

# INTERNET BOOKING ENGINE



Power your  
website with  
**RezE**

Industry-leading  
internet booking  
engine from  
RezNext

E-commerce is growing at a rapid pace globally and is heavily influenced by changing consumer behaviour.

Growing internet penetration and ease of transacting online has changed consumer purchasing patterns. The need for every brand to have a digital presence is very high. This is true for the hotel industry too. Consumers expect hotels to be available online and present on all social platforms to engage and transact with.

This means, in addition to distributing inventory on third party channels, hotels have to develop a strong brand for themselves online through their own website. The website also needs to behave like any e-commerce platform that provides engaging content, markets the product to the consumer at every touch point with information on previous purchases or use of promo codes to help make a quick buying decision.

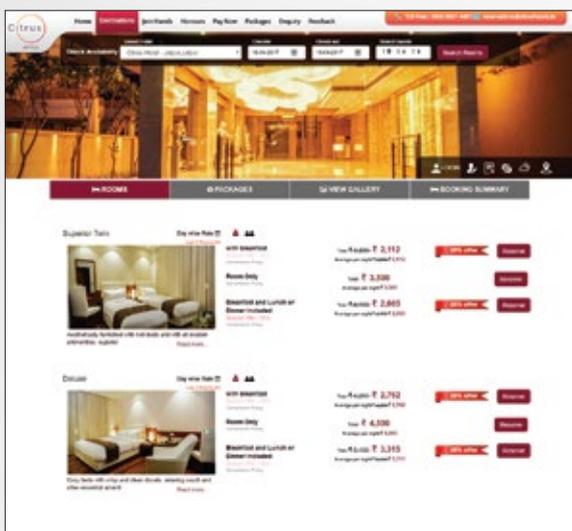
An intuitive internet booking engine coupled with digital marketing can help convert the hotel's website into a highly profitable booking channel that the hotel owns and controls.

# INTERNET BOOKING ENGINE



RezE from RezNext is an industry-leading Internet Booking Engine (IBE) that is designed to suit the needs of today's online savvy consumer. It is India's first guest-centric IBE solution that provides an easy user interface simplifying the booking process for the guest with its unique features.

Hosted on the cloud with Microsoft® Azure and built on .NET MVC platform, RezE is highly scalable and can support room bookings across properties for large group hotel websites too. It also interfaces with multiple payment gateways.



## Key benefits:

### *Real-time two-way connectivity*

RezE can integrate real-time two-way connectivity with the hotel's Property Management System (PMS). This allows room inventory and rates to automatically flow from the hotel system to the website. Guests receive instant confirmations on their bookings and as a result the hotel can open up its reservation 24x7.

Hotels can also display their packages real-time on their website providing more choice to the guest. These packages can be linked to specific landing pages providing more information to the guest to simplify the room selection and booking process.

### *Improve the booking experience of your guests*

RezE is India's first intelligent internet booking engine to offer guests multiple room type and multiple hotel selection and booking facility. Guests can choose to book multiple rooms within the same hotel or multiple hotels within the same group in a single transaction. For multiple bookings, guests can also select different date ranges.

## Maximise the revenue opportunity with industry leading digital marketing services

While it is important to adopt an intelligent guest-centric internet booking engine, it is also crucial to make this channel the core focus of your marketing activities. Collaborate with us to gain access to smart digital marketing services that will maximise your direct booking opportunities.

Guests can also specify the number of people staying in one room. The system will take into consideration extra person charges while generating the booking amount thereby making the transaction completely transparent.

At the time of booking, guests can enter their preferences such as non-smoking room, king-size bed or even upload photo id proof to have a smooth and quick check-in. A detailed profile with preferences specified will help hotels provide personalised services to their guests.

# INTERNET BOOKING ENGINE

## *Market your hotel to your guests*

RezE has inbuilt promo code functionality that allows hoteliers to track the guest's journey and offer promo codes accordingly.

## *Analytics to improve performance*

RezE provides hoteliers with access to Google Analytics report which pulls out all the information pertaining to traffic to the website, source, user behaviour, top performing geographies, key word search analysis and top performing landing pages. This helps hoteliers gauge their channel's performance and identify improvement areas.

RezE is also integrated with our real-time intelligent business analytic dashboard – ReD – allowing hoteliers to manage their day-to-day operations from a single screen and also generate reports on LOS, preferred room type, city, average revenue by booking and total revenue.

