

## Lodge-ical News – June 2007

I am taking advantage of the “longest day of the year” to send you our June newsletter. We hope you are having a successful season.

### **User Tip: The Personal Data Module – Part 1**

Are you using the Lodge-ical Personal Data module? More often than not, when I travel to clients sites to conduct training classes, this module is usually the one that is not being used. Yet, the Personal Data module is probably one of the most powerful and valuable modules in Lodge-ical. When we deliver Lodge-ical, this module comes to you without any data (maybe that is why you're not using it!). The reason for this is that every business is different. The Personal Data module allows you to gather information for your clients and subclients that might be pertinent to their next visit.

Perhaps the reason why this module is neglected is because we recommend that you have a conversation with your staff about what types of information you want to gather. There is a level of organization to this module that requires you to plan before you start data entry.

Personal Data works like this: you can sort the information you gather into six categories. If you are a year round operation, you might have a category related to each season. If you are seasonal operation, you might set up your categories relevant to each department. To set up these six categories go to Maintenance/Personal Data Types. Underneath each category, you can enter as many “questions” as you require. For example, you might have a category called Kitchen and your questions may look like this: Food Allergies, Favorite Beverage, Favorite Dessert, Favorite Wine, Preferred Dining Location, etc. To enter the individual questions, go to Maintenance/Personal Data Questions.

Once the questions are set up, you are ready to enter data. After you save a reservation, you can press the PERSONAL DATA button to enter your data. If you do not have all of the answers at once, you can update a client's personal data profile at any time. Once the data has been entered into a reservation, it becomes attached to the client record. You can press the PERSONAL DATA button on the Client Entry form to review/edit/add information here.

Whether you are a business that has a high repeat booking percentage, or a business who seeks to increase their level of repeat business, this module can only help improve your relationship with your clients. Get the details out of your mind, throw away the paper records sitting in your filing cabinet, and start using this module today.

If you would like more information on this module, please call us anytime.

### **Lodge-ical User Training**

We are starting to hear from clients who are interested in our upcoming user training class. This class will be held April 28 – May 1, 2008, in Illinois. Here are a few questions that you might be asking yourself:

#### Who should attend?

Ideally, the person who is responsible for reservations in Lodge-ical and/or the person in charge of the day to day guest operations. Some of you operate a seasonal business and therefore experience yearly turnover. You, as an owner might want to attend this course so that you can be the expert who can easily facilitate the training of new employees each year. You, as the reservationist will gain an understanding of the importance and value to entering as much information into the database as possible.

#### What if I am using an old version of Lodge-ical?

The 2 day course will be based upon version 7.0. The majority of the principles that will be covered in class are relevant to all versions of Lodge-ical. If you do not own version 7.0, you will receive added benefit by getting a flavor of version 7.0 prior to your decision to upgrade. If you are considering upgrading to version 7.0, you might want to do so prior to the training so that the class experience will provide you the utmost benefit.