



**@your WISH**

*Guest Services Management*



## Preface

Smart hoteliers go above and beyond what's required to provide their guests with an exceptional, personalized experience that leaves travelers feeling welcome and important. Yet, hotel executives often miss the mark by not extending this best-in-class experience throughout all of their guest services process.

The ability to service multitude of guest requests, incidents and suggestions through a single point of-contact is of strategic importance to hotels today. Many hotels provide the same service. So how do you make yours more memorable? By being more efficient and effective...consistently. Information Technology can play a vital role in ensuring consistent delivery of guest services. It can monitor requests and issues till completion. It can escalate delays to avoid guest dissatisfaction. It can help you discern patterns and trends that need management attention. It can help you assess guest satisfaction levels.

**@your WISH** is intended to do all this and more. It can help service Departments to manage, both, guest requests and inter-departmental issues through a single system. It expedites call dispatch to the assigned employee by mobile SMS. It encourages and supports a quality monitoring and guest.

**@your WISH** is a complete guest services management system that can help your hotel gain competitive advantage and distinguish itself. Helping to achieve better customer experience and loyalty and greater return on investment.

## @your WISH



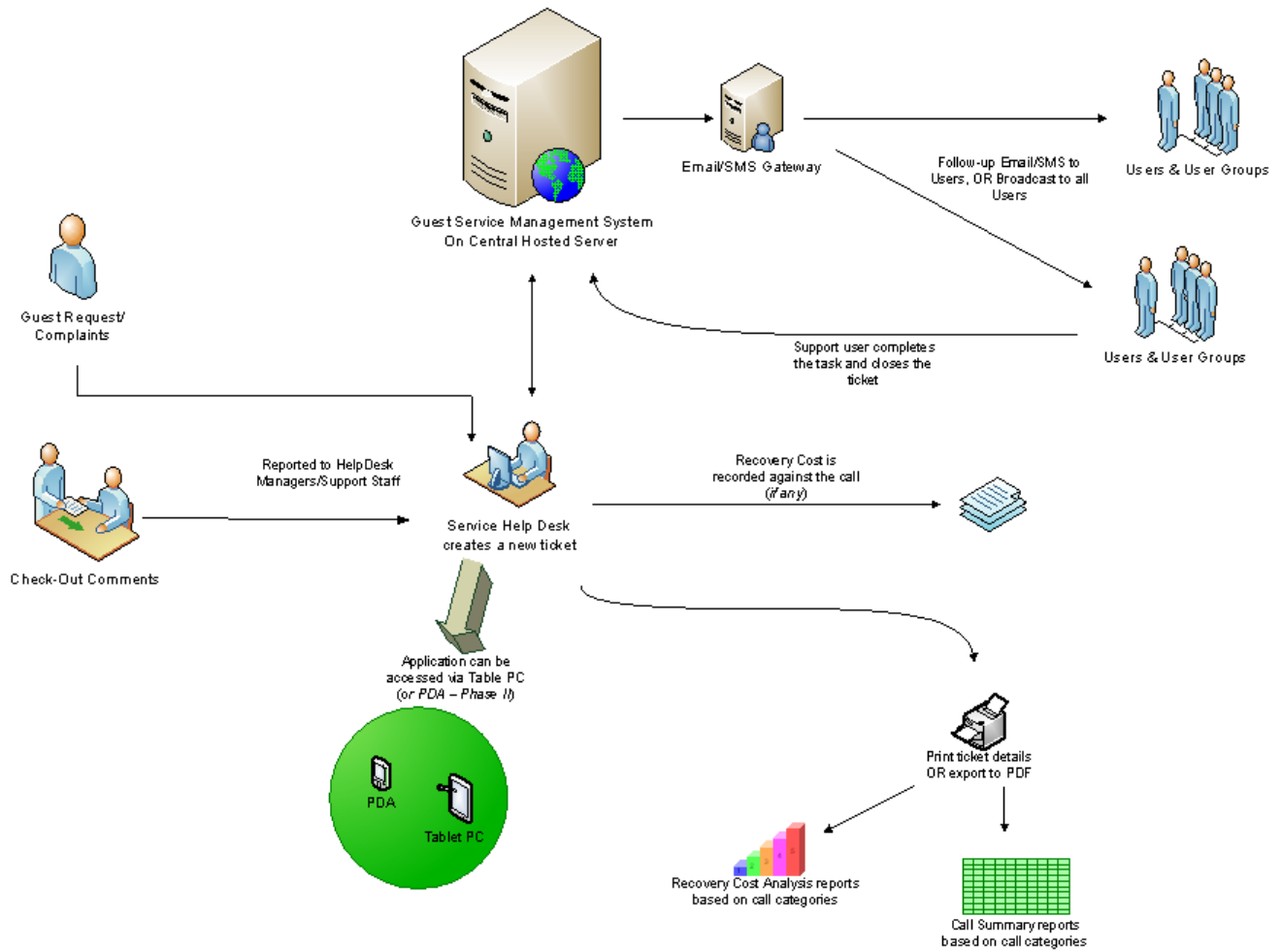
The screenshot shows the @your WISH dashboard. At the top left is the Continental logo and the text '@your WISH'. On the right are navigation icons for home, user profile, and help. The main content area is titled 'Home' and contains six icons for 'Settings', 'Service Parameters', 'Log a Service', 'Log an Incident', 'Call Queue', and 'Reporting'. On the right side, there is a 'Snap Shot As On : 25/01/2010 12:47 AM' section with four summary cards: 'Logged Service Requests : 13', 'Open Service Requests : 7', 'UnAssigned Calls : 2', and 'Escalated Calls : 6'. Below these is a 'Click to view Dashboard' button. At the bottom, there is a 'Settings' section with a laptop icon and the instruction: 'Click on the 'Settings' icon (or press 'S' key) to access Settings sub menu'.

