Semper

Welcome

We invite you to explore the Semper on-line booking system

Turning your website into a business generator

Index

Semper

- Why Implement the Semper On-line Booking system?
- How does it look and work?
- The setup under the covers

  (Tight integration between the Semper on-line booking system and your Semper PMS system)
- Options available when picking a style for your website
- How can you earn some extra cash?
- How can you receive more bookings?
- On-line management tool

Why implement the Semper on-line booking system?

Generate more bookings from your website

- Our experience clearly shows most venues generate more business this way
- Other Semper venues can book with you

Semper offers the most comprehensive functionality of any system on the market

- More features than any other booking system

Modern implementation using state-of-the-art technology

- Easy and clear to operate
- Implemented as an iFrame within your website (Guest never leaves your site)

Tight integration with your Semper PMS system

- Information captured is integrated in your system (e.g. Business source, Nationality etc.)
- Ability to change information and instantly active on your website

Cost effective

- Shared risk. No bookings no pay

At Semper we consider this a strategic system for implementing an integrated CRM strategy

- Capture guest details from inception
- We will continuously enhance and add more features that make it easy for guests to book and you to enhance your guest experience

How does it look and work?

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The booking system gets imbedded within your website as an iFrame

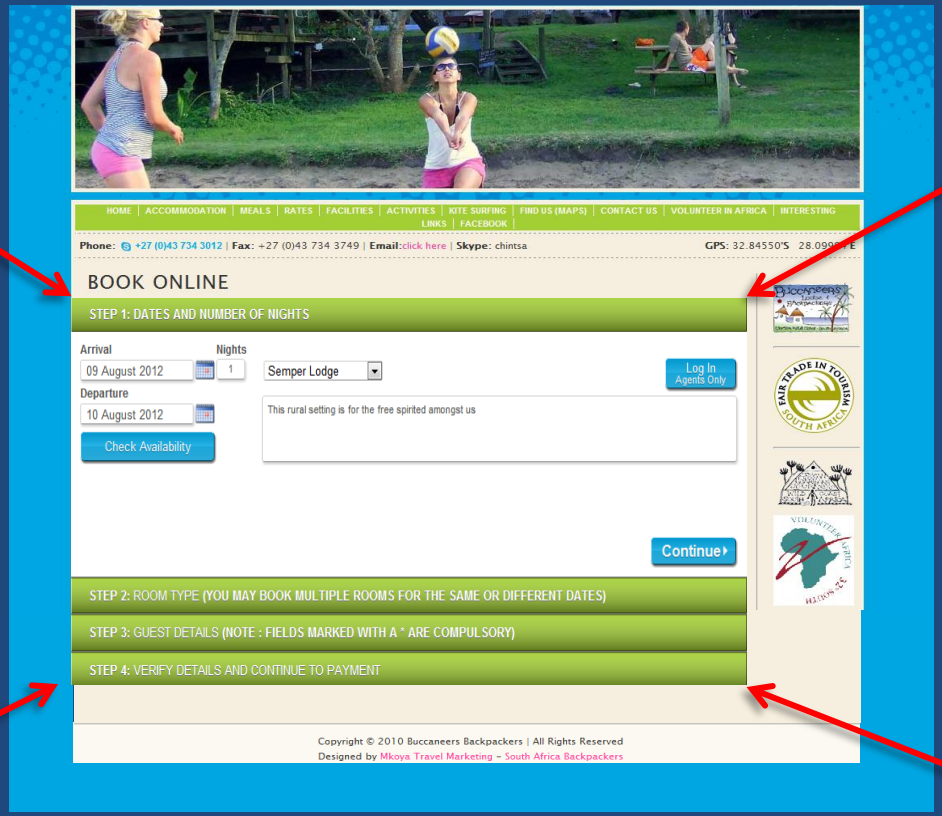
This is an example of an implementation

(It is difficult to distinguish the booking system from the venue website. The Semper booking system is marked by the 4 arrows)

The user experience is that the booking system forms part of your website and not a separate system

