

Avvio Software Update - August 2018

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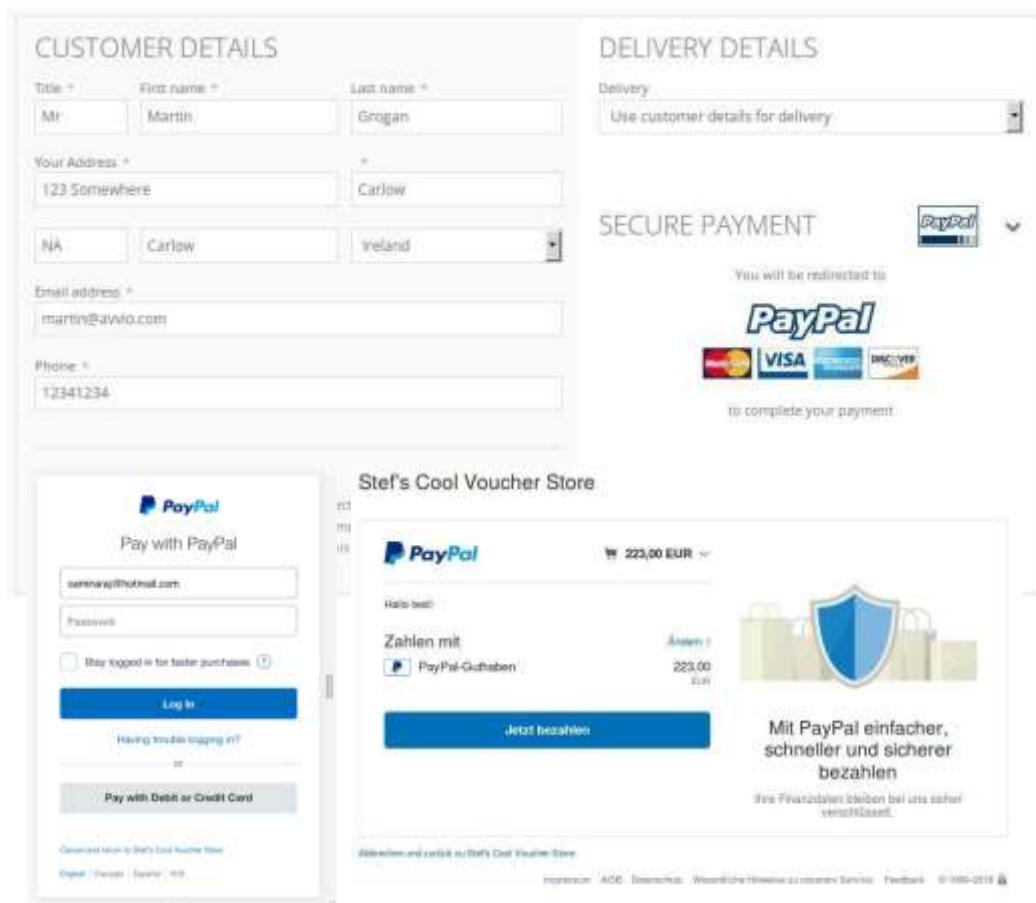
Avvio Software Update - August 2018

This document lists all the new features, enhancements and visible changes included in this Avvio release for 21 August 2018. We are pleased to announce the following upgrades

- Responsive PayPal Payments
- Voucher Strikethrough Pricing
- Interactive Helpdesk Enhancements
- Recommender Engine Changes
 - New Cards for Online Reputation Management
 - Country and Date Specific Targeting of Custom Messages & Rates
 - New Event – Soft Sell to Nurture Leads
 - New widget layout – Single Card Layout
- GDPR Improvements
- Reporting Enhancements
 - Dynamic Room Substitution
 - Insights Report by Deposit Type
 - Interactive Report by Lead-in
 - Month-to-date Revenue on Daily/Weekly reports
 - Flash Sale Reporting
 - Interaction with Paid Search Channels

Responsive PayPal Payments

As part of our ongoing commitment to help you maximise revenue, just in time for your busiest voucher season, and considering the shift in device popularity for e-commerce transactions, the checkout process between Avvio and PayPal has been overhauled to provide a seamless experience for your mobile customers.



