

Taking Hotel eCommerce to the Next Level

webHotel is the first eCommerce product and services platform to leverage OPERA-based hotel and customer data to strategically attract, persuade, and convert online travel consumers. At its core, webHotel features a user-friendly website design and management solution that serves customized “smart content” to customers based on their web origin, previous web history, and preferences.

webHotel addresses every phase of the buying funnel, from initial travel research through booking and even post-stay emails. The end result is a truly integrated web presence that drives revenue and makes hotels more competitive in the online world. With webHotel, hoteliers can now market and sell intelligently to web consumers.



The **webHotel** platform addresses every phase of the online travel shopping experience, from initial travel research through booking and even pre- and post-stay emails.

The platform features:

- Marketing Website Design
- Content Management
- Personalized/Targeted Promotions
- Booking/Reservations Functionality
- Email Communications
- Social Media Integration and Detailed Reporting

Comprehensive profile management, availability, rate management and reservations...

webHotel is a new evolution of the guest website vehicle. Fully integrated with social networking sites and full tracking of conversion through its integration with Google Analytics and Yahoo Search Marketing provides for effective content management across the web. To minimize your technology footprint—webHotel is available as a service hosted from any of the MICROS Data Centers. webHotel accesses your OPERA database via OPERA Web Services and provides security, system monitoring, disaster recovery, application monitoring, and PCI Compliance.

Web Site Customization — For individual hotels, webHotel provides three out-of-the-box design templates that offer a choice of design styles. Each template can be intricately customized using images, rich media and a variety of color and font motifs to project the unique brand and personality of the hotel.

Experience Manager — Perhaps the most exciting feature of webHotel, this tool allows business users (hoteliers or website managers) to create uniquely personalized user experiences for their guests. The tool leverages two kinds of information — Anonymous, click-stream behavior (i.e. how a user moves through the site), and Known, user profile data pulled from OPERA (i.e. guest purchase history, stay information preferences, etc.). It's an effective way to dynamically deliver information to guests based on their choices, preferences, and actions.

Booking Engine — The integrated web booking engine guides the guest through a step-by step process that allows availability checks based on dates, room type and rate. Throughout the reservation booking process, the guest can access room descriptions and view photo and video galleries. Plus, targeted merchandising/upselling is presented to the guest based on their profile and navigation behavior.

The booking engine collects customer information and payment details. Payment can be verified through OPERA's

credit card interface and secure payment processing features. The booking process allows the guest to review the reservation and make any necessary changes before finalizing the booking. An automatic confirmation can then be emailed to the guest or sent to their mobile phone.

Once the reservation is confirmed, webHotel supports reservation changes and cancellations (with email confirmation), access to in-house hotel services, and check-in, check-out services. For guests who cannot conveniently access the Internet, myStayManager gives the guest access to reservation management features, an Open Ways a coustic room key option, and other hotel offerings via their mobile smart phone.

Internet Marketing Solutions — As the newest addition to MICROS, MICROS eCommerce Services|TIG Global brings best-of-breed hospitality internet marketing practices to MICROS customers. MeCS|TIG Global Internet Marketing provides added value marketing services that use webHotel as a platform for targeted marketing initiatives. For more information visit <http://www.tigglobal.com/>

Find out more

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Profit From:

- A set of easy-to-use yet complete web design templates and customization options
- Behaviorally aware, rule-based dynamic presentation of information triggered by the guest's profile and click-stream behavior
- Built-in content management and workflow features
- Support for multiple languages
- Linking to hotel and travel related social media
- Online Marketing Solutions that drive consumers... and results
- Website activity reporting and analysis