Avvio Software Update - August 2018

Table of Contents

Avvio Software Update - August 2018 3

Responsive PayPal Payments 4

PayPal Payment Disputes 4

Voucher Strikethrough Pricing 6

Interactive Helpdesk Enhancements 7

Recommender Engine 8

New cards for online reputation management widgets 8

Country, date and weather specific targeting of custom messages and rates 9

New Event - Soft sell to nurture leads 9

New widget layout - Single Card Layout 9

GDPR Improvements 11

Voucher Hotel Email Changes 12

Reporting Enhancements on Insights 13

Dynamic Room Substitution (DRS) on Room Reservation report 13

Insights Report by Deposit Type 13

Interactive report by Lead-in 14

Month-to-date Revenue in Daily/Weekly report 15

Flash Sale Reporting 15

Integration with Paid Search Channels 16

Contact Details 17

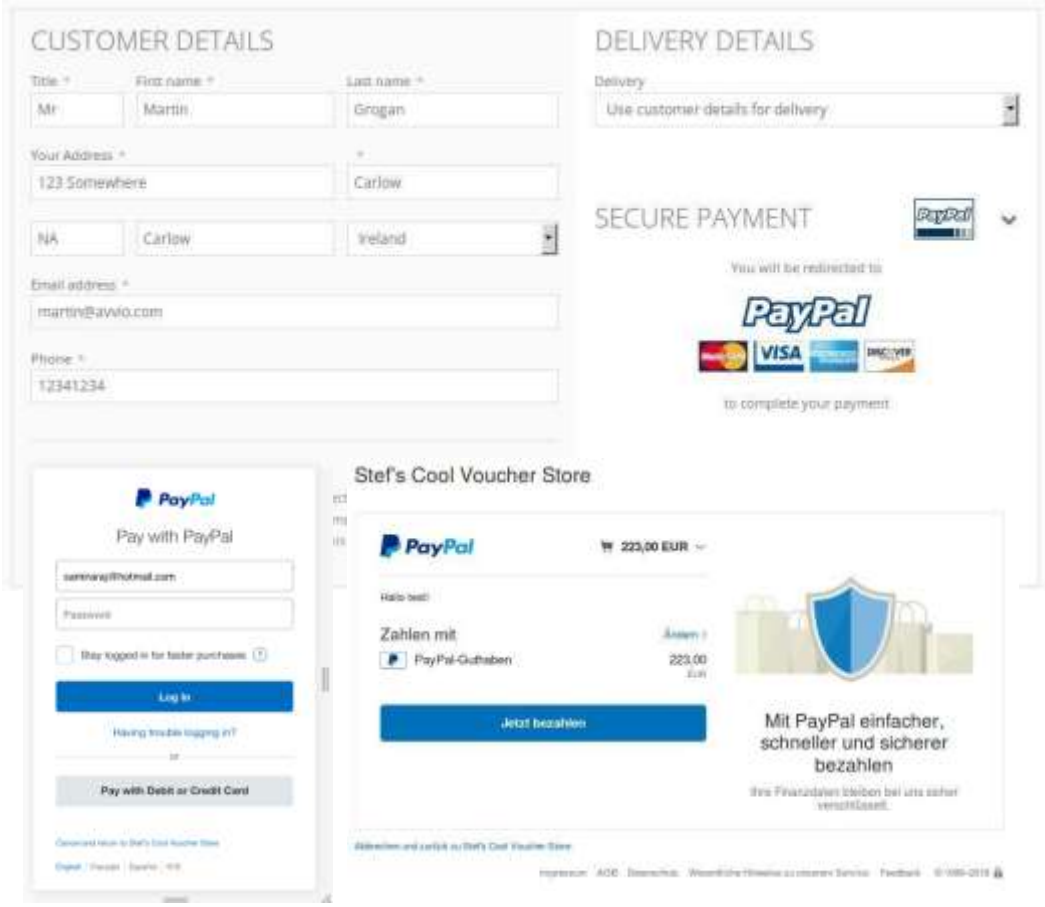
Avvio Software Update - August 2018

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.