PayPal Payment Disputes

The buyer may claim buyer protection up to 180 days after the initial PayPal transaction is completed. Pending claims are not visible anywhere on the Avvio admin pages. Instead, the PayPal merchant that received the payment needs to deal with this manually:

- Deal with disputed transactions through their PayPal merchant login.
- Possibly refund payments through their PayPal merchant login.
- Voucher(s) need to be marked as cancelled in Avvio Vouchers database.
- Performed refunds need to be manually considered in case Avvio's PayPal

account was the receiver when the hotel is reimbursed.

Refunded Payments

Refunded payments, in contrast to pending disputes, are displayed on Avvio's voucher transaction details page. The displayed (PayPal) status changes to refunded and is highlighted in red. This new value is only displayed for the new PayPal REST transaction.

PayPal Sale Deeplink

A deeplink into PayPal is also provided for all new PayPal REST transactions. This will allow the merchant to jump directly into the PayPal view of that transaction. PayPal will ask for the merchant's PayPal credentials if the user hasn't already logged into PayPal in a previous session.

Language of checkout process

There is no explicit language configuration between Avvio and PayPal. The login screen presented to the buyer will use the merchant's account language by default.

Voucher Strikethrough Pricing

Prices are considered the number one barrier to sales, and strikethrough prices are a popular way to attract the attention of shoppers. They are pricing comparisons that promise a bargain as opposed to the listed or competitive price. From a psychological standpoint, this type of price presentation is based on the anchoring effect.

This feature has already been used on the booking engine with much success which is why we've now made it available on the voucher module for vouchers with fixed monetary value only.

Highlighting the value of savings on the new, cheaper 'Now' price should help you sell more vouchers and improve overall conversions.

The screenshot shows the 'Voucher Value' configuration screen. At the top, there's a 'Voucher Code' field containing 'GLF'. Below it, under 'Voucher Value', there's a note about 'Value Type' set to 'Fixed Monetary Value' and a 'Currency' dropdown set to 'EUR'. The 'Value' field contains '200.00' and the 'Strike Value' field contains '250.00'. At the bottom, there's a 'Delivery Options' section with a 'Delivery' dropdown set to 'Default delivery options'.

Strikethrough price is displayed on the voucher search page and the voucher personalisation page.

The top screenshot shows a 'GOLF VOUCHER' page with a golf ball in the grass. It displays a regular price of €250.00 and a discounted price of €200.00, with an 'Add to cart' button. The bottom screenshot shows the 'Presented to' and 'Presented by' sections of the same page, also featuring the same price comparison.

Interactive Helpdesk Enhancements

To improve usability, Avvio's interactive helpdesk can now be accessed via a link from your Inventory Manager. Just click on the green question mark that appears to the right of each date. This will load the interactive helpdesk in a new tab with the date you selected preloaded in the date selector.

This feature is particularly useful to help you diagnose any rate, inventory or restrictions issues which may be preventing customers from booking rooms on your property because of the volume of messages received from your PMS.

**WELCOME TO AVVIO'S NEW
INTERACTIVE HELPDESK**

Use this HelpDesk to investigate any problems you're having. Load in the scenario and the system will identify the problem and propose a solution.

If you are unable to resolve the issue using this HelpDesk then please contact us at support@avvio.com.

More Helpdesk >

RATE TROUBLESHOOTING HELPDESK

Select a date to troubleshoot: Tuesday, 14 August, 2018 | Select a Rate -- | Select a Room -- | Check

Interface Name: SMDConnect | Operation: DTA_HotelRateAmountNoSRO | Date Received: 2018-08-12 16:18:51 | Inspect XML: Q

Rate Code	Room Code	Per Room / 1	Per Room / 2	Per Room / 3	Per Room / 4	Per Room / 5	Per Adult	Child 1	Child 2
GIRLS	1DLX	319.00					120		
GIRLS	1DLX	319.00					120		
GIRLS	1DLX	299.00					120		