## Key Features

- Intranet or Internet based access
- Browser Compliance: (IE 7 onwards)
- Technology: Microsoft .NET framework 3.5 / SQL Server 2005
- SMS Gateway Integration (Both Ways) for Notification Management
- EPABX Integration for In bound response processing



### General Architecture



### Guest Requests Tracking

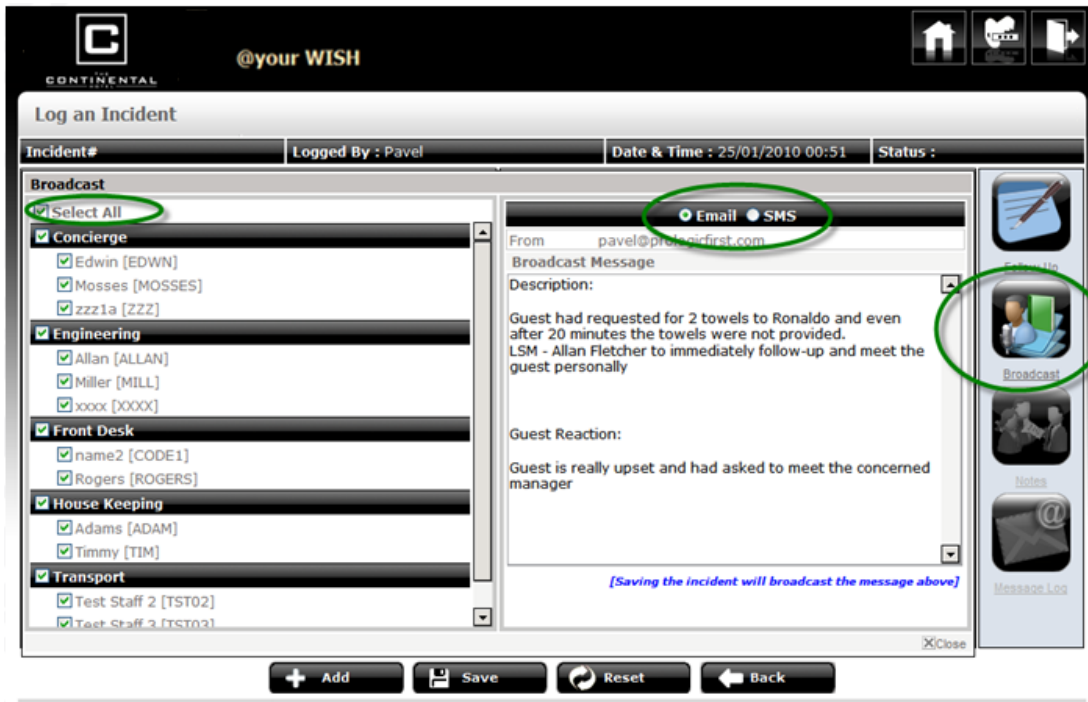
- Requests logging, Service staff assignment
- Auto service assignment to selected staff for pre-defined services
- SMS & Email notifications
- Up to 3 levels of auto-escalations
- Call on Hold and auto-reminders
- Service staff out of office tracking and auto assignment routing
- Follow-up assignments and notifications

