



hotelinking

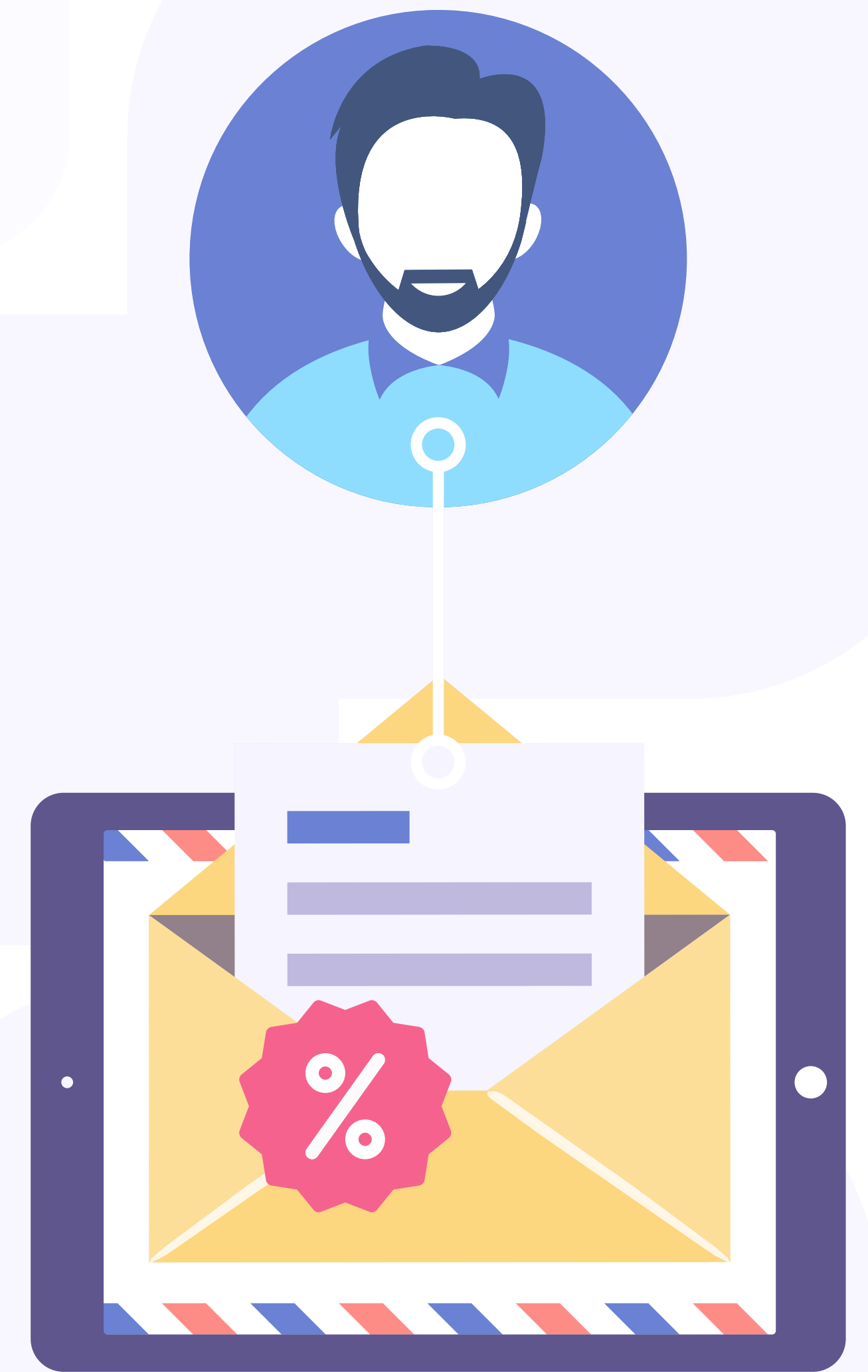
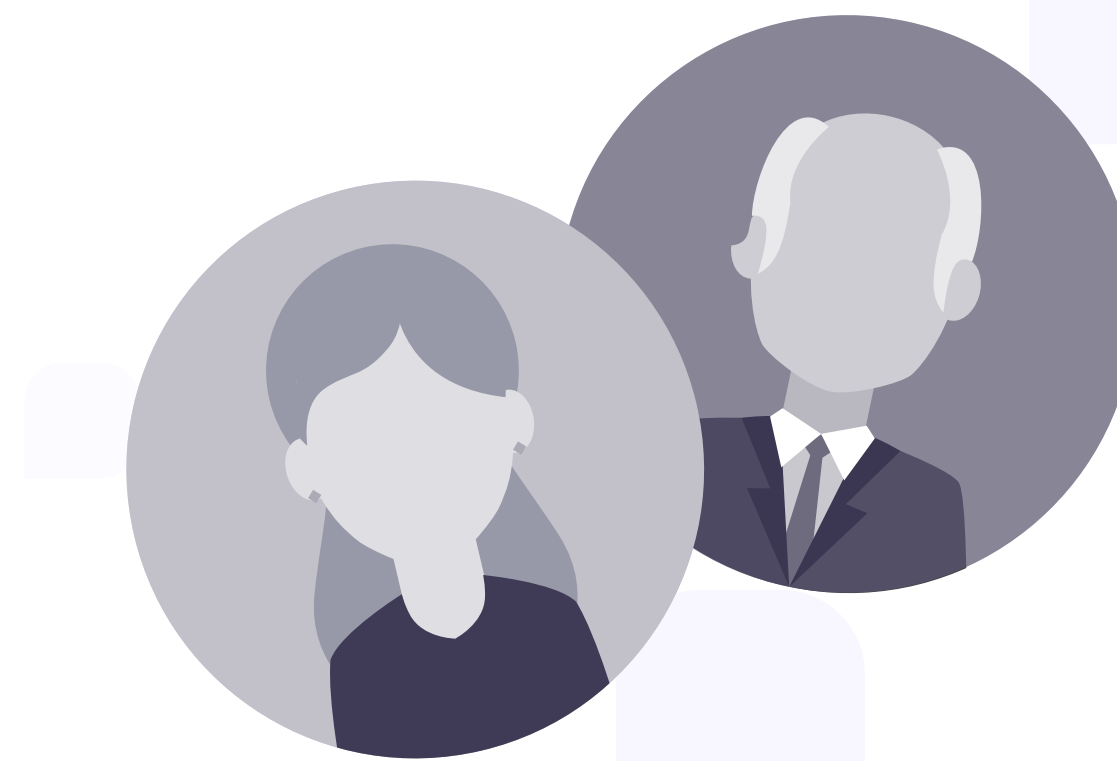
Enrichment with PMS
of guest data collected
through Hotelinking WiFi