Interface Name: SMDConnect | Operation: DTA_HotelRateAmountNoSRO | Date Received: 2018-08-12 16:18:48 | Inspect XML: Q

Rate Code	Room Code	Per Room / 1	Per Room / 2	Per Room / 3	Per Room / 4	Per Room / 5	Per Adult	Child 1	Child 2
DICKX2	1DLX	119.00							
DICKX2	1DLX	119.00							

Interface Name: SMDConnect | Operation: DTA_HotelRateAmountNoSRO | Date Received: 2018-08-12 16:18:45 | Inspect XML: Q

Rate Code	Room Code	Per Room / 1	Per Room / 2	Per Room / 3	Per Room / 4	Per Room / 5	Per Adult	Child 1	Child 2
DISKK	1DLX	178.00							
DISKK	1DLX	178.00							
DISKK	1DLX	259.00					50		

Interface Name: SMDConnect | Operation: DTA_HotelRateAmountNoSRO | Date Received: 2018-08-12 16:18:42 | Inspect XML: Q

Rate Code	Room Code	Per Room / 1	Per Room / 2	Per Room / 3	Per Room / 4	Per Room / 5	Per Adult	Child 1	Child 2
28801D	1DLX	259.00					50		
28801D	1DLX	259.00					50		
28801D	1DLX	239.00					50		

Recommender Engine

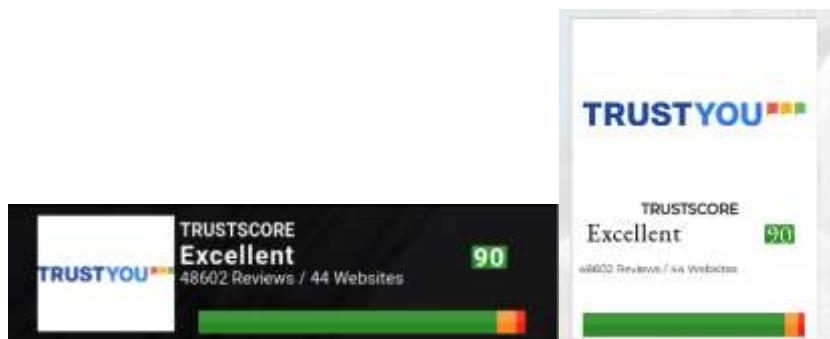
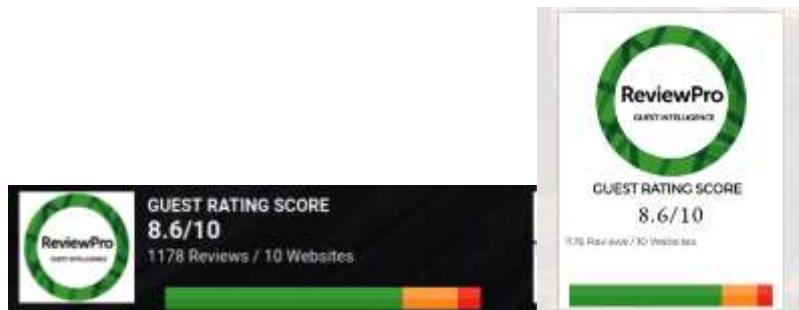
Upgrades to Allora's sophisticated Recommender Engine now make it possible to further personalise your website visitor experience.

New cards for online reputation management widgets

Successful online reputation management not only allows hoteliers to track positive reviews, but it also means disseminating and sharing positive feedback as widely as possible.

Allora now fully integrates with ReviewPro (www.reviewpro.com) - a customer intelligence tool that lets hotels manage their online reputation and social media from one centralised dashboard, and TrustYou (www.trustyou.com) - an online reputation management tool for hotels, restaurants and destinations across the world. If you have an account with either of these providers, you can leverage this valuable marketing further by displaying real time scores to your website visitors through two new cards available on the Recommender Engine.

