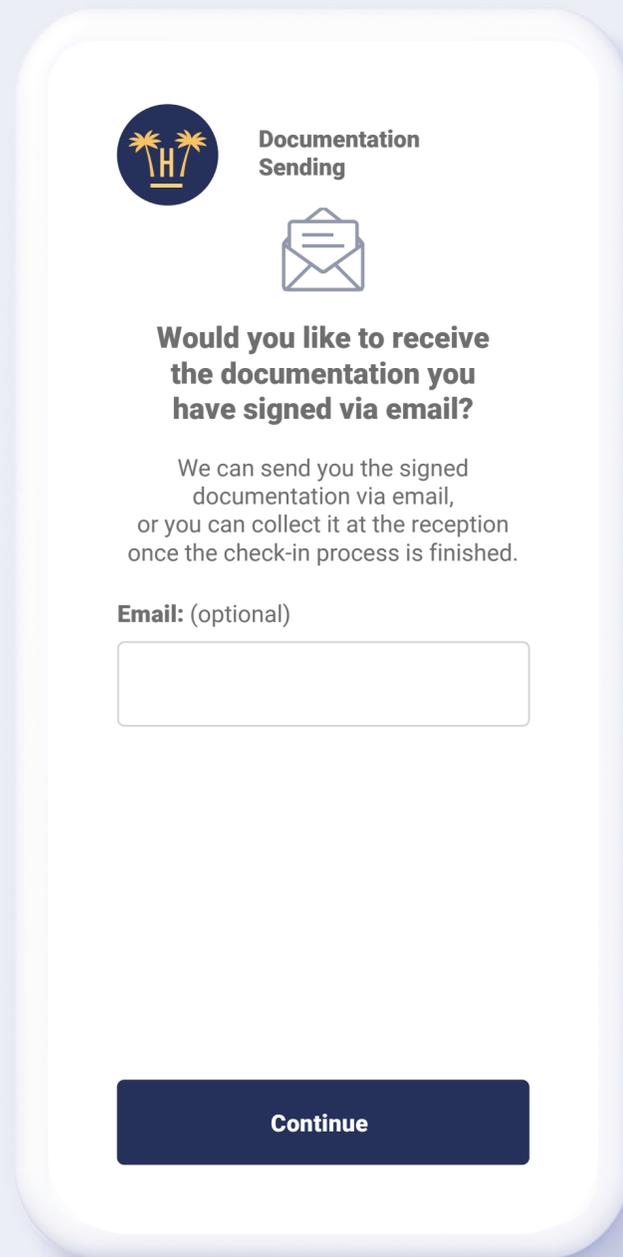
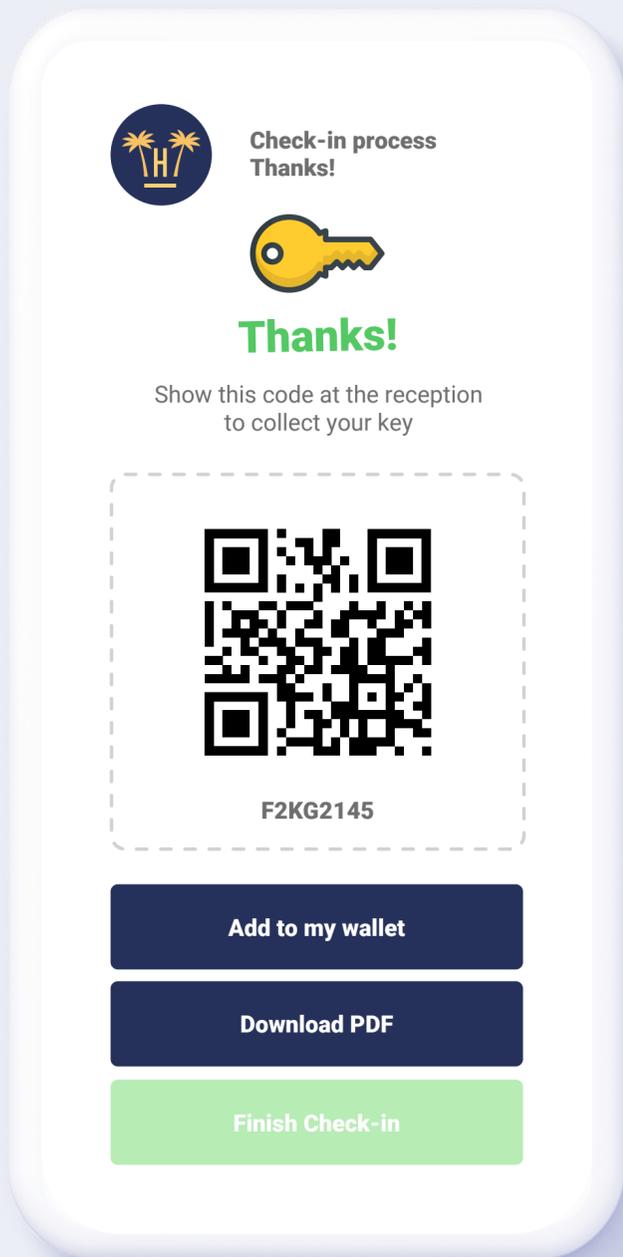
SMS notifications are very efficient to bond with guests. The guest can benefit from a direct and immediate contact with the hotel, and the property can make the most of this channel to gain their loyalty.