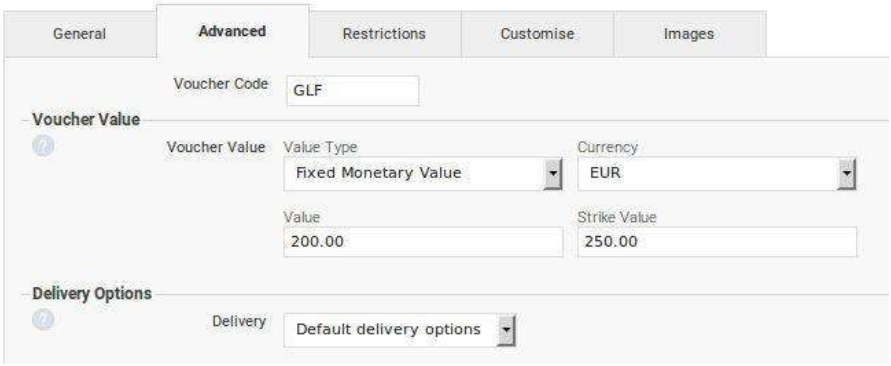
Language of checkout process

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.

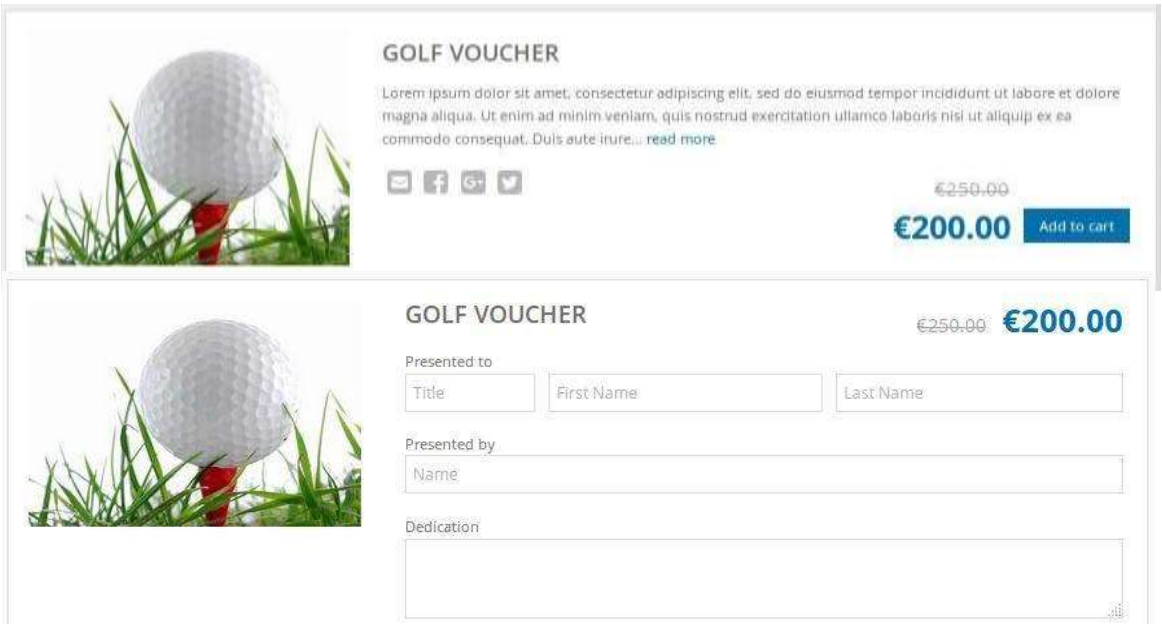
Voucher Strikethrough Pricing

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.