Sample visuals on cards and bar layouts:



Country, date and weather specific targeting of custom messages and rates

This new feature is designed to offer more precision over the content displayed by the Recommender Engine by specifying the order in which configured cards are served up at each stage of the visitor journey. The feature also helps you layer in rules to help you surface the right message if the real world scenario is met.

Besides more controlled targeting, across their website visitors, this will also help hotels ensure with some degree of consistency, that the focus remains on key messages at important touch points. For example as standard practise you could prioritise certain messages based on the booker's country of origin or if you know their date range of interest - rank some offers, like a special family rate for Easter, higher.

New Event - Soft sell to nurture leads

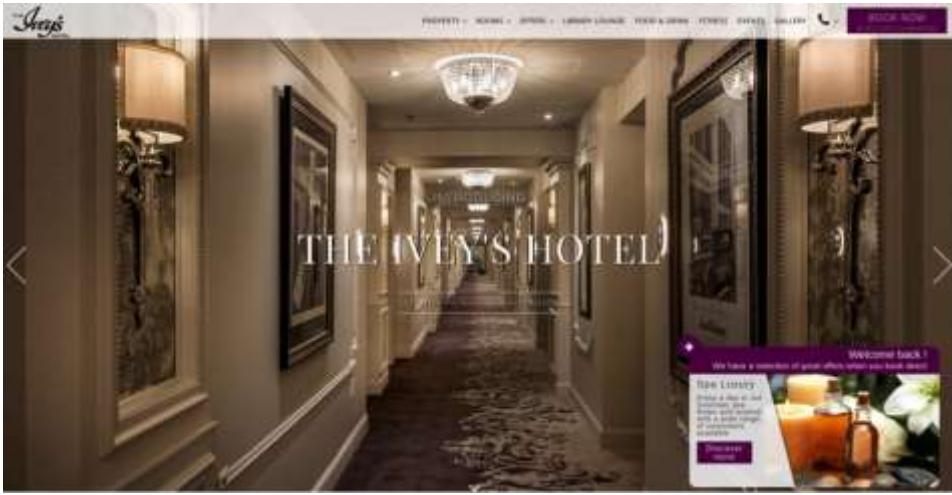
Allora has been developed to help you turn more website visitors into converted guests by building a more intuitive sales funnel. It is now possible to do this even better by building a “know, like and trust” message workflow that leverages a new Event type (added as Event 0 - before all other events) on the Recommender Engine to soft sell a first time website visitor.

Linking messages to visitor interactions makes them more contextually appropriate so that you can convert more customers without appearing too pushy. So given that this is their first time on the site - instead of bombarding the visitor immediately with rates and prices - at this stage, it makes sense kick start any conversation by first cultivating their interest in the hotel so that they can be sure that it is the right choice for them. If the user then returns they are more likely to be a qualified prospect who are more likely to progress to the next step.

New widget layout - Single Card Layout

Website developers can now use a brand new layout on the Recommender Engine which allows the widget to be expanded or collapsed to either side of the screen.

There is no change on backend options for this feature.

Expanded	Collapsed
	
Full Screen	
	

GDPR Improvements

When a shopper buys something, either the booking engine or vouchers app triggers an email notification with the relevant information to both the hotel and customer.

Following on from the major GDPR initiative hoteliers now need to ensure that they are maintaining GDPR compliance by anonymising all personal guest information contained in confirmation emails before they receive a copy.

You can now do this very simply by checking a new tick box available in the advanced site profile editor. If this box is ticked, then all personal information is removed from the booking confirmation email the hotel receives. This relates to customer name, address, phone number, etc.

The following images visualise the changes:

	Modifications	Default with data hidden
Booking Engine Email Confirmation Changes		
Booking Engine Email Cancellation Changes		

Voucher Hotel Email Changes

The image contains two side-by-side screenshots of a software application interface, likely a travel or hospitality management system. The left screenshot shows a list of hotel emails under the heading 'Emails - Hotel'. One specific email entry is highlighted with a red box. The right screenshot shows a detailed view of a selected hotel email, with its details listed below the heading 'Hotel Email'. A red box highlights a specific field in the list.