**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 that is a time selection field labeled 'Time of arrival (optional)' with 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.

# About us.





Testimonies.

A must for hotel marketers. Hotelinking is currently running in our 33 properties, and it has rapidly become key to achieve our marketing goals.

Hoteles Globales



**Santiago Mulet**  
Marketing Director

Hotelinking is our marketing automation stack of choice. I strongly recommend it to any hospitality marketer who is serious about guest engagement.

Blueseas Hotels



**José Martínez**  
Marketing &  
Direct Sales Manager

Hotelinking works fully automated, and is playing a key role in our direct online sales strategy. We have experienced a significant increase in direct bookings.

Zafiro Hotels



**María Serra**  
Ecommerce Manager

During the first 30 days of having Hotelinking working on all of our properties, we have managed to gather a database of over 90% of all checked-in guests automatically.

Hoteles Center



**Javier Quesada**  
Marketing & Sales Director

We have different WiFi systems across our 14 properties. Hotelinking's technical team integrated all of them with ease, so no hardware investment was needed.

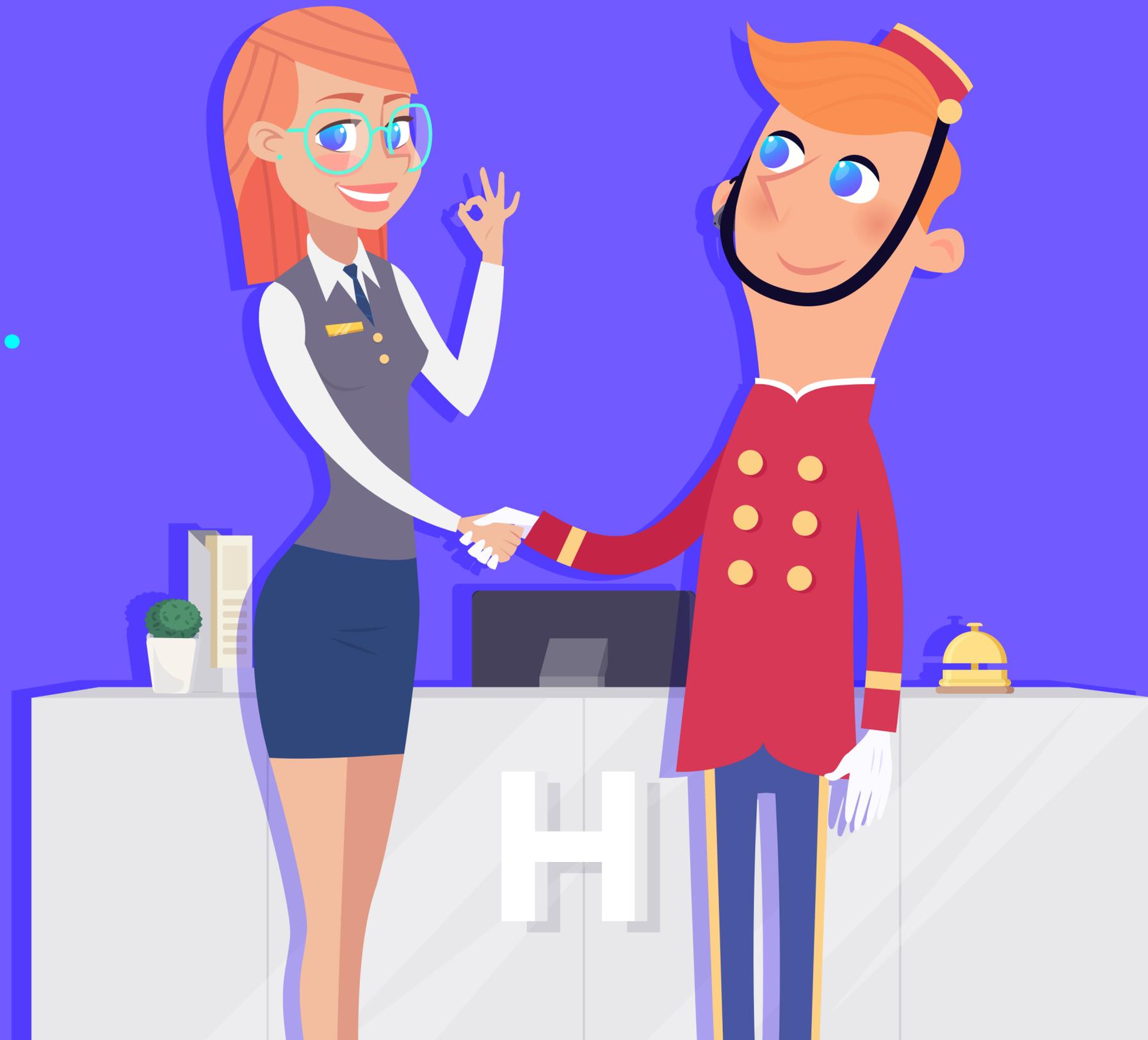
Alua Hotels



**Mario Dosil**  
CTO

## What do our clients think?

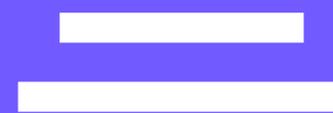
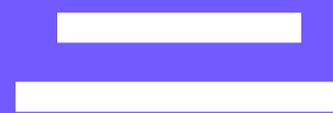
Clients.





# | Clients.

More than 1000 hotels and hotel chains already trust Hotelinking. Our clients already automate the generation of leads, brand promotion, the generation of clicks and the increase of direct sales via one single solution.



Team.