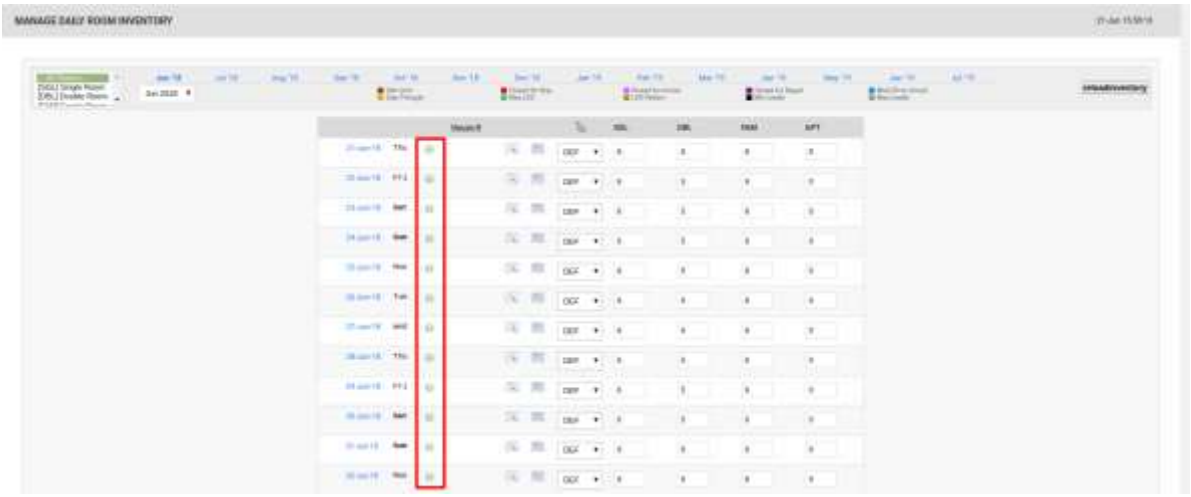
Strikethrough price is displayed on the voucher search page and the voucher personalisation page.

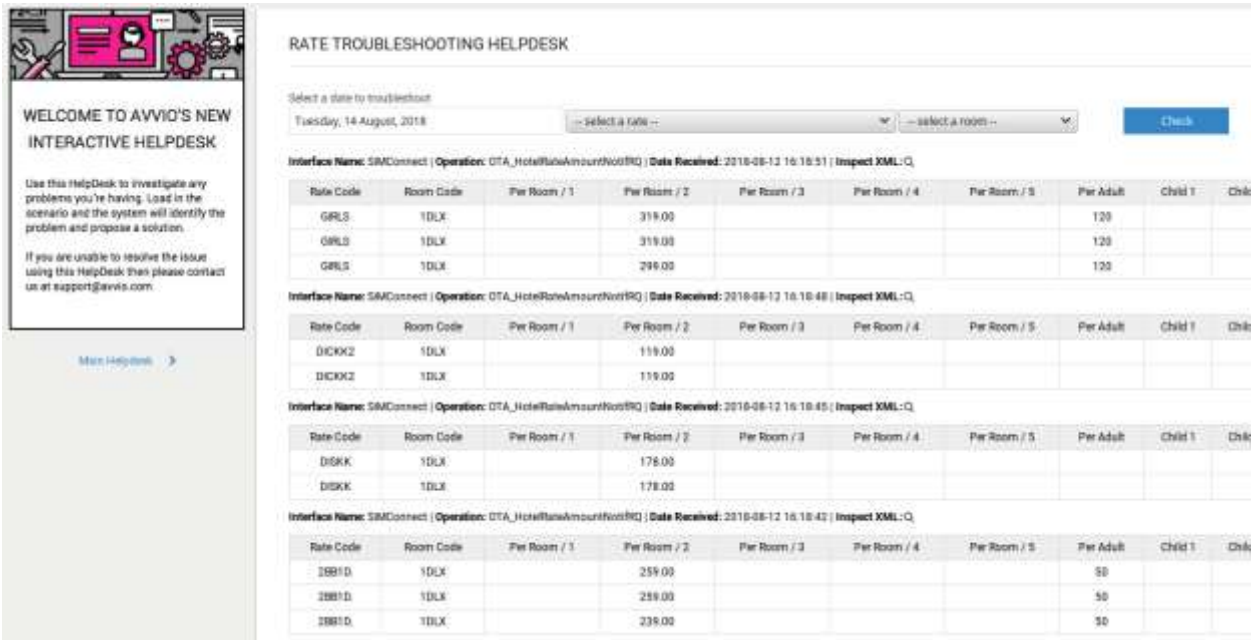


Interactive Helpdesk Enhancements

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.





Recommender Engine

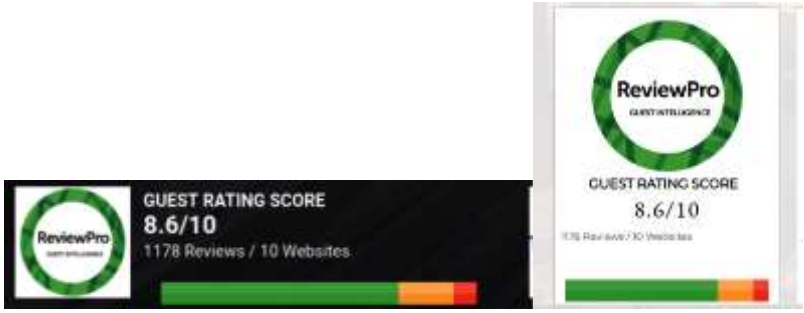
Upgrades to Allora's sophisticated Recommender Engine now make it possible to further personalise your website visitor experience.