The screenshot shows the 'Log a Service' interface. At the top, there's a header with the Continental logo and '@your WISH' branding. Below this, a navigation bar shows 'Request#', 'Logged By : Pavel', 'Date & Time : 25/01/2010 00:49', and 'Status :'. The main content area is divided into several sections: 'Classification' (Guest Related/Inter Departmental), 'Guest Information' (Room #, Name, Group/Company, Address, City/Post Code, State/Country, Phone/Email, Arrival/Departure, VIP/Rate), 'Details' (Location, Description), 'Actions' (Service Name, Service Category, Core Standard, Priority, Quantity, Additional Notes), and 'Assignment' (Department, Ambassador, Show all ambassadors of the department). At the bottom, there are buttons for '+ Add', 'Save', 'Reset', and 'Back'. A sidebar on the right contains icons for 'Follow Up', 'Notes', and 'Message Log'.



### Guest Incidents Tracking

- Rate restrictions can be handled Incident logging and follow-up tracking
- SMS and Email incident broadcasting to a department or group of users
- Guest Comments and Suggestion logging and broadcasting



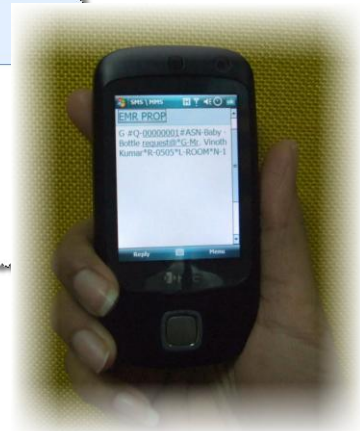
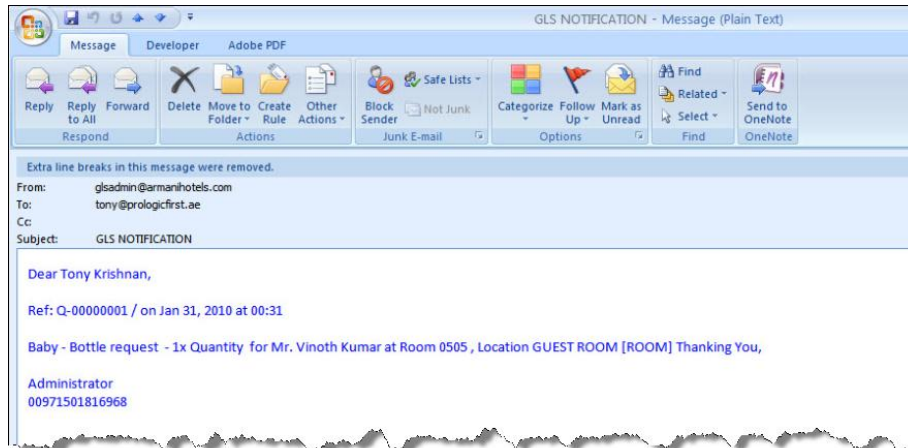
### Incident Cost Recoveries

