

ReD



Experience the power of real-time distribution analytics with ReD

Smart business
intelligence
solution from
RezNext

Hospitality is a dynamic industry. Ensuring your distribution strategy is aligned with changing consumer demands and booking patterns becomes a daunting task. In most scenarios, you apply the learning from a particular market situation to another to see if that yields results. Such reactive measures may not be the best strategy. What you need is prognostic intelligence that lets you measure your business performance at any given point in time and drill-down capabilities for your KPIs. Data-driven intelligence has to be the beginning point of your distribution strategy. Real-time distribution intelligence will help ensure you manage your inventory across room types, pricing and channel mix in a proactive manner that lets you achieve your strategic distribution goals. ReD, the real-time distribution intelligence application from RezNext, will help

hoteliers foster a speed-driven organisational culture where decisions are made promptly backed by intelligent data.



True real-time distribution intelligence

At the core of ReD is a robust analytic science that can collate extensive raw data directly from your hotel's property management system (PMS), break that into understandable trends and insights, and present them as actionable intelligence in graphically rich formats.

What does this mean for your hotel business?

As a hotelier, you can now analyse how your distribution business is performing real-time across channels, room types, price points and seasons. You can also drill-down into each of these and pinpoint the data that is contributing to or is impacting your revenue.

ReD consolidates total sales and revenue for the hotel property across all channels including online and other sources like corporate, walk in, direct bookings and travel agents.

A corporate revenue manager can also analyse key metrics for the group and see which properties are performing well and in what scenarios. This allows the revenue manager to be informed of an issue even before it arises and take preventive steps to address revenue loss.

Key reports available on the dashboard

Occupancy

As a revenue manager, you can at all times know the exact occupancy status of your hotel. You can also perform an occupancy comparative analysis for the week, between any two days of the week, or for the month for your hotel to understand what's driving your occupancy and to identify the low and high periods.



Availability

ReD displays your hotel's room availability status real-time. You can be in control of how much inventory is yet to be sold across room types and based on what price is yielding best you can decide on how to price and on which channels to sell your remaining inventory for the day. This helps you ensure that you are maximising your opportunity to drive occupancy at the right price point.

Arrivals and departures

ReD also displays scheduled arrivals and departures for the day. This intelligence can be leveraged by reservation managers to ensure their staffs are alerted to keep the rooms ready for check-ins. Any VIP arrivals for the day can be quickly tracked and the staff can be alerted on the same.

Booking trends

ReD provides an in-depth analysis of the complete booking trend across all sources – online and offline – year on year through an informative trend chart. Reservation managers can choose to view booking trends for a particular time frame or compare the hotel's current performance to last year's. It is also possible to view the total number of bookings for any given period of time along with insights into average revenue per day, total revenue, best performing room type and the city driving maximum bookings.



Online reputation score

In this age of digitalisation, user-generated content finds its way to the internet easily. As a hotelier you should always be aware of what's being said about your hotel and also be prepared to acknowledge appreciation and address criticism.

ReD features a high-level report on the reputation score, positive feedback and negative reviews.

Price point matrix

Get an understanding of what price is yielding more revenue. Analyse the trend and implement strategies to improve your yield.

Total sales report

Access a detailed sales report that outlines the total sales and collections made both through online channels and direct walk-ins.

Flexibility and scalability

ReD is a flexible application that can easily connect with any hotel PMS. It integrates the different business processes under distribution for a holistic view of the revenue strategy at an enterprise level.

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.

Key features:

- Extensive drill-down functionality on occupancy, booking trends and revenue generating sources
- Analyse what business sources are performing well, at what price point, in which cities and when
- It provides a consolidated report of both online and offline channels like corporate/travel agents to provide a true yield performance metric across all distribution channels
- ReD application is also device agnostic. It is compatible across all platforms – laptops, tablets and smartphones – equipping hoteliers to take smart decision on the go

Predict. Prepare. Profit.

ReD helps you develop business processes that are backed by precise data intelligence. It not only helps infuse speed and agility to your decision making, it also empowers you to predict evolving market trends and prepare yourself ahead of time.



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.



What is ReD?

ReD is a RezNext application providing real-time intelligence on hotel room bookings. ReD features a dashboard that provides reports on the following:

- Price point matrix
- Occupancy trends upto a year
- Channel performance for the day, week, month or year
- Room availability
- Daily Sales Report including both online and offline channels
- Booking trends for all properties
- Summary of the bookings – no of bookings, average revenue, room type, average length of stay
- Verification controls for every step
- Arrival and departure notifications

The dashboard also offers one level drill down capabilities when integrated with your hotel property management system to show you the pick-up trends. This indicates the pace at which your property is being booked. It also has sections dedicated to campaign management, revenue management, channel management and online reputation management. Hotel staff can access key information from each of these solutions on the ReD application.

Are the reports on the ReD application real-time?

All reports on the dashboard of the ReD application are real-time and pulled directly from your hotel's PMS.

Can I customise my dashboard?

Yes. You can choose which screens you want to see first on your dashboard. You can also select the look and feel for your view from the inbuilt themes.

Can I view information for all the properties in my group?

Yes, you can view information of all the properties under the group with a single login id. However at this point a consolidated report on the group performance is not available. This is being developed and should be available soon.

What notification will I receive on Red?

We will share notification on

- All new partners added to the BriDge program
- Rate expiry updates
- Failed rate updates
- Important information about your system connectivity

What does ReM-the campaign management module do?

This module lets you send out targeted campaigns and promotions to your customers or to net new prospects.

Can I also send the campaign to guests across all properties of the group?

Yes, you can choose to send the campaign to guests for one property or multiple properties. You can define your target list criteria according to this and generate your list. ReM is integrated with your hotel's PMS and you can generate the required list for individual properties under the group.

What does the reputation management module do?

This provides a consolidated semantic analysis of your reviews across the web. It highlights the negative reviews and offers a drill-down to the source of the review. It also helps you measure the positive reviews across your services and allows you to respond to the reviews from the application.

What does revenue management module on ReD do?

Once you subscribe to the RezNext revenue management solution—ReV, you will be able to view the best available rate and least allowable rate (computed using your historical and future data from the PMS) for 365-day period on your ReD application. You can also view your forecast report, revenue growth week on week, controls for bookings, source of booking by segment.

Can these rates then be sent out to my electronic distribution channels?

Yes, you can set it up for an auto update where the rates flow to each of the electronic distribution channels through the RezNext channel manager ReX. You will need to sign up for the bundle solution including the intelligent distribution platform and revenue management solution.