

## Lodge-ical News – January 2007

Happy New Year! Traditionally, this is our busiest time of the year with new business and 2007 is shaping up to be just as busy. We have received many inquiries from new prospects. Many of our inquiries are referrals from you, who are already using Lodge-ical. We believe Lodge-ical is a unique product based upon its custom features, our understanding of your industry and our commitment to personalized customer service. We appreciate your referrals and hope you continue to pass the word.

### **Importing email inquiries into Lodge-ical**

Over the years, we have received many requests to import emails into Lodge-ical. However, when we tell you that the work has to start with your web designer, we never hear back. I want to remind everyone about this feature and how it could benefit you.

Many of you have an inquiry request form on your website. Clients answer a few questions, press a button and you receive an email. As people are completing the form, your website could be programmed to a) send you the email and b) save the information to a file. On a periodic basis, you could retrieve this file and save it to your Lodge-ical folder. Finally, a menu pick in Lodge-ical would be available to import the names and addresses. Because this import will most likely be unique to each client, this feature will cost you money to set up with both your web designer and with Lodge-ical; however a small initial investment could quickly pay for itself as you determine how much time you are spending copying information from an email into Lodge-ical. For more information on this, please contact us to help you get started.

### **User Tip: Track your Advertising Expenses in Lodge-ical**

If you are using version 7.0, you have the ability to keep track of all of your advertising expenses (i.e. website design fees, trade show travel costs, magazine advertising, etc.). Go to Maintenance/Referral Sources and for each referral source, press the COSTS button. Enter the date, amount, and a brief description of the expense. Now go to Reporting/Managerial Reports/ Referral Source Analysis. This report will show you the cost per inquiry as well as the cost per reservation. It's the beginning of the year, if you haven't used this feature, start using it today.

### **User Tip: Sub Clients**

A sub client is a feature in version 7.0, whereby you can track members of a reservation who are important enough to have their own personal data and photograph, but who do not receive any emails or mailings generated from Lodge-ical. You can relate a sub client to a primary client and enter his/her relationship type. There is some confusion as to using the "Relationship Type" dropdown on the sub client entry form (myself included!). The relationship type dropdown should describe the relationship of the sub client to the client. For example, the primary client is John Smith. The sub client is Judy Smith and the relationship type should equal Wife.

We recently received an excellent suggestion from a client. If you set up a sub client and their relationship to the primary client, when you save the sub client, a record should automatically be written to the relationship table of the primary client. Using the example above, once you save the sub client, Judy Smith, open up John Smith's client record and you will see a button called Relationships. At this time, you would have to select Judy Smith and select Wife as the relationship type. We have just enhanced Lodge-ical to perform this link automatically. If you are interested in receiving this enhancement, please contact us.