

probooker

Client Benefits

The probooker Hotel Management System can deliver higher occupancy, greater yield, increased productivity, and enhanced customer satisfaction, in other words you can profit from probooker.

probooker is supplied by DoITonline Limited who pride themselves on delivering systems that meet their clients' requirements.

1.0 Increased Revenue and Yield

- 1.1 Customers can book any period from hours to months providing genuine opportunity for increased occupancy and revenue. A hotel using probooker achieves a genuine 200% occupancy rate, that is an average of two stays for each 24 hours.
- 1.2 probooker has a complete and central customer database for all your customers in whichever country and into whichever hotel they booked. This means you can merge from a wide selection of choices for mail shots, emails, and SMS text messages - more business at your fingertips.
- 1.3 probooker tracks customers' bookings and account details, whatever location they were for, to enable you to see and react to the very specific needs of your customer. You know they spend money on 'in room' entertainment - why not send them an invitation reminding them just what is available. Or, perhaps, welcome them to their room through the iTV with a tempting offer - all to increase secondary spend and yield.
- 1.4 Not everyone wants to use the internet - the personal touch is easy by anyone who has access to probooker wherever they are. So centralised reservations are a snip with as easy to use screen to flip from one location to another. This means you can deal with telephone reservations from any office or hotel in the group.
- 1.5 With probooker's radical approach to intra day bookings (by the hour, or less) you can really optimise occupancy. Clearly, this will increase yield per room. However, you can also increase yield per booking by allowing customers to extend their stay through the iTV or, simply, over the internet. (and manually, of course). This is possible through probooker's remarkable 'turnround' facility.

You set the turnround time for the hotel rooms. Say One hour. probooker automatically locks out that hour for any other booking; but, and here's the clever bit, the room occupant is not locked out - probooker enables the room to be automatically available for sale for an extended stay. So, provided the room is not already booked, you can add revenue straight through to the bottom line.

- 1.6 The ability to take an immediate sum from a customer's card on check-in as a memorandum item to their account, provides the customer with an easy way to

secondary spin which is then settles automatically by probooker on check out, with any unused balance being refunded back to their card.

- 1.7 The nature of the centralised database and customer history means that probooker is ideal for the implementation of a loyalty card or other reward schemes.
- 1.8 probooker can track customers by type and source providing valuable marketing information.
- 1.9 probooker allows you to set up a cancellation policy and enforce it automatically - charging or rebating the customers' cards which delivers profits for cancellations and no-shows.
- 1.10 Pricing is fully flexible allowing you to set up promotions and, subject to password security, allow prices to be overridden to complete a sale. This flexibility should enable you to drive up revenue and yield.
- 1.11 Increase your profits by our pricing by demand module - you tell the system at what point of % occupancy you wish to increase/decrease your rates - a great way to achieve additional marginal income and profits.
- 1.12 With probooker's retail module you can set your extras and product prices by location and monitor them accordingly.

2.0 Increased Productivity

- 2.1 probooker is easy to use and its intuitive navigation reduces training time.
- 2.2 Want to send a message to a colleague anywhere in the company quickly and efficiently? - don't leave probooker, just click on 'MyOffice' to enter and send a note.
- 2.3 Want to keep track of things to do and appointments - just click on MyOffice and enter your own diary.
- 2.4 probooker comes with its own customiser feature called MyView. This enables users to set up how they wish to see the system - likely to be very different between front of house and back office.
- 2.5 probooker allows you to configure rooms as you wish, which allows you to determine how the diary is presented to the screen.
- 2.6 probooker saves time by allowing users to choose their view of the diary - hourly by day, weekly, monthly, quarterly, or to any chosen date.

3.0 Increased Customer Satisfaction

- 3.1 With probooker's online editing feature you can drop down a standard letter/ email/ text template but then personalise your message - make your customer feel special.
- 3.2 Communicate with text messaging, for example confirmations, to help customers 'on the go'.

3.3 Hotel status overview screen allows immediate response to customer booking enquiries.

3.4 Invoicing can be split between accommodation and extras - significant for business bookers.

3.5 Additionally, invoices can be split between booker and occupants.

3.6 probooker has a price archiving facility to ensure you can respond to customer queries and deal with rate charges appropriately.

4.0 Greater flexibility to interface with other systems delivering a reduction in life long costs

4.1 We have developed a central hub to which all other systems can be interface. This hub known as PAPI (probooker Application Programming Interface) allows for XML web-services connectivity and helps reduce life long costs and gives the hotelier more control over their IT suppliers.

5.0 Greater control over multi-locations

5.1 Users can see access any locations within their group at the click of a button giving easy access to bookings and financial information, delivering strong central management controls and improving efficiency.

5.2 probooker can cope with multi sales taxes and can apply taxes at a transaction level.

5.3 probooker can comply with multi currencies and can even display different currencies within the customer account detail providing a genuine global view of customer transactions.

5.4 report by group and by location to your requirements.

6.0 Improved Financial Controls

6.1 The ability to take an immediate credit card payment within probooker or over the internet (via Realex) improves cash flow and reduces exposure to bad debt, as does the automatic check put settlement.

6.2 Where invoices are raised for payment (say, for businesses) there is an automatic invoice matching facility. This can also be done manually. This saves staff time and simplifies customer statements.

6.3 Flexible EOP's mean that end of day settlements can be run at any time in the background providing a full history of matched and unmatched entries at banking.

6.4 Bank rec. is done within probooker across each category of payments (including online), with a complete list of all payments for checking, which eases auditable financial controls and delivers an efficient back office process.

- 6.5 probooker allows a refund process to commence by debiting the customer account with a memorandum item which also creates a refund schedule. The confirming debit to the customer's accounts is completed by the person authorised to complete the actual refund. This is important where the original payment was made by cheque. This allows all users to see the precise status of that customer's account to be communicated to the customer.
- 6.6 probooker has a full financial transaction history and can track transactions against users.

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