- Capture cost recoveries against Incidents
- Cost recovery analysis

| Enter Cost Recovery |                               |   |            |            |
|---------------------|-------------------------------|---|------------|------------|
| Cost Category *     | SPA Treatment                 |   |            |            |
| Cost Amount *       | 1200.00                       |   |            |            |
| Action Taken        | Complimentary SPA and Massage |   |            |            |
|                     |                               | <input type="button" value="+ Add"/> <input type="button" value="X Close"/> |            |            |
| Cost Category       | Recovery Amount               | Action Taken  | Updated By | Updated On |
| Food & Beverage     | 700.00                        | Offered complimentary brunch at Restorant                                   | ADMIN      | 25/01/2010 |
|                     |                               |   |            |            |
|                     |                               |   |            |            |
|                     |                               |   |            |            |
|                     |                               |   |            |            |
| <b>Total :</b>      | <b>700.00</b>                 |   |            |            |

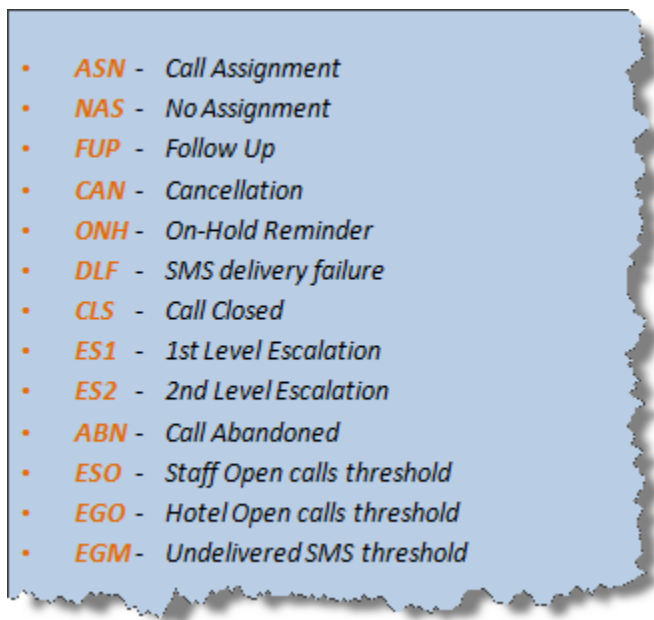
## SMS, Email & PABX Integration

- Real time alert system for key event notification
- Service request assignment and follow-up auto-notifications via SMS, Email
- Incident broadcasting
- Call closures via PABX