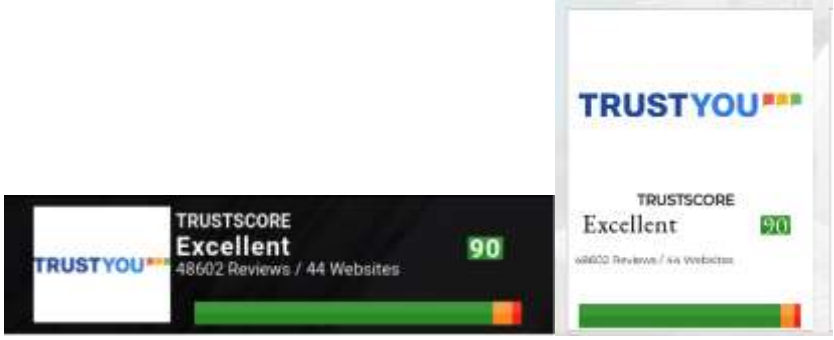
New cards for online reputation management widgets

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

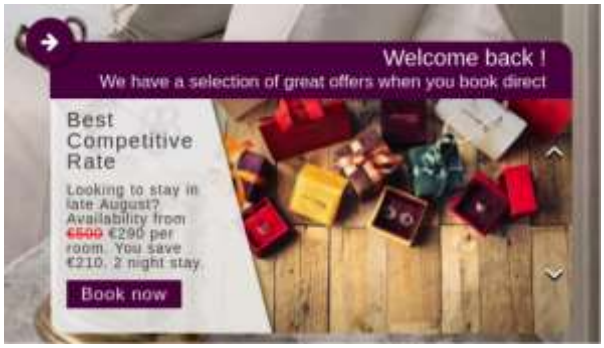
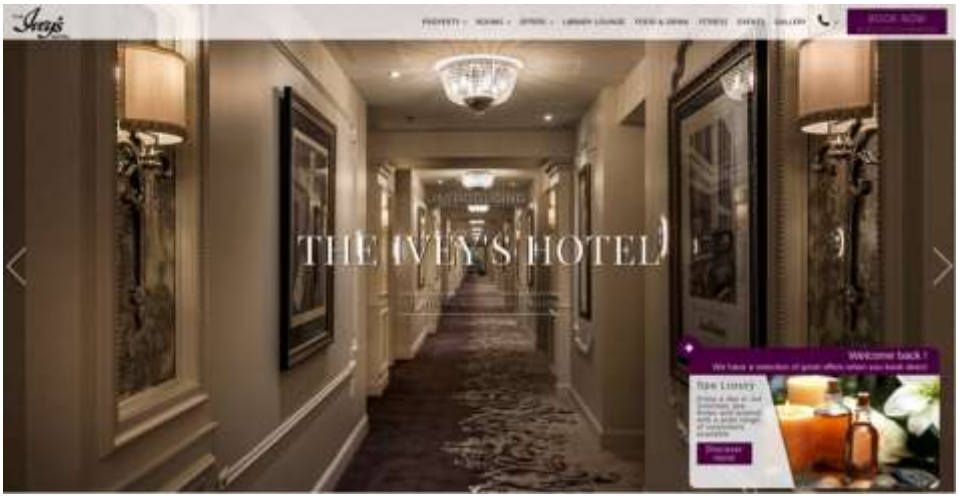
Allora has been developed to help you turn more website visitors into converted guests by building a more intuitive sales funnel. It is now possible to do this even better by building a "know, like and trust" message workflow that leverages a new Event type (added as Event 0 - before all other events)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