Reporting Enhancements on Insights

Avvio has continued to work on all reporting throughout the suite, to provide you with the latest metrics on our enhanced ‘Insights’ reporting platform.

Dynamic Room Substitution (DRS) on Room Reservation report

It is now possible to select the Dynamic Room Substitution (DRS) column on the room reservations report. This will include a column indicating if DRS was used to facilitate a booking.

The screenshot shows the 'RESERVATIONS REPORT' interface. At the top, there are filter options for 'Ref #', 'Last Name', and 'Reservation Date' (set to 2018-08-01 to 2018-08-17). Below these are checkboxes for 'Include Requested Cancellations', 'Include Approved cancellations', and 'Only show modified bookings'. A dropdown menu titled 'Report To' is open, showing 'My Website' as the selected option, along with other choices like 'Bespoke Hotels', 'Classic British Hotels', and 'Facebook Fans'. The main area is titled 'Transaction Details' and contains a grid of columns with checkboxes next to them. The columns include: Status, Rate Code, Adult, Leadin, Non-Bedured Booking, Channel; Inventory, Rate Name, Child, Nights, With Source, Sub-Channel Code; Date of Reservation, Cancelled, Start, Number of Nights, Special Comments; Reference Number, Room Code, Check-in, Check-out, How they heard about hotel, Date Processed, Payment Information; External Ref, Room Name, Purpose of Stay, Voucher Code, Dynamic Room Substitute. A green 'search' button is located at the bottom right of the report area.

Insights Report by Deposit Type

Identify trends in average booking value, cancellation rate and dozens of other metrics as they relate to the type of deposit which is taken at the point of booking. This may help identify trends in your important market segments that will help increase conversion rate and drive more direct bookings.

From the Room Reservations widget in Insights reporting, select the ‘Deposit Type’ report criteria.

The screenshot shows the 'Room Reservations' report interface. At the top left, there's a date range selector from '01 Jan 2018 - 12 Aug 2018'. To its right is a 'Select Report Criteria' section with dropdowns for 'Deposit Type' (set to 'category 2') and 'category 3'. Below these are several filter checkboxes: 'Number of Bookings', 'Avg Booking Value', 'Room Nights', 'Bookings %', 'Revenue (Incl. DP)', 'Revenue %', 'Revenue (Excl. DP)', 'Avg LOS', and 'Dynamic Package Revenue'. On the far right of the top bar are buttons for 'Commentary', 'Google PPC', 'Google Traffic', 'Key Trends', and 'Vouchers'. Below the top bar is a green 'Run Report' button. To the right of the report area are buttons for 'Export Report Options' (HTML, CSV), 'Save Report', 'Group Report Options', 'Save Template', and 'Setup Options'.

Room Reservations report by reservation date

01 Jan 2018 - 12 Aug 2018

Report by Deposit Type

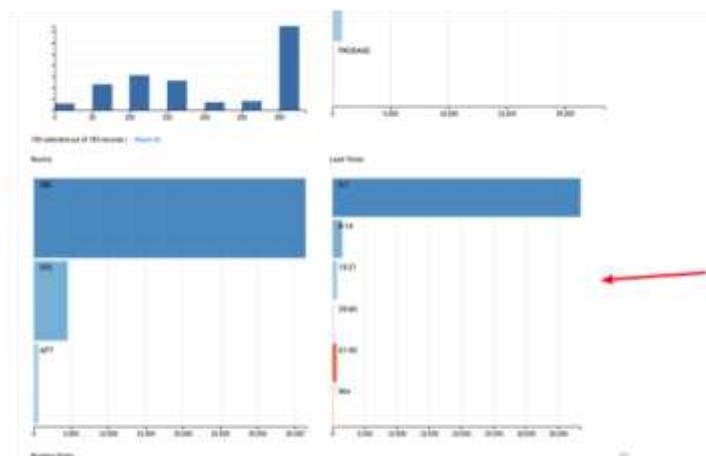
	Number of Bookings	Bookings %	Revenue (Incl. DP)	Revenue %	Avg Booking Value	Avg LOS
Full Amount	100	79.18%	\$12,262.20	83.02%	\$112.87	1.20
More	10	10.00%	\$3,504.00	23.00%	\$333.00	1.70
Full Amount (Offline)	5	5.00%	\$1,908.00	7.00%	\$180.00	1.30
Commissioner	1	1.12%	\$240.00	1.00%	\$240.00	3.00
Full Amount	1	1.12%	\$100.00	0.81%	\$100.00	1.00
Percentage	1	1.12%	\$50.00	0.41%	\$50.00	1.00

