

Lodge-ical News – June 2006

We hope you all are enjoying your summer. This month we highlight an underrated, yet highly valued piece of our business and a version 7.0 feature that can help everyone clean up their workspaces.

User Tip: Getting the Most out of Lodge-ical

In addition to our development and ongoing improvements to Lodge-ical, we also offer training, management, and consulting services. Being a small business does not allow us to be constantly on the road. It is important to remain in the office to provide timely and reliable customer support as well as to continue to add functionality to Lodge-ical. However, we are passionate about Lodge-ical and want all of you to use it to its maximum potential. Please review our list of services and contact us with any questions or to request further information:

Workflow analysis – How often does your staff get together to review the way your reservation process and guest relations are being handled? With the use of Lodge-ical, we will go through the features of Lodge-ical and incorporate discussions to learn how certain processes are being treated. This session involves staff and management getting together to discuss daily practices. Ultimately, the thorough review is conducted with ideas being shared, recommendations being made, and processes being refined.

Offseason training – if your lodge is comprised of year round staff and you'd like to learn about Lodge-ical functionality that you are not currently using, or would like to further understand functionally that you are using, consider onsite training. Our training will cover the complete functionality of Lodge-ical concentrating on any areas that you determine most critical.

Early season training – if your lodge is seasonal, requiring you to hire and train new office staff each season, consider our onsite training as an option. Lodge-ical is an integral part of your day to day routine. Don't get caught in the middle of your season with staff who are afraid to use Lodge-ical, unwilling to perform day to day procedures, or unsure of routine data entry.

Periodic check-ups – At the end of each session, we will provide you with a recap and laundry list of discussion items and ways in which you will be continuing to use Lodge-ical. Some of you may feel a bit overwhelmed as you start to think about the necessary steps to change your business flow. A periodic check-up will allow us to review the items discussed at the last session, to ensure new procedures are being followed, and to revisit any areas which need further discussion.

Day to day management – If your manager asks for time off, or if your office is left shorthanded, we can be available for a limited amount of time to work in your office as a reservations/guest services manager.

Because our schedules are limited, we have blocked off certain times of the year when we are available to provide these services. We plan our calendars up to one year in advance. If you would like to speak with us further, please call us anytime.

Version 7.0 – Correspondence Follow-ups

We are hearing positive feedback from our clients who have upgraded to version 7.0 and are using the Correspondence Follow-up feature. Clients are removing post-it notes from their desk and using this feature instead. For each type of correspondence in Lodge-ical you can assign a specified number of follow-up days. When correspondence is entered into Lodge-ical the follow-up date will be determined and saved. Each day you can run a report that shows all Upcoming Follow-ups for the next 7 days, 15 days, or 30 days (for those of you who are feeling ambitious).

Here are some ways to use this feature:

- Inquiry Follow-ups – discipline yourself to make a follow-up phone call/email to all of your “hot” inquiries 7 days after you send out your brochure.
- Deposit Follow-ups – 30 days after you send out a preconfirmation asking for a deposit, create a follow-up record to make sure you have received the deposit, and if not, make a follow-up phone call.
- Thank You letters – 5 days after you issue a final bill, send a thank you letter to your guest and inquire about booking for next year.
- Early Arrivals – Do you ever have guests who arrive a day early and stay in a nearby hotel one night prior to their arrival to your lodge? If so, you can set up a correspondence record to flag the details of the airport/hotel shuttle on the day of the pickup.
- Miscellaneous Notes – how about keeping your own miscellaneous reminders in Lodge-ical. Set up a client record for yourself and set up correspondence follow-ups as needed.

With the added ability to select which form you want to see as your opening form, you can select the Upcoming Follow-up report so that each time you open up Lodge-ical your “to do” list is initially displayed for the day.