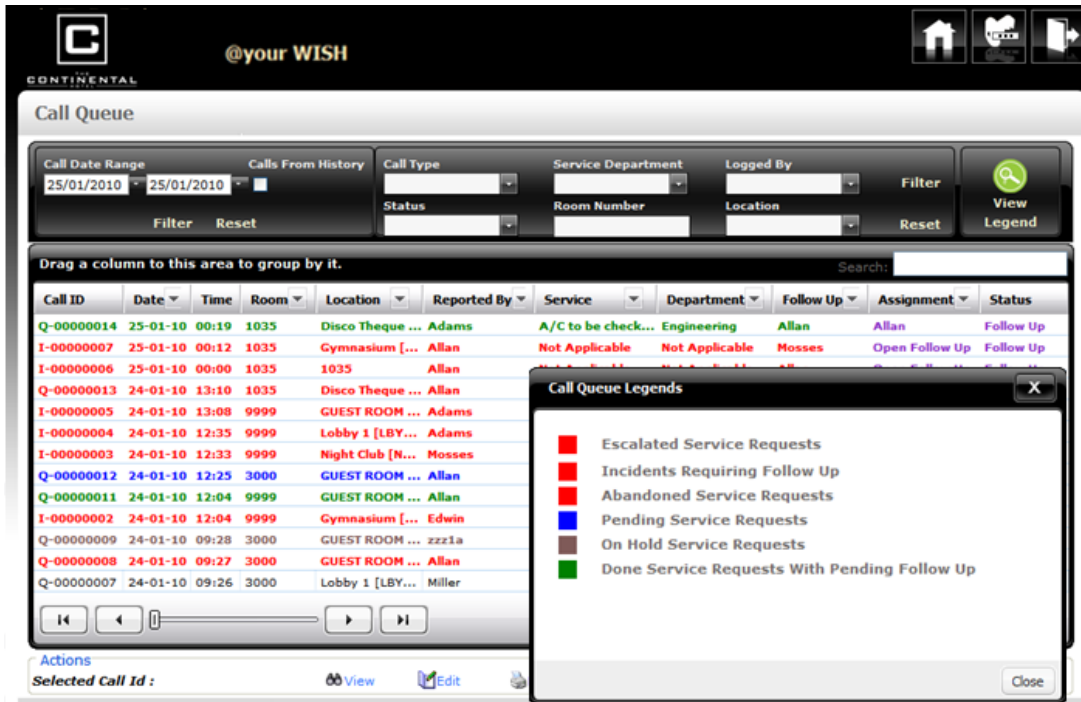
## SMS Dictionary

- Auto system notifications for various actions



## Call Queue Control

- All calls with color coding for status'
- Direct access for follow-up, on-hold recordings and call closures



| Call ID    | Date     | Time  | Room | Location         | Reported By | Service            | Department     | Follow Up | Assignment     | Status    |
|------------|----------|-------|------|------------------|-------------|--------------------|----------------|-----------|----------------|-----------|
| Q-00000014 | 25-01-10 | 00:19 | 1035 | Disco Theque ... | Adams       | A/C to be check... | Engineering    | Allan     | Allan          | Follow Up |
| I-00000007 | 25-01-10 | 00:12 | 1035 | Gymnasium [...   | Allan       | Not Applicable     | Not Applicable | Mosses    | Open Follow Up | Follow Up |
| I-00000006 | 25-01-10 | 00:00 | 1035 |                  | Allan       |                    |                |           |                |           |
| Q-00000013 | 24-01-10 | 13:10 | 1035 | Disco Theque ... | Allan       |                    |                |           |                |           |
| I-00000005 | 24-01-10 | 13:08 | 9999 | GUEST ROOM ...   | Adams       |                    |                |           |                |           |
| I-00000004 | 24-01-10 | 12:35 | 9999 | Lobby 1 [LBY...  | Adams       |                    |                |           |                |           |
| I-00000003 | 24-01-10 | 12:33 | 9999 | Night Club [N... | Mosses      |                    |                |           |                |           |
| Q-00000012 | 24-01-10 | 12:25 | 3000 | GUEST ROOM ...   | Allan       |                    |                |           |                |           |
| Q-00000011 | 24-01-10 | 12:04 | 9999 | GUEST ROOM ...   | Allan       |                    |                |           |                |           |
| I-00000002 | 24-01-10 | 12:04 | 9999 | Gymnasium [...   | Edwin       |                    |                |           |                |           |
| Q-00000009 | 24-01-10 | 09:28 | 3000 | GUEST ROOM ...   | zzz1a       |                    |                |           |                |           |
| Q-00000008 | 24-01-10 | 09:27 | 3000 | GUEST ROOM ...   | Allan       |                    |                |           |                |           |
| Q-00000007 | 24-01-10 | 09:26 | 3000 | Lobby 1 [LBY...  | Miller      |                    |                |           |                |           |

## PMS Link

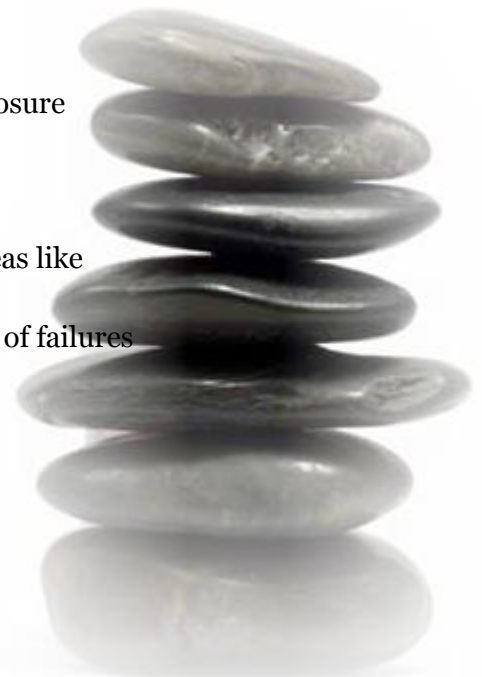
- PMS link provides facility to do In-house Guest lookup for service and incident tracking
- Information like Stay and Revenue details from PMS

