

Lodge-ical News – July 2005

Please Note: Sending us emails

Lately, we have been receiving email from our clients without a subject line. We treat the simple act of opening an email very carefully. With the abundance of spam, and in our business, there are days we receive over 100 emails. We report email addresses which we believe to be spam to an outside company specializing in spam regulation. To ensure that we do not accidentally report you as a spammer, please:

- a) include a meaningful subject line on the email
- b) call us first if you are sending us a large attachment

User Tip: Proper care and maintenance of email addresses

By now, most of you are probably asking your clients and guests for email addresses. But once they are stored in Lodge-ical, then what? At any time you can view all of the email addresses stored in Lodge-ical. Go to the Clients menu, select Client Queries, then Clients Sorted by Emails. At the bottom of the window, you will see a record count of how many addresses you have. This grid view allows you to quickly review email addresses, check for accuracy, AND make any necessary changes. For example, you can easily pick out those email addresses that do not include the "at" sign (@). If you see an address that you know is incorrect, you can make the change directly on the grid. This change will automatically update your client record. You can also easily spot an address that is definitely NOT an email address. Simply "backspace" out the address to remove it.

You may have a client who requests to be removed from your mailing list. To do this, simply find the client and "unclick" the Email/Mail OK button on the Client Entry form. Go to the Clients menu, select Client Queries, then Clients Who Do Not Want Mail to quickly view those clients who are not receiving any type of mail.

If you use Microsoft Outlook as your email server, you might want to think about keeping your email addresses in Lodge-ical and not in your Outlook address book. Lodge-ical will interface with Outlook and allow you to send an email to one client (double-click on the email address in the Client Entry form) or to many clients (select Mailing Labels from the Client menu to perform blast emails). Keeping email addresses in Lodge-ical a) will keep your Outlook address book from becoming clogged and b) could prevent a virus from spreading in the unlikely event that you receive a virus that sends emails to everyone in your Outlook address book.

It is important to do routine housekeeping on your email addresses so that your blast emails will not be returned to you as invalid addresses.

Upcoming Feature: A more robust Client Module

Based on your suggestions, Lodge-ical version 7.0 will include:

- a) Storing a picture of your clients - You will no longer have to try to remember who a particular guest is when they call to book another trip with you. With a minimum investment of a digital camera, take a picture of your guests during their stay and save it onto your computer. Go into Lodge-ical, open up the Client Entry form and "point" to the location of the picture. The location will be saved into your database so that you can easily view the picture at any time.
- b) Client Relationships – a one to many relationship builder is included to assign relationships between two or more clients. Use this to track family members, company associates, or frequent traveling buddies

Sub Clients – A sub client is defined as a person who is entered into Lodge-ical to track personal data, to store a personal photo, and will be associated to one client using a primary relationship dropdown. You might want to use this when a family visits you. The primary client will receive mail and email, and will be responsible for the reservation. The sub clients might be the spouse and each of the children. A feature will also be included to convert a sub client to a client to activate ALL features associated within the Client module.