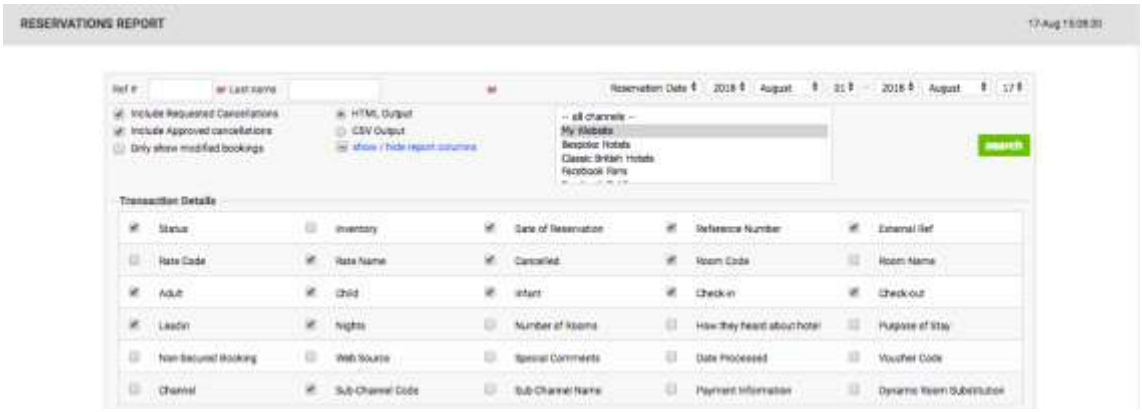
Voucher Hotel Email Changes		

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

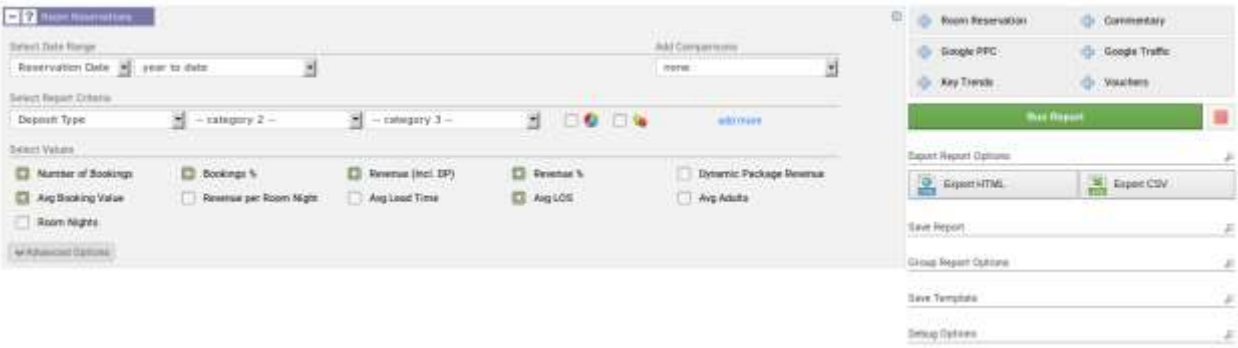
It is now possible to select the Dynamic Room Substitution (DRS) column on the room reservations report. This will include a column indicating if DRS was used to facilitate a booking.



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.