The colours and fonts for all buttons and headings are set to match the site

Once the booking is completed, the guest remains within your website



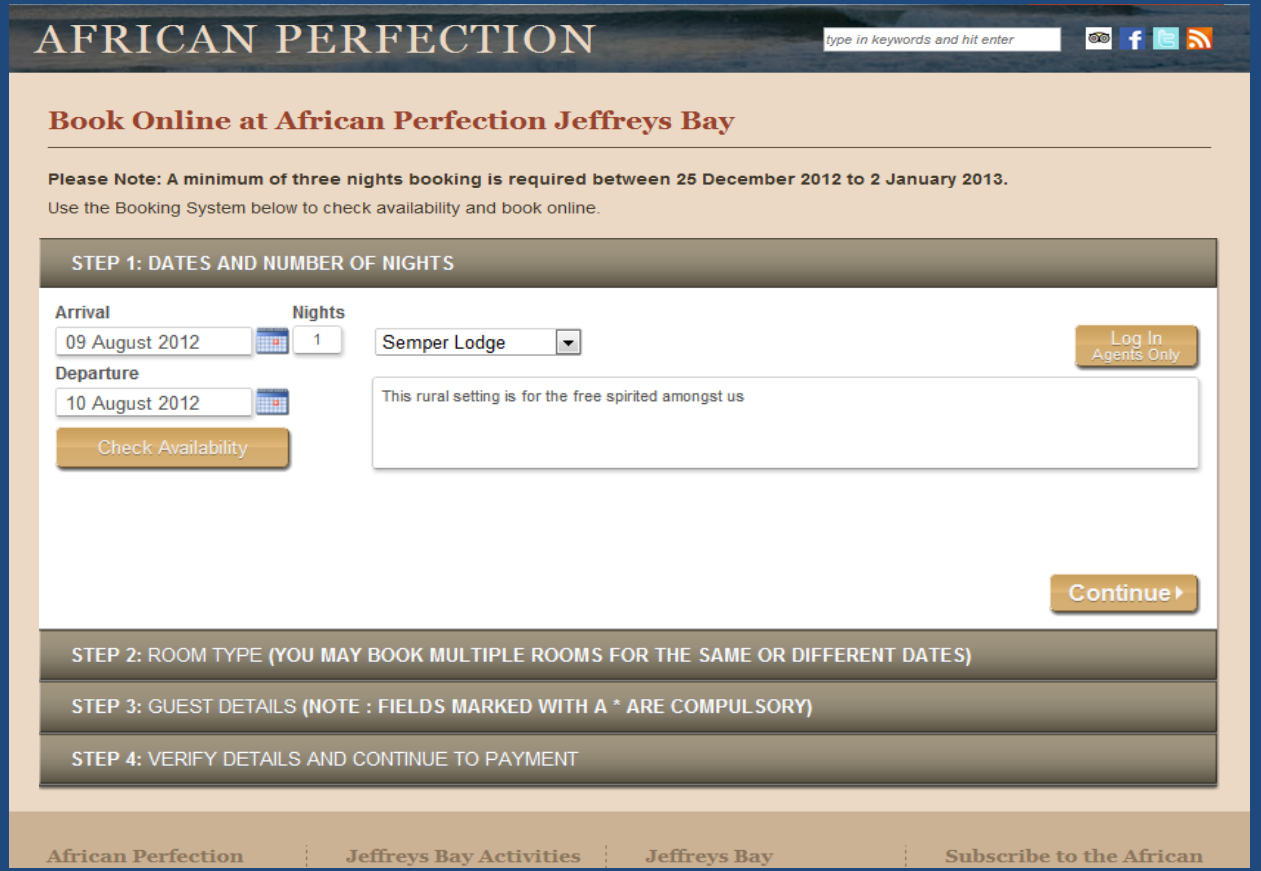
How does it look and work?