**EXECUTIVE TEAM**

**Daniel Alzina**  
CEO

**Xisco Lladó**  
CTO

**Carlos Moncho**  
Executive Board Member

**CUSTOMER SUCCESS**

**Elena Díaz**  
COO

**Elena de la Fuente**  
Head of Customer Success

**Daniela Galeano**  
Customer Success Manager

**Marina López**  
Customer Success Manager

**Alba Cabrera**  
Customer Success Specialist

**Albert Mora**  
Customer Success Specialist

**Sheila Edrihen**  
Customer Success Specialist

**GLOBAL SALES**

**Juan Miguel Alomar**  
Sales Manager

**Paula Navarro**  
Global Dev. Manager

**Ana de Bedoya**  
Partnership Manager

**Esther Gomila**  
Sales Consultant

**Dany Lehmann**  
Sales Consultant

**Yesenia Figueroa**  
Sales Consultant

**Óscar Escobar**  
Sales Consultant

**SALES LATAM**

**David Guerra**  
Country Manager México

**SALES FRANCE**

**Pierre Baros**  
Sales Manager France

**DEVELOPMENT TEAM**

**Kevin O'Hagan Chief**  
CDO - Chief Data Officer

**Carmen Rosa Useros**  
Project Manager

**Antonio Fernández**  
Senior Full Stack Developer

**Ignasi Coll**  
Full Stack Developer

**Carlos Fanti**  
Full Stack Developer

**Javier Viñas**  
Full Stack Developer

**Gabriel Borrás**  
Junior Developer de Backend

**ADMIN & FINANCE**

**Laura Vecina**  
Admin & Finance

**Beatriz Martínez**  
Admin & Finance

**MARKETING**

**Tomeu Fiol**  
Marketing Manager

**Javier Arroyo**  
Graphic Design Manager