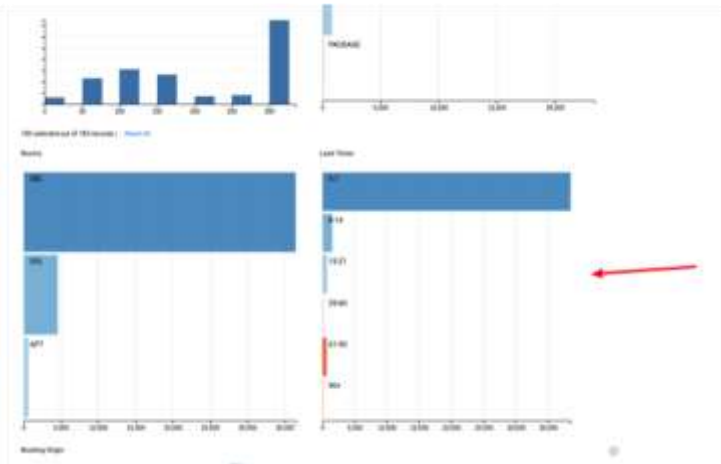


Interactive report by Lead-in

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



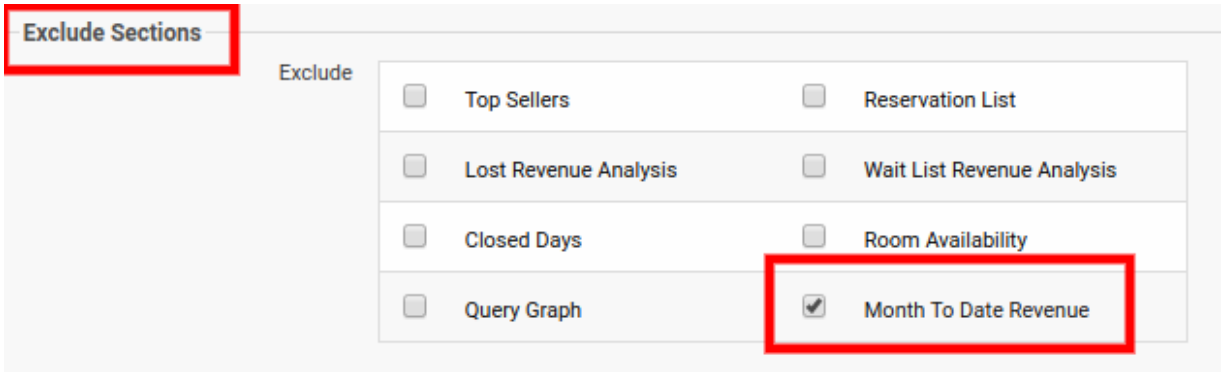
Month-to-date Revenue in Daily/Weekly report

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	Cancelled Revenue	Nett Revenue
OWNWEB	EUR 62088.32	EUR 2889.30	EUR 59199.02
TRIPADV-IB	EUR 18411.98	EUR 2039.00	EUR 16372.98
CLASSICBRITISH	EUR 836.00	EUR 324.00	EUR 512.00
GRANFONDO	EUR 640.00		EUR 640.00
FBPUB	EUR 466.00		EUR 466.00
SDC	EUR 60.00		EUR 60.00
Total Revenue	EUR 82502.30	EUR 5252.30	EUR 77250.00

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.

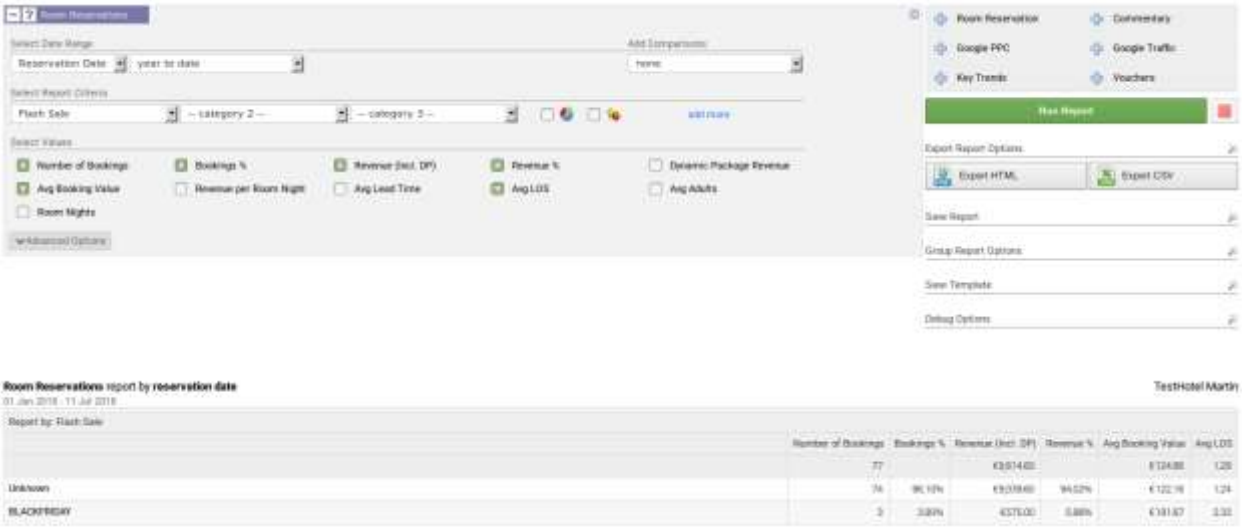


Note: This table will always show data for the current month to date. For example: a weekly report with a date range of 28 September to 5 October will display 1 Oct to 4 Oct figures in this table.

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.



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.

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

Please note this table's currencies are reported in Euros

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	20.50	-	-	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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