Semper

Another example

Step 1 – 4 is the booking system

The venue web designer defines the iFrame and Semper provides the rest



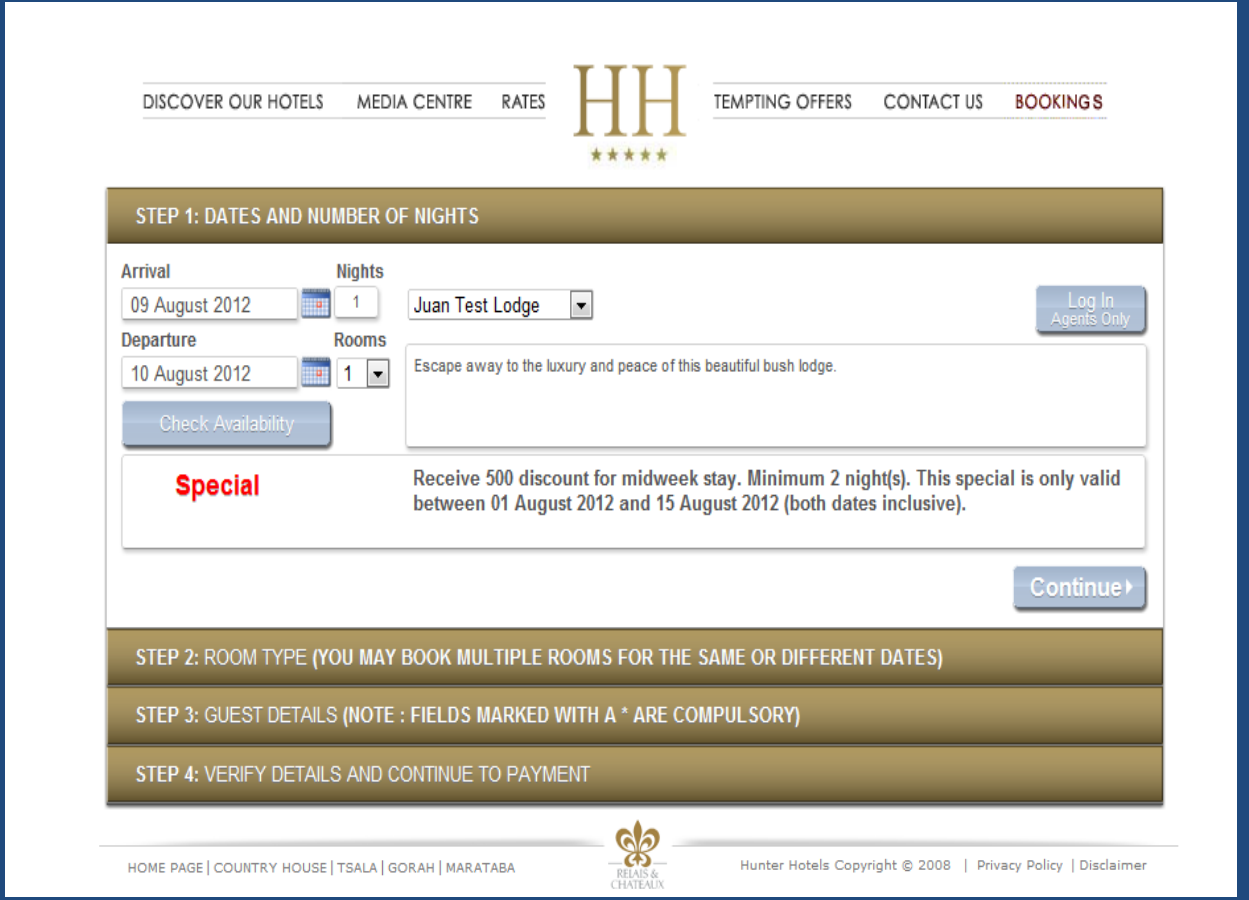
How does it look and work?

Semper

Another example

You as the venue decides where to add “Book On-line” buttons within your site (normally done in strategic places that will get noticed)
The buttons direct the user to the iFrame

An easy and quick implementation



How does it look and work?

