



BOOKDirect Pro FEATURES OVERVIEW

Basic Features

- Editable Home Page
- Hotel can easily upload their own logo and photo for home page
- Three screens to make a reservation
- Guest must acknowledge hotel reservation policies to complete reservation

Reservations

Source of Business Tracking

- Ability to track guests that link from Hotel listing sites/portals and report reservations volume
- originating from each site

Property Search

- Pick list of property names

Availability Request & Reservation Entry

- Guest can check rates and availability without having to log in to system or be a registered user
- Reservation can be made under registered guest's name or for another party and system will track both who made reservation and for whom
- System displays breakdown of rate by night to alert guest if rate changes over course of stay
- Unique reservation booking number assigned to each reservation
- Reservation policies variable by property and editable online and viewable online as well as attached to e-mail confirmations
- Check digit validation for credit card numbers
- Hotel has option to be able to take reservations without requiring a credit card (ie: 6pm hold)
- Comment fields provided
- Track who booked and/or cancelled the reservation
- Supports frequent guest/affinity programs
- Hotel defines if inventory is unavailable whether inventory is shown or if hidden

Reservation Confirmation, Cancellation

- Confirmations sent via e-mail to guest
- Hotel receives reservations by e-mail and fax if requested
- Reservations can be canceled online by the same person who made reservation
- Reservations can also be manually cancelled by Hotel

Reporting

Reporting

- Online Reporting System
- Hotel can sort reservation information by Reservation creation date, arrival date, reservation number, guest name, company name, by city, etc.
- Reporting of Online Queries versus Bookings
- Reporting of what website guest linked from to make reservation (hotel defined)
- Reporting of mail lists that registered guests are registered under
- System reports whenever guest tries to make reservation for date range with no availability

Inventory & Yield Management

Inventory Maintenance

- Hotel defines inventory types then associates them to packages/offerings
- Can define any inventory type available over any date range
Inventory allotments can differ by day of week, by package, by date range
- Support for "rolling cut off date" for allotments – define allotment to expire X days before arrival
- Support for last minute rates / Rate availability defined by lead time to arrival – ie: will not display unless within X days of arrival
- Control of inventory availability managed by room/inventory type or by package offered
- Open or close availability for a single/multiple/all inventory types at one time
- Hotel can define web url link for each package offered to display additional information, layouts, photos, etc.
- Hotel defines if inventory is closed if it should be hidden from view or display custom message
- Hotel defines message to display if inventory is closed

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Rate Maintenance

- Rates work by date range with date range over-rides – allowing for complete flexibility and control of rates
- Rates can vary by day of week,
- Rate can change over any date range
- Supports weekend rates, seasonal rates, etc.
- Can define restrictions for day of week must stay, or day of week cannot stay
- Supports minimum length of stay, maximum length of stay
- Calculates total room charge, based on inventory item, number in party
- Unlimited rates per property
- Ability to edit and change any rate at any time
- Support for automated rate escalations
- Support for creation of websites that will quote specific rates not available off regular booking site (ie: for sell-offs, corporate/negotiated accounts, etc.)

Marketing Plans and Packages

- Support for packages
- Supports groups
- Supports corporate/negotiated rates
- Support for unique pre-defined rate plans (ie: group rates, corporate rates, etc.)
- Can define rates that can only be viewed with Promotional code id
- Can define rates in different currencies
- Replication of reservations to hotel / chain sales account managers – defined under guest profile

Guest Profiles

Guest Profile Maintenance

- Hotel has access to and control of their own guest registration database
- Track guest information including name, company, address, telephone/fax, e-mail, allow comments area
- Option to have shared registration database across multiple hotels (multi-property)
- Ability to define custom mail list groups that guest can add themselves to when registering
- Hotel can update guest profile to "credit card on file" status so they are not required to provide credit card online (tool to build customer loyalty)
- Hotel sales staff can attach their e-mail address to guest profile to be copied on reservations made by that person (for themselves or others)
- Hotel can revoke users/guests
- Hotel can reset guest passwords to a new password

Guest Recognition

- Tracks guest history data, number of bookings, number of room nights, dollar value total, dollar value average per booking
- Mass mail capabilities for sell off of distressed inventory or client communication by property or by chain
- Managed mail lists by defined categories (ie: sell-off mailing list, family packages, etc.)

Interfaces

- Property Management Systems
- Optional Modules to interface with leading Hotel Property Management (PMS) and Central Reservations Systems (CRS)

Security

- SSL (Secure Socket Layer) browser encryption by Verisign for safe credit card transactions
- Domino multi-level access control security
- Hack proof testing certificate by IBM supported by IBM e-business mark