Interactive report by Lead-in

The existing Interactive report found in Insights has been updated to include a new chart based on booking lead-time. It works like the other charts – just select the category and the rest of the chart will refresh to reflect the filtered information.

The categories used for the lead-time match the categories reported on in the consolidated report

0-7 days	8-14 days	15-21 days	22-28 days	29-60 days	61-90 days	90+ days
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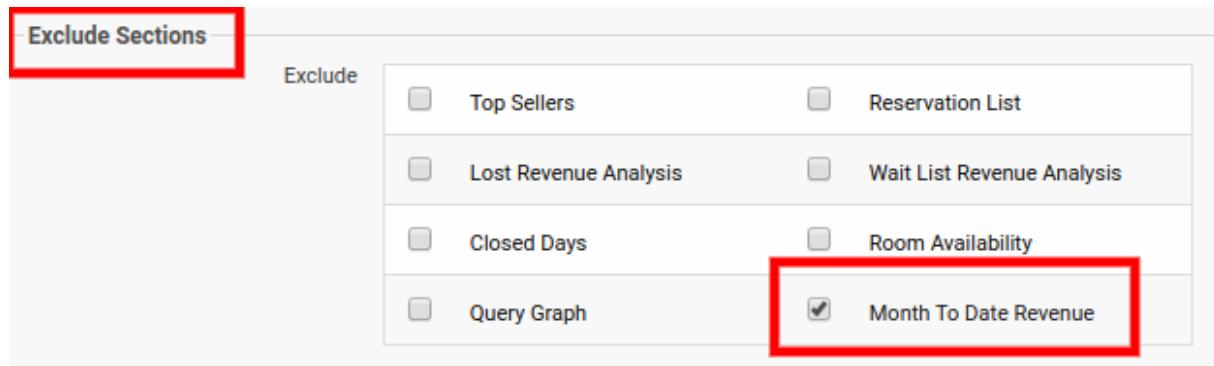
Month-to-date Revenue in Daily/Weekly report

A new table has been added to the Daily/Weekly report that shows the revenue for the property month to date (MTD) and broken down by channels.

Month To Date Booking Revenue By Channel			
	Revenue	Canceled Revenue	Nett Revenue
OWN WEB	EUR 62088.32	EUR 2899.30	EUR 59199.02
TRIPADVIE	EUR 18411.98	EUR 2030.00	EUR 16372.98
CLASSICBRITISH	EUR 830.00	EUR 324.00	EUR 512.00
GRANFONDO	EUR 640.00		EUR 640.00
FIPUB	EUR 466.00		EUR 466.00
BDC	EUR 60.00		EUR 60.00
Total Revenue	EUR 82707.30	EUR 6232.30	EUR 77239.00

This table will be automatically included in the Daily and Weekly reports as standard. If you don't want it included, you can opt out by checking the flag provided in Report Settings under '1-Day Report' & '7-Day Report' tabs, or by contacting your E-Commerce Manager.

Booking Engine app -> Reports -> Report Settings. Here tick the option to exclude the MTD Revenue table from the hotel's report.



Note: This table will always show data for the current month to date. For example: a weekly report with a date range of 28 September to 5 October will display 1 Oct to 4 Oct figures in this table.

Flash Sale Reporting

As part of this release, to help hotels better assess the effectiveness of these campaigns, we have now made it possible to track and report on reservations made during flash sale periods.

To do this go to the Insights tab and run a Room Reservations report for the period you require. Select 'Flash Sale' as the report criteria. A list of reservations is displayed grouped by the Flash Sale Code as defined in the CRM application.