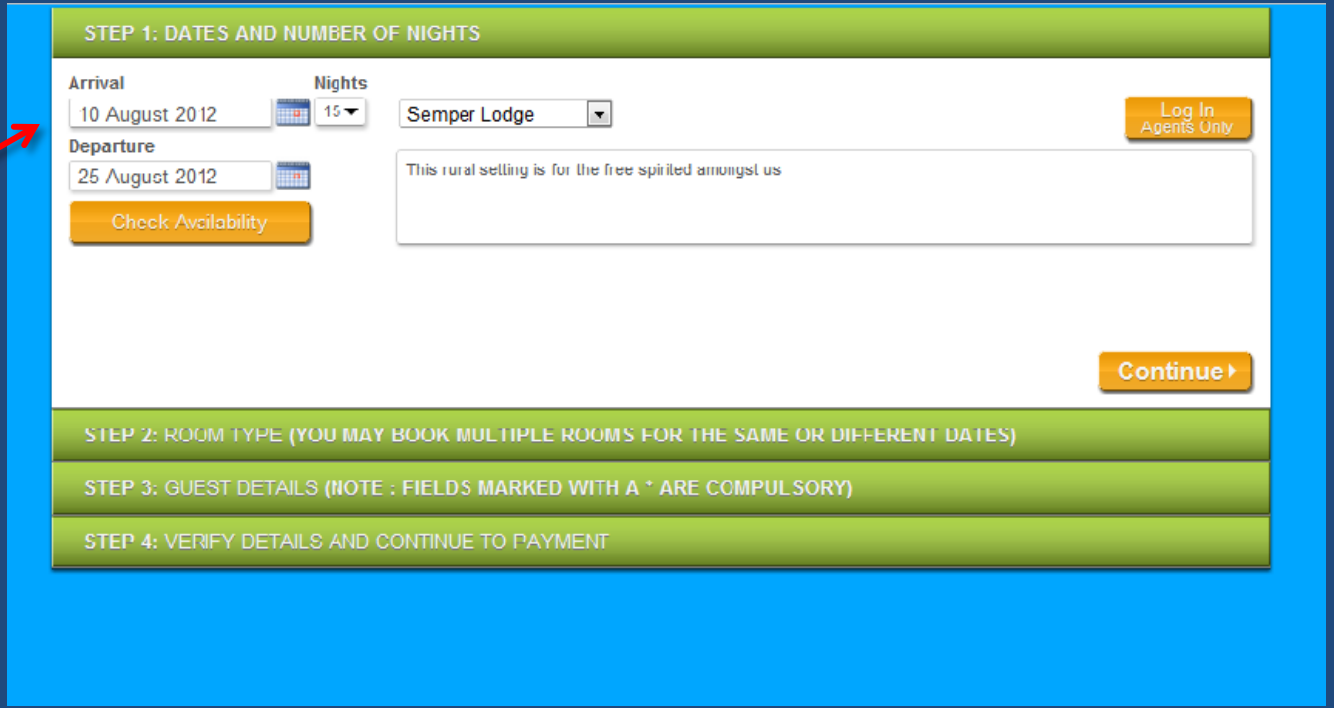
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Another example

The booking process consists of 4 district steps

Step 1 - The guest enters the arrival and departure dates (or can select the number of Nights) followed by Check Availability button

