

Lodge-ical News – February 2009

We have heard from many of you who have told us that your booking rate is currently below average. There are tools within Lodge-ical to help you identify your prospects and valued guests.

User Tip: The Visit Report

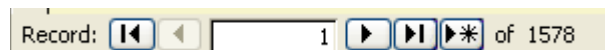
Using Version 7.0, go to Reporting/Managerial Reports/Visit Report. This report is very simplistic, but it is extremely valuable. First of all, do not print this report to your printer as it contains many pages. Page 1 of this report usually shows the most important information.

This report is sorted by your guests who have booked the most reservations. You will see the exact number. The next column will show you the date of their last reservation and the number of days that have elapsed. The last column will show you the date of their next reservation. How many repeat clients are on this report but who have not booked their 2009 reservation? What about the clients on this report who are a repeat guest but who's last visit was more than one year ago?

Sending an email is ok, but for these VIPs, pick up the phone and call them!

Data Entry Tips and Tricks: The Record Selector

There are many forms with Lodge-ical that show a record selector at the bottom of the form. It looks like this:



This selector can be very useful when navigating from one record to the next. A brief description of each button (from left to right) is as follows: The first button (a left pointed arrowhead and a vertical line) will move you to the first record in the table. The second button (a left pointed arrowhead) will move you one record at a time to the previous record. The third button (a right pointed arrowhead) will move you one record at a time to the next record. The fourth button (a right pointed arrowhead with a vertical line) will move you to the last record. The fifth button (a right pointed arrowhead with an asterisk) will move you to a new record (instead of press the NEW button).

Throughout the Maintenance menu, records are stored alphabetically. The Client Entry form sorts clients by last name and the Reservation Entry form sorts reservations by arrival date. You might find yourself sitting on a client or reservation and the record selector shows Record 1 of 1. This means that you have filtered your data. Press the ALL button at the top of the form to have access to all records.

Update: Online Reservation Module

In three of our last year's newsletters, we solicited feedback from you on the feasibility of creating an online reservation module so that people can make a reservation on your website and have it interface with Lodge-ical. Only a small number of you (less than 10) replied. Of those that replied, each of you had a different set of criteria that were important to you. Because Lodge-ical is custom software, it has been extremely difficult to design a generic module. Therefore at this time, we are not moving forward with this module.

If you have a serious interest, then we would like to offer our custom programming services to you which would allow us to create this module strictly for your business. Please contact us for more information.