

Lodge-ical News – November 2005

North American Gamebird Association (NAGA) annual convention – In April 2006, Paul and I will be a vendor at the NAGA convention in Nashville. In addition, I have been asked to speak on “The Importance of Recordkeeping”. Although it will not be a Lodge-ical sales pitch, I will be focusing on areas that I know are easily accommodated within Lodge-ical. If any of you would like to share any success stories on the ways in which you use Lodge-ical, I would love to include them in my speech. Please send me an email or call me with details.

User Tip: The value of the Personal Data module

In the Tuesday, October 25, 2005 edition of USA Today (Business section), the headline reads “Hotels try to make your stay personal”. The article went on to say this “Some hotels – Ritz-Carlton and Marriott, for example – are using or planning to use sophisticated software that tracks guest preferences...”

We are proud to say that the Lodge-ical Personal Data module has been available (and now standard in Lodge-ical version 6.0 and above) for over 2 years. The module works this way – you set up 6 levels of Personal Data categories (such as winter/spring/summer/fall, kitchen/rooms/activities/family history, horseback/fishing/hunting/snowmobiling, etc.). Below each of the 6 levels of Personal Data, you can add an unlimited number of individual items. Personal Data is initiated at the Reservation level. You can enter a set of responses for any person who is entered into Lodge-ical as a client. This allows you to attach more than one client to a reservation. Once the Personal Data is entered at the Reservation, it becomes a part of the Client record too. In other words, go to the Client Entry form and find a client. If the Personal Data button is “blue” this signifies that information has already been entered.

Here are a few examples that the USA Today article cited as already being in place in certain hotels:

- Serving a favorite drink at the bar
- After a rain soaked day welcoming the guest back to their room with a welcome back note and some bottled water
- Supplying the guest’s room with favorite bathroom amenities, magazines, snacks
- Records whether guests prefer extra towels, rooms on upper or lower floors, favorite pillows, bed types,

Don’t lose sight of the simple things – do your employees know your guests by name? Do they greet the guests upon their arrival and offer to take luggage to their rooms?

If you are not using this module, if you are interested in purchasing this module, or if you have questions about Personal Data, please contact us with questions before the Ritz-Carlton and Marriott swoop up your business!

Lodge-ical Version 7.0

Upcoming Feature: Print report for ONE Personal Data question

The Personal Data report will allow you to print information for one question for all guests during a certain period of time. For example, if you start to collect information for “favorite beverage”, you can print the report with just this information and put it in the bar prior to a guest’s arrival.

Upcoming Feature: Personal Data report consolidation

The Personal Data reports will only report data which has been completed. If one Personal Data type has 6 questions, but you have only collected information on 4 of the questions, only those 4 questions will appear on a report to distribute to the appropriate people. There will also be a way to print out all questions/answers for a particular client whether or not the information has been collected.