This then automatically closes step 1 and opens step 2 →



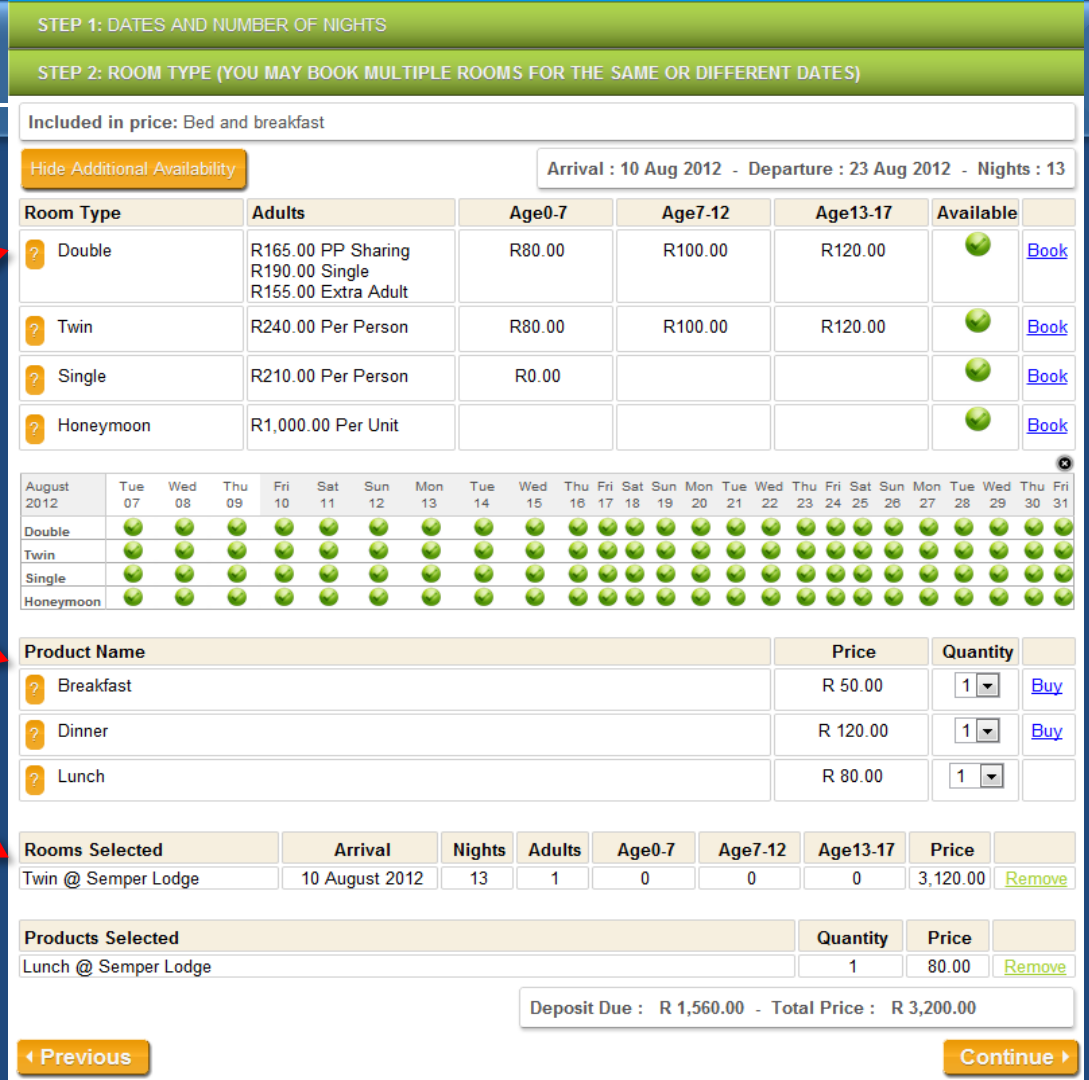
How does it look and work?

Step 2 - The various rooms types are displayed together with the rate and an indicator if the room type has availability (the round green dot)
And an option to book the room

Any extras you wish to add can also be purchased

Once the selection is made, the total price as well as the deposit required is displayed

If the guest is satisfied with the selection, they select the Continue button which closes step 2



STEP 1: DATES AND NUMBER OF NIGHTS

STEP 2: ROOM TYPE (YOU MAY BOOK MULTIPLE ROOMS FOR THE SAME OR DIFFERENT DATES)

Included in price: Bed and breakfast

Hide Additional Availability

Arrival : 10 Aug 2012 - Departure : 23 Aug 2012 - Nights : 13

Room Type	Adults	Age0-7	Age7-12	Age13-17	Available	
Double	R165.00 PP Sharing R190.00 Single R155.00 Extra Adult	R80.00	R100.00	R120.00		Book
Twin	R240.00 Per Person	R80.00	R100.00	R120.00		Book
Single	R210.00 Per Person	R0.00				Book
Honeymoon	R1,000.00 Per Unit					Book

