

## WHY USE CONVERT 5™?

### THE DECISION ENGINE

#### INTRODUCING CONVERT 5™

The Avvio CONVERT 5 booking engine has **marketing, yield management and CRM** built into the heart of its functionality.

CONVERT 5's ground breaking 'smart' predictive technology, understands, **anticipates** and influences consumer behaviour, enabling the booking engine to make yield management decisions 'on the fly' and present the most relevant rates, offers and availability to each visitor.

Key marketing messages can be presented to the individual based on their profile - in their local language, based on the previous booking behaviour with the relevant images, packages, and currency.

CONVERT 5 transforms the hotel website booking process into a dynamic, personalised guest experience, increasing overall conversion and generating higher average booking values.

### INCREASE DIRECT ONLINE REVENUES

CONVERT 5 increases direct online revenues by:

- ✓ Increasing Website Traffic
- ✓ Improving Website Effectiveness
- ✓ Optimising Hotel Availability
- ✓ Improving Rate Effectiveness
- ✓ Increasing Average Booking Value
- ✓ Reporting Insights
- ✓ CRM

- **Increases conversion** – CONVERT 5 uses 'smart' technology to increase conversion rates from visitors to bookers
- **Increases booking value** – CONVERT 5 captures and generates high value bookings
- **Increases customer satisfaction** – CONVERT 5 provides a dynamic booking process that enables customers to personalise their stay and satisfy their requirements
- **Easy to use** – simple and intuitive, CONVERT 5 saves hotel staff valuable time managing the online direct channel
- **Flexible** – CONVERT 5 is fully customisable and completely flexible from rate structure to look and feel
- **Reporting** – CONVERT 5 provides end to end reporting through the website and booking engine so you can measure consumer behaviour and see how your website is performing
- **Proactive account management and fully integrated online marketing services** – Avvio's team of knowledgeable account managers are on hand to help at every step ensuring you can maximise revenues from your direct online channel

“ Avvio is leading the way in developing 'smart' technology solutions for hoteliers to maximise revenues from their direct online channel. ”

## INCREASING ONLINE TRAFFIC

CONVERT 5's online marketing tools increase website traffic through:

- ✓ Access to WebAds on Avvio network of online advertising space on targeted travel publisher sites
- ✓ Centralised database for targeted communications based on guests preferences
- ✓ External and internal tracking codes providing complete visibility of online marketing campaign results from traffic generated through to booking value
- ✓ Heavily optimised URLs and content for search engines in multiple languages

## INCREASING WEBSITE EFFECTIVENESS

CONVERT 5 increases the effectiveness and conversion of the hotel website:

- ✓ 'Smart' keyword matching predictive technology presenting most relevant images, offers and packages based on search criteria and visitor profile
- ✓ Complete customisation of the 'look and feel' of the booking engine to maintain the hotel brand and website style
- ✓ Easy to use and customisable 'Quick Book' mask
- ✓ Preserved website navigation throughout the booking process
- ✓ Ability to organise multiple rate offerings and packages in groups to increase accessibility
- ✓ Flexible "rate and/or date driven" booking process
- ✓ Multi language user interface
- ✓ Deep linking to offer groups and individual rates and packages from any location e.g. proprietary website, link on ezine or affiliate partner websites back to the hotel website
- ✓ Easy, real-time creation of offers, packages and vouchers via integrated Media Centre including hotel and stock imagery library

## INCREASING AVAILABILITY EFFECTIVENESS

CONVERT 5 yield manages intelligently and ensures every last room is available for sale:

- ✓ Flexible special offer matching to search dates
- ✓ Flexible presentation of availability and rates within range of week or month
- ✓ Every last room available for sales with robust 2 Way PMS Interfaces
- ✓ Virtual rooms for upselling rooms within multiple room categories

**For more information:**

**Please call 061 335680 or visit  
[www.avvio.com](http://www.avvio.com)**

## INCREASING RATE EFFECTIVENESS

CONVERT 5's easy to manage rate structure provides complete control and flexibility:

- ✓ Ability to manage rates in bands, enabling micromanagement of rate updates by day within just a few clicks
- ✓ Advanced lead-in time and length of stay functionality to support advanced/last minute special offers and weekly rental rate setups
- ✓ Functionality to support 2 child rate categories and infant pricing
- ✓ Multi-currency rates\*
- ✓ Interface to hotels gateway/merchant facility e.g. Realex
- ✓ 3D Credit Card Security
- ✓ Option to add client booking fee

## INCREASING AVERAGE BOOKING VALUE

CONVERT 5 enables hotels to capture high value bookings online:

- ✓ Ability to sell multi night and multi room night bookings
- ✓ Dynamic packaging puts the hotel in complete control over up-sells available on the booking engine
- ✓ Changes are instantly live
- ✓ Recognises returning visitors once they have booked and presents upsell offers and messages

## REPORTING

Through integration of CONVERT 5's tracking codes the hotel collects true and meaningful website traffic statistics to measure performance and consumer behaviour of the visitors on the website:

- ✓ Daily denials reporting
- ✓ Conversions overview
- ✓ Room/rate distribution
- ✓ Search activity analysis
- ✓ Booking close rate on Availability
- ✓ Query Analysis (Lead In, LOS etc)

## CRM

CONVERT 5 delivers a personalised customer experience:

- ✓ Data collection email sign-up form with double opt-in function and ability to select preferences for communications
- ✓ 'Login Group and Promotional Code specific' rates and availability; ability to show Best Available Rate and Confidential Rate only to certain Login Group or Promotional Code
- ✓ C5 Support UTF8 language code so all language characters can be displayed (not just Latin based)
- ✓ Selected language is remembered for the next visit to the booking engine
- ✓ Language can be changed on any page of the booking process
- ✓ HTML email confirmation header and footer customisable in different languages and viewed in Hotmail, Gmail and 3G Phones
- ✓ Optional survey and loyalty scheme modules