## *Enhanced security*

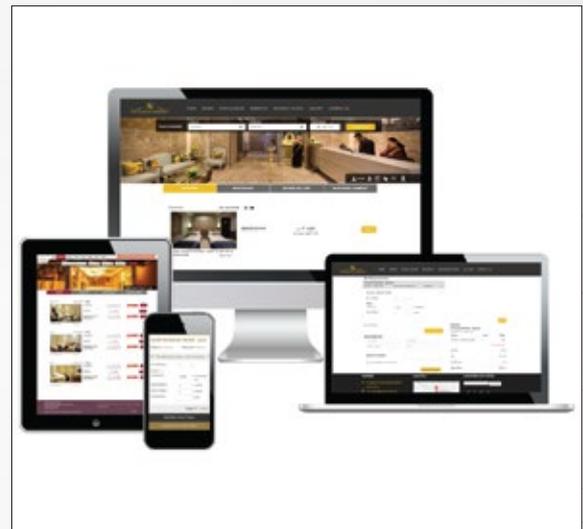
The new RezE follows advanced security protocols to protect hotelier and customer data. It is also integrated with the AirPay payment gateway which not only provides a secured transaction environment but also simplifies the payment process for guests. Guests can choose to make payments through various options - credit/debit cards, net banking or mobile application.

## *Digital cancellation policy*

With RezE, cancellation policies and rates can be updated once into the system. The solution will calculate the refund amount automatically based on the time of cancellation.

## *Device agnostic*

RezE is compatible across all platforms - laptops, desktops, tablets and smartphones - enabling guests to access seamless information and book hotels on-the-go.

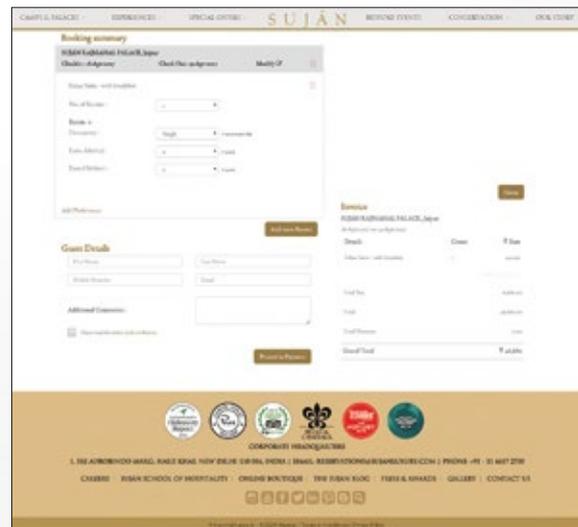


# INTERNET BOOKING ENGINE



## RezE functionalities

- Standard plugin on existing hotel website
- Hosted on Microsoft Azure cloud
- User configurable content
- Stores unlimited pictures of hotel and room types with videos
- Standard template with user configurable colours, fonts and themes
- Supports unlimited rate codes & plans
- Supports rate fencing and rate restrictions
- Length of stay (LOS), booking window based rates
- Supports extra person charges
- Booking up to 365 days in advance
- Option to open/close room types, rate codes
- Customer sign-in optional
- Ability to amend and cancel bookings
- Stores foot fall tracks on consumer usage
- Works on offline mode as well
- Calendar with best available rate and availability count display
- Digital cancellation policy facility
- Integrated weather forecast
- Currency converter
- Seamless experience for guests across all devices
- Integrated with AirPay payment gateway
- Rich graphical interface with bright visuals



## More features coming soon

- Multi-currency rates and display
- Alerts on special promotions
- SMS integration for bookings
- SMS alerts to guests one day before arrival
- Multiple languages
- Corporate and TA login
- Multiple templates

## About RezNext

RezNext is the world's only true real-time enterprise distribution technology company and preferred profit management partner. We empower hotels to adopt a profitable strategy that simplifies the complex global distribution environment and makes it understandable and manageable. Our distribution platform is integrated with revenue management, operating intelligence and powered with reputation management insights.



# INTERNET BOOKING ENGINE PRODUCT DETAILS

## Power your website with the RezNext Internet Booking Engine

### Drive more direct bookings.

#### *RezNext Internet Booking Engine key features*

- Supports multiple rate plans
- Supports unlimited room types with content, pictures
- Supports video streaming
- Provision to display room availability during booking
- Process promo codes
- Simple packages
- Add special requests/services for booking with charges
- Drop out mails & promotions
- Offline credit card validation
- Instant booking confirmation
- Ability to modify, cancel bookings
- Ability to view all bookings from my account page
- Tracks foot fall
- Supports multiple room type and multiple hotel booking within the group
- Integrated with multiple payment gateway
- User defined skin for minimal customization
- Tightly integrated with RezNext channel manager
- Ability to open or close IBE channel
- Ability to open or close rate plans
- Provide last minute rate updation
- Provide last room availability or allocate rooms

- Guests can define room-wise occupancy
- Saves last changes made to the cart
- Access advanced analytics
- Capture guest preferences
- Digital cancellation policy
- Offers integrated weather forecast
- Supports currency converter
- Device agnostic