August 2012	Tue 07	Wed 08	Thu 09	Fri 10	Sat 11	Sun 12	Mon 13	Tue 14	Wed 15	Thu 16	Fri 17	Sat 18	Sun 19	Mon 20	Tue 21	Wed 22	Thu 23	Fri 24	Sat 25	Sun 26	Mon 27	Tue 28	Wed 29	Thu 30	Fri 31
Double	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Twin	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Single	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Honeymoon	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

Product Name	Price	Quantity	
Breakfast	R 50.00	1	Buy
Dinner	R 120.00	1	Buy
Lunch	R 80.00	1	

Rooms Selected	Arrival	Nights	Adults	Age0-7	Age7-12	Age13-17	Price	
Twin @ Semper Lodge	10 August 2012	13	1	0	0	0	3,120.00	Remove

Products Selected	Quantity	Price	
Lunch @ Semper Lodge	1	80.00	Remove

Deposit Due : R 1,560.00 - Total Price : R 3,200.00

Previous

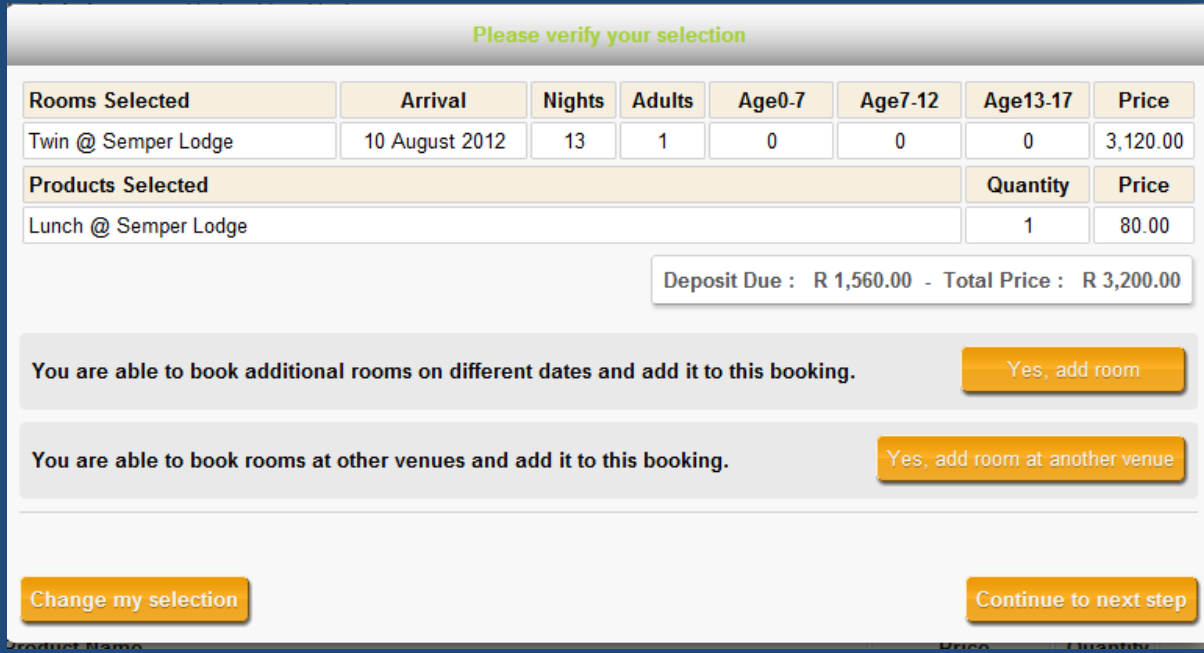
Continue

How does it look and work?

Semper

a Confirmation screen is then displayed which summarises the purchase and enables the guest to return and add more rooms to the booking or even rooms at a different venue
(if you are part f a group of venues)

Once satisfied they select the Continue button



How does it look and work?