The data collected through the **Hotelinking** WiFi module are verified in compliance with the GDPR.

Contracting a hotel **CRM module** is necessary to exploit and activate the data to generate email marketing and loyalization campaigns. Once contracted, the data transfer from the **Hotelinking** data module to the CRM is automatic (after importing data records). The **hotel CRM** module can easily and quickly segment them to personalize campaigns using a large variety of variables.

However, there is transactional information in the PMS that will help enrich the data even more, thereby increasing the segmentation variables.

For example, we can segment the database by booking channel, type of room, or whether the customer travels with children or not.



Requirements to keep in mind for successful Data Match between both data silos

- The success of the Data Match process mainly depends on the quality of each guest's data in the PMS.
- The main data that ensure a good Data Match are: The guest's full name, date of birth, sex, nationality, room number, hotel where the customer stayed, check-in date and check-out date.





- Sometimes, data entry in the PMS is done by reception manually. The risk lies in reception not entering the information on the guest cardex in 100% of the cases, the companion fields being left blank, diverse criteria when entering data, forgetfulness, etc.

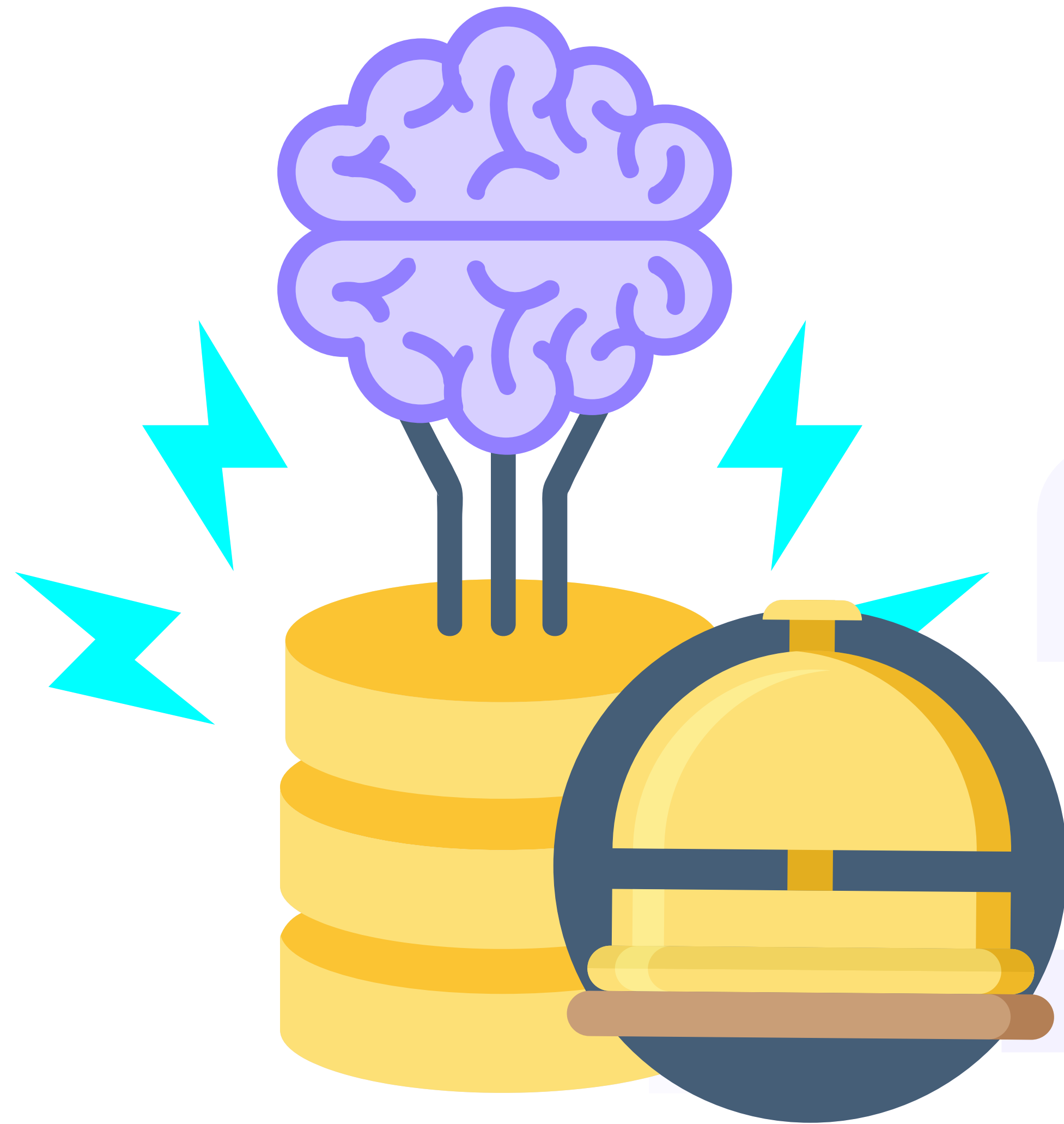
- The PMS must have a means of integration so **Hotelinking** can extract the guest data regularly (weekly, monthly) and automatically. The most common methods are through an API or Webservice.

Therefore, a high percentage of Data Match success will be difficult to attain if there is not enough quality data from the PMS.

Automatic Data Match process

- Once the PMS is integrated with **Hotelinking** for regular and automatic collection, the **Hotelinking** matching tool will reconcile both databases.
- The automatic matching frequency established can be set to daily, weekly or monthly.
- Once the matching process has completed, the system will generate a .CSV file that is saved in the system as a reconciled copy of the database. The .CSV file will be available for downloading by the platform user.