#### *Implementation steps – RezNext’s responsibility*

- Configure content for hotels and maintain the content for hotels
- Create rate plans
- Train hotel team on usage of RezNext channel manager, rates, promotions
- Help activate payment gateway
- Work closely with the website vendor for linking the internet booking engine solution
- Install all SW components at hotel PC/server for two-way connect with booking delivery

# INTERNET BOOKING ENGINE PRODUCT DETAILS



## **RezNext training plan**

- How to create new rate plans
- How to attach rate plans to channels (IBE)
- How to create new plans like advance purchase, early bird, festive discount rates
- How to alter rates at rate set-ups
- How to open or close rate codes at channel manager
- How to update rates for specific days
- How to alter tax percentage
- How to close one room type for a channel
- How to activate allocation of room type vs last room availability
- How to view all logged in users
- How to view bookings made from IBE
- How to view if they have checked-in
- How to view no-show bookings
- How to track drop out bookings
- How to create simple packages
- How to create promo codes
- How to create services with charges
- How to change CC and BCC email ID for guest vouchers

## **Hotel's responsibility**

- Please keep RezNext informed about any of the following changes you are planning on the RezNext services installed system
  - Formatting the machine or hard disk failure
  - Installation of new antivirus or upgradation of antivirus
  - Applying third party firewall software or modifying current firewall settings
  - Blocking all websites on RezNext system

- Formatting the server or reinstallation of SQL server
- Removing internet connection
- Renaming server system
- Renaming PMS LIVE database
- Uninstalling Microsoft .Net 4.0 software
- Installation of new Internet Explorer
- Power supply off for long time
- Hotels should also allow RezNext to install the LogMeIn software on the RezNext system at the hotel so that we can take remote access and troubleshoot in case the hotel system goes offline



# INTERNET BOOKING ENGINE FAQ

## How does the RezE internet booking engine help my hotel?

With the RezE internet booking engine you are able to power your website by allowing your guests to directly make a booking on your website. Because it has a two-way integration with your PMS it displays real-time inventory and rates to your guests. With RezE you can enhance your direct sales efforts. Since the booking is happening on your website, you can save on the commission cost paid to OTAs as well.

## Does it show real-time rates and inventory?

Yes, RezE displays real-time rates and inventory.

## Will guests receive a booking confirmation instantly?

Yes. Once a booking is made, guests will instantly receive a booking confirmation delivered directly from the hotel's PMS.

## Does RezE integrate with a payment gateway?

Yes. You can integrate RezE either with your existing payment gateway or use the one from RezNext.

## Can I also have a pay at hotel facility?

Yes, you can choose not to integrate with a payment gateway and provide guests with the facility to pay at the hotel.

## Can I display promotions on my website in real-time?

Yes, RezE has inbuilt promo code functionality that allows hoteliers to track the guest's journey and offer promo codes accordingly. This helps guests in making a quick booking decision and results in more conversions.

## Can I restrict rates for particular dates?

Hotels can open and close rates to be displayed based on defined time period, or on criteria such as length of stay (LOS) booking window etc.

## Will I be able to push packages to my website?

You can create real-time, customised packages based on LOS, special occasions, long weekends and many such criteria, and display them on your own website.

## Can I integrate Google Analytics in my website?

RezE comes integrated with the Google Analytics code which provides detailed reports to hoteliers on traffic to the website, source, user behaviour, top performing geographies, key word/search analysis and top performing landing pages.

In addition, RezE can also be integrated with our real-time intelligent business analytic dashboard – ReD allowing you to manage your day-to-day operations from a single screen and also generate reports on LOS, preferred room type, city, average revenue by booking and total revenue.

## Can I cross-sell hotel services through my website using RezE?

RezE is India's first intelligent internet booking engine that provides visitors to your website a shopping cart view of your services. It allows visitors to compare prices, choose multiple add-on services and purchase all with a single transaction.

# INTERNET BOOKING ENGINE FAQ

## What are the upcoming features in RezE?

The following features will be available in RezE soon:

- Mobile compatibility so that you can track your website's performance and make changes on-the-go
- Direct travel agent login facility
- Metasearch will be soon integrated
- Loyalty and referral program capability
- Facebook integration
- Integration with Google Maps enabling guests to locate your hotel easily

## Can guests book multi-room types through RezE?

Yes, RezE supports multi-room type selection and booking within the same hotel property and across hotels within the same group.

## What are the core strengths of RezE?

- SaaS-based solution, transaction-based pricing allowing hoteliers to pay only when a booking is made. There is no additional cost for the software.\*
- Integrated with multiple payment gateways.
- Saves last changes made to the cart, so that guests don't have to re-enter the details if they left the website without completing the booking.
- Inbuilt promo code functionality that allows hoteliers to track the guest's journey and offer promo codes accordingly.
- Offers guests multiple room type and multiple hotels with the group selection and booking facility.
- Offers shopping cart view for guests allowing them to compare prices, choose the required offerings and purchase with a single transaction.