## Communication Capturing

- Every notification via SMS and Email is logged in the system
- Audit trail log available at any time for a call from logging till closure

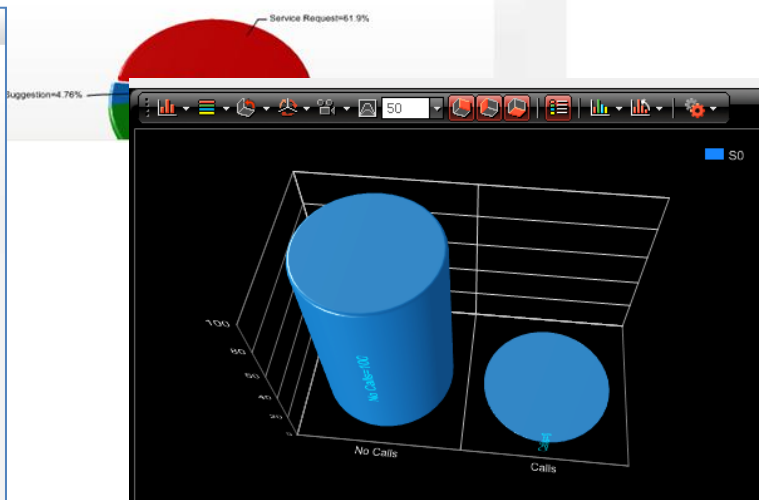
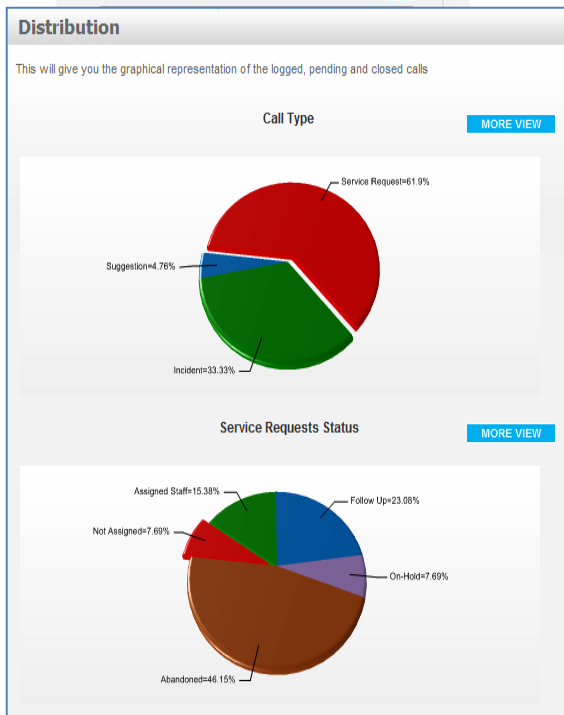
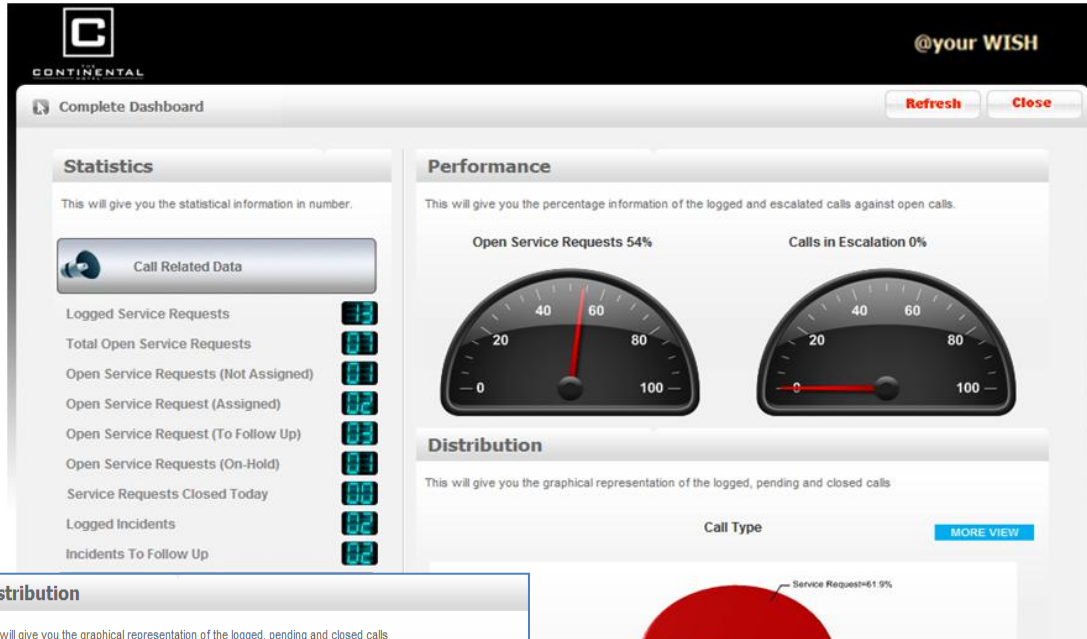
## Infrastructure Monitoring