- Before setting it all up, the other fields to be imported from the PMS to enrich the guest profiles (booking channel, type of room, production, consumption, children, etc.) will be decided along with the client.
- Finally, the results will be automatically imported in the CRM.
- If the CRM already had a contact previously sent by the WiFi module yet new data from the PMS is generated through data matching, then the profile will be automatically updated.

Expected results from Data Match

The average expected successful Data Match percentage is 70%. Based on prior experience, there is a percentage of customers in the WiFi database that have not stayed at the hotel but did use the WiFi such as hotel workers, outside visitors, etc. This entire group of people can sometimes represent 10-20% of the total number of registered WiFi users. They are not in the PMS database as they never checked in.

At times, the data in the PMS are incomplete and do not allow the matching tool to obtain a base minimum to be able to reconcile it with the database obtained through WiFi.



Cost of Data Match



- Monthly fee per hotel per month (during opening months).
- Setup cost per hotel. Includes integration with the PMS, hotel mapping and fields to be imported as well as automatic configuration.
- Additional cost for historic data matching. If Hotelinking was already operating prior to setting up the Data Match process, the client may be interested in reconciliation between the PMS data and historic databases.

		ROOMS								
HOTELINKING DATA MATCH	TYPE	0 TO 50	51TO100	101TO200	201TO300	301TO400	401TO500	501TO700	701TO900	901TO1100
MONTHLY FEE	MONTHLY	45€	58€	76€	100€	131€	172€	198€	227€	262€
SETUP	ONE TIME	150€	150€	150€	150€	150€	150€	150€	150€	150€

HOTELINKING DATA MATCH HISTORICAL RECORD

COST PER HISTORICAL RECORD DATABASE SIZE 0,03 € (*)

(*) Example: after this service is contracted, processing the database generated previously in Hotelinking through the WiFi service will cost 0.03 per record. For example, if 100,000 records had been entered, that would be multiplied by 0.03. Therefore, the total cost would be €3,000.



GUEST JOURNEY
AUTOMATION PLATFORM

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