

Lodge-ical News – November 2006

We hope this newsletter finds everyone doing well. It's hard to believe Thanksgiving is right around the corner. We hope everyone and their families have a happy Thanksgiving.

Home for the Holidays

We will be heading East for Thanksgiving this year. We will be out of the office starting Monday, November 20th but will be back in on Monday, November 27th. As you all know, we take pride in our customer support. We will be checking voicemail and email periodically but we will not be able to update anyone's code. Please back up your data every day!

User Tip: Rewarding your Guests

When traveling, we typically stay at a Marriott property (this is NOT an advertisement!). I was on a recent business trip and checked into a Marriott. At the end of the day I returned to my room to find a note. The note was personalized and thanked me for my 30th stay with Marriott. As a gift, they delivered a complimentary dessert of my choice. It was a small gift but it meant a lot to me. I started to think about the size of their database (huge) and thought about the size of a typical Lodge-ical database (not so huge). Are you taking the time to reward your repeat business?

Version 7.0 has a very simply report to help you remember who your frequent guests are. Go to the Reporting menu/Managerial Reports/Visit report. This report should be viewed in Preview mode only as the number of pages to print will probably be quite lengthy. This report is sorted by the guest who has been to your lodge the most. It tells you the number of times he/she has stayed with you and the date of their last visit. ***To print only the first page of this report, press Alt + P on your keyboard to display the standard Windows print form.*** You should be able to send page 1 only to your printer. With this list of names, go to Reporting/Income Reports. Select Income by One Guest. Change the date range and print the report to see the actual amount of money he/she has spent with you.

User Tip: Christmas Cards

We hope all of you are using Lodge-ical to prepare mailing labels for your Christmas cards. For those of you who use version 7.0, this feature has been renamed to Find-A-Client and can be found in the Clients menu. We have talked about this feature many times. The button titled 3x10 refers to a sheet of labels, 3 across 10 down. The button titled 2x3 refers to a sheet of labels, 2 across 3 down. If you have any questions, please don't hesitate to contact us.

User Tip: Analyzing your Rates

This is the time of the year when most of you are preparing your 2007 rate card. Print the Income by Rate Type report to show you a summary of all of your rates and the amount of income generated. You might have offered a new rate this year and this report will clearly show you the outcome.