- Internal background verification controls for infrastructural areas like SMS and Email deliveries to assigned staff
- Infrastructural issue notification to designated manager in case of failures



### Real Time Management Dashboard

- Management Dashboard for status of calls
- Graphical representation for easy reference



### Access Control and Audit Trails

- Every module and workflow options are user-rights protected
- Each event is captured in detail logs for audit trails

### Enhanced Reporting

- Detailed Call analysis and Incident Reporting
- Guest Request & Incidents history report
- Top 10 Service Requests statistics
- Department Service Performance Statistics – Top/Bottom 10
- Staff Performance Statistics – Top/Bottom 10
- Cost Recovery Analysis Reports

| Recovery Cost Details  |                      |                       |            |               |
|--|----------------------|-----------------------|------------|---------------|
| From Date : 24/01/2010   |                      | Cost Category : -All- |            |               |
| To Date : 28/01/2010   |                      |                       |            |               |
| Recovery Date  | Recovery Cost Amount | Action Taken          | Incident # | Incident Date |
| <b>Recovery Cost Code : Room Charges Discount [ DISRM ]</b>      |                      |                       |            |               |
|  | 1,000.00             | action 1 text         | I-00000005 | 24/01/2010    |
|  | 500.00               |                       | I-00000008 | 24/01/2010    |
|  | 200.00               |                       | I-00000009 | 24/01/2010    |
|  | 200.00               |                       | I-00000011 | 24/01/2010    |
|  | 45,456.00            |                       | I-00000013 | 25/01/2010    |
|  | 100.00               | ACTION 1              | I-00000014 | 25/01/2010    |
|  | 200.00               | stfs                  | I-00000016 | 25/01/2010    |
|  | 1,560.00             | ch                    | I-00000019 | 25/01/2010    |
| <b>Recovery Cost Code : Complimentary Armani Fiori [ FIORI ]</b> |                      |                       |            |               |
|  | 4,000.00             |                       | I-00000005 | 24/01/2010    |
|  | 200.00               |                       | I-00000013 | 25/01/2010    |
|  | 300.00               | ACTUOPN 2             | I-00000014 | 25/01/2010    |
|  | 100.00               |                       | I-00000016 | 25/01/2010    |
| <b>Recovery Cost Code : Complimentary Room [ ROOM ]</b>          |                      |                       |            |               |
|  | 1,500.00             |                       | I-00000009 | 24/01/2010    |
|  | 500.00               |                       | I-00000009 | 24/01/2010    |
|  | 300.00               |                       | I-00000013 | 25/01/2010    |
| <b>Total :</b>   | <b>68,118.00</b>     |                       |            |               |