**Esther Company**  
Graphic Designer

**María Dolores Abujas**  
Motion Designer

**Marga Escandell**  
Content Manager

**Adrián Martorell**  
Marketing Assistant

**INTEGRATIONS**

**Carlos Otín**  
Senior Network Engineer

**Leopoldo Arteaga**  
Operations Engineer

**Daniel Dziura**  
Operations Engineer

**Ángel Socias**  
Junior Ops Developer

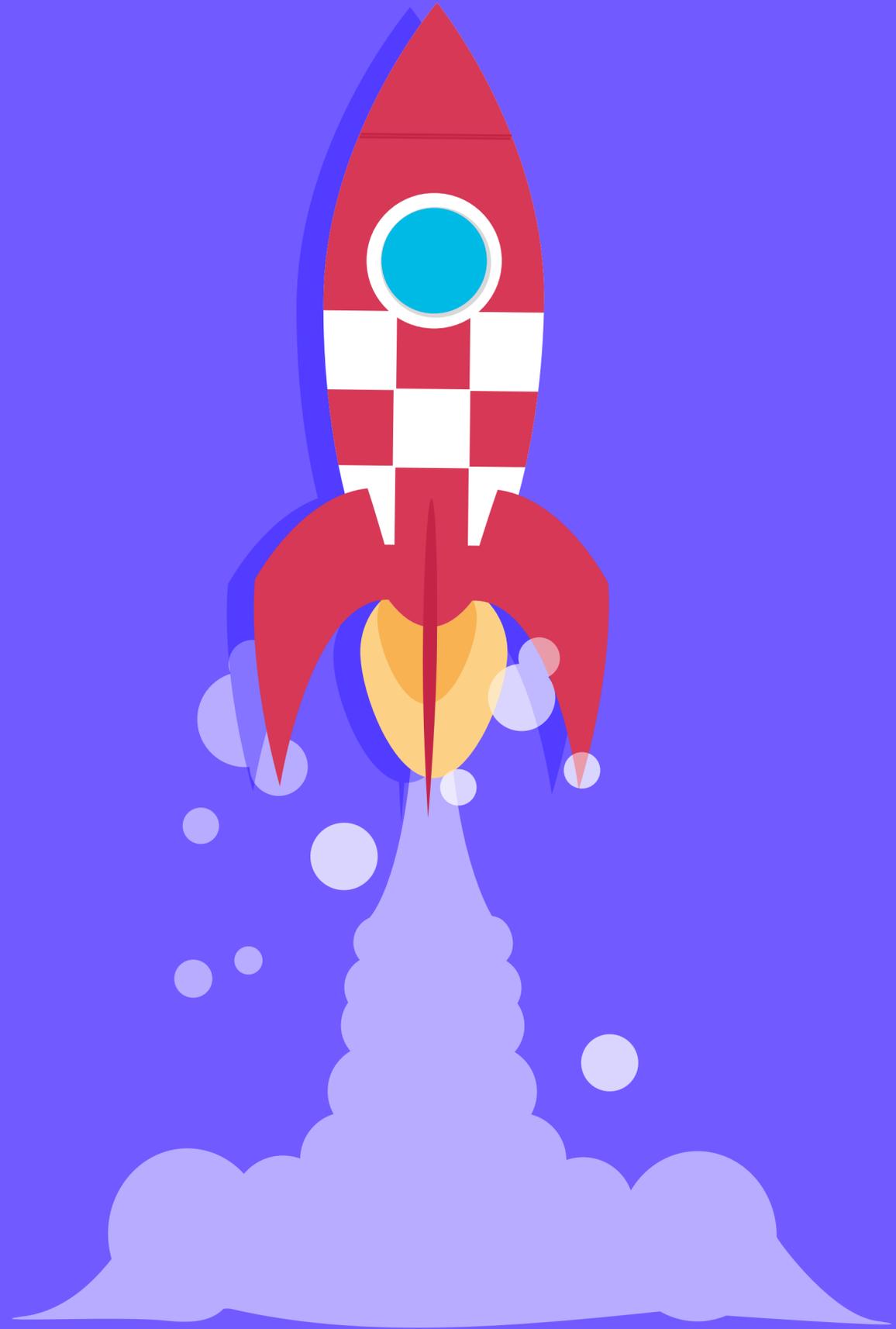
**Albert Sintes**  
Operations Engineer

The team has a vast experience in the hospitality industry, including key executives from top PMS companies, OTAs, Hotel Brands, Booking Engines, Channel Managers, and CRMs. An army of experienced professionals and industry experts, focused on helping their customer base succeed.

# | Team.



Our  
investors.





**Lluís Rullán**  
Ex Subdirector General de  
La Caixa  
Ex Presidente de Port Aventura



**Jordi Ber**  
CEO Habitissimo



**Paco Gimena**  
Fundador de Mola.com  
Ex Managing Director  
Oasis Hotels (Globalia)



**Álex Rodríguez Veyrat**  
Reus Capital Partners



**Carlos Moncho**  
CEO Pushtech

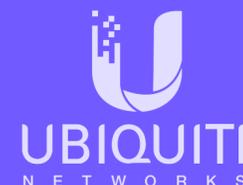


**Jaume Alzina**  
CEO Winhotel

## | Our investors.



# Integrations and Partners.



# Integrations and Partners.



GUEST JOURNEY  
AUTOMATION PLATFORM

[www.hotelinking.com](http://www.hotelinking.com) | [sales@hotelinking.com](mailto:sales@hotelinking.com)