The screenshot shows the 'Room Reservations' report interface. At the top, there are filters for 'Reservation Date' (set to 'Yesterday to date') and 'Add Comparison' (set to 'None'). The 'Select Report Criteria' section has 'Flash Sale' selected. Below this are 'Select Values' for metrics like 'Number of Bookings', 'Avg Booking Value', and 'Rooms Nights'. On the right, there are sections for 'Report Navigation' (with tabs for 'Room Reservation', 'Complementary', 'Google PPC', 'Google Traffic', 'Key Trends', and 'Vouchers'), 'Report Options' (with 'Test Hotel Martin' selected), and 'Export Report Options' (with 'Export HTML' and 'Export CSV' buttons). The main content area displays a table titled 'Room Reservations report by reservation date' for the period '01-Jan-2018 - 11-Jul-2018'. The table has columns for 'Report by Flash Sale', 'Number of Bookings', 'Bookings %', 'Revenue (Excl. DP)', 'Revenue %', 'Avg LGS', and 'Avg Adults'. It shows two rows: 'Unknown' with 77 bookings and 'BLACKFRIDAY' with 74 bookings. The 'BLACKFRIDAY' row includes a note: 'Where a multi-night booking takes place, this booking is reported under the Flash Sale if any of the nights of stay were discounted as a result of the Flash Sale.'

Report by Flash Sale	Number of Bookings	Bookings %	Revenue (Excl. DP)	Revenue %	Avg LGS	Avg Adults
Unknown	77		£3914.00		£124.00	1.26
BLACKFRIDAY	74	98.10%	£393.00	94.52%	£122.16	1.24
	3	3.89%	£376.00	5.48%	£181.87	1.32

Note: a booking is reported under a Flash Sale only if at least one night of discount was given to the user as part of the booking during the period of the sale. Rates or dates on which the discount did not apply are not reported.

Where a multi-night booking takes place, this booking is reported under the Flash Sale if any of the nights of stay were discounted as a result of the Flash Sale.

In the event that a logged in user (CRM account holder OR promo code user) qualifies for a larger discount on any date of stay that would otherwise have been discounted by the Flash Sale, this booking will not be reported as part of the sale).

Integration with Paid Search Channels

Insights has been enhanced to report on a wide variety of Paid Search channels. These include Bing, Facebook, Google Ads and WIHP (Meta Search). Your E-Commerce Manager will be able to assist if you require access to these reports.

A INSIGHTS

A Sample Hotel

MONTHLY PAID SEARCH REPORT

Data Reported from : May 2018

Bing										
Channel	Clicks	Impressions	Avg CPC	CTR	Spend	Conversions	Conv Value	Conv Rate	CPA	
Search	1039	8414	0.28	12.35%	294.91	7	6471	0.67%	4.56%	
Adwords										
Channel	Clicks	Impressions	Spend	Conversions	Conv Value	CTR	Avg CPC	Cost Per Conv	Conv Rate	CPA
Search Only	7557	37889	2178.90	49.50	42851.45	19.95%	0.29	44.02	0.66%	5.08%
Display Only	373	65412	119.89	-	-	0.57%	0.32	-	-	-
Video	255	119921	120.33	-	-	0.21%	0.47	-	-	-
TOTALS	8185	223222	2419.12	49.50	42851.45	3.67%	0.30	48.87	0.60%	5.65%
Social										
Channel	Spend	CPM	Impressions		Reach	Clicks	Conv Value		CPA	
Facebook	34.53	10.21	3381		1149	53	635		5.44%	
Metasearch										
Channel	Clicks	Spend	Conversions	Conv Value	Avg CPC	Cost Per Conv	Conv Rate	CPA		
Tripadvisor	204	102	-	-	0.50	-	-	-		
Google Hotel Ads	137	71.21	8	9579	0.52	8.90	5.84%	0.74%		
Trivago	187	56.10	4	3431	0.30	14.03	2.14%	1.64%		
Kayak	12	26.50	-	-	1.71	-	-	-		

Contact Details

If you have any further queries, please get in touch with one of the team and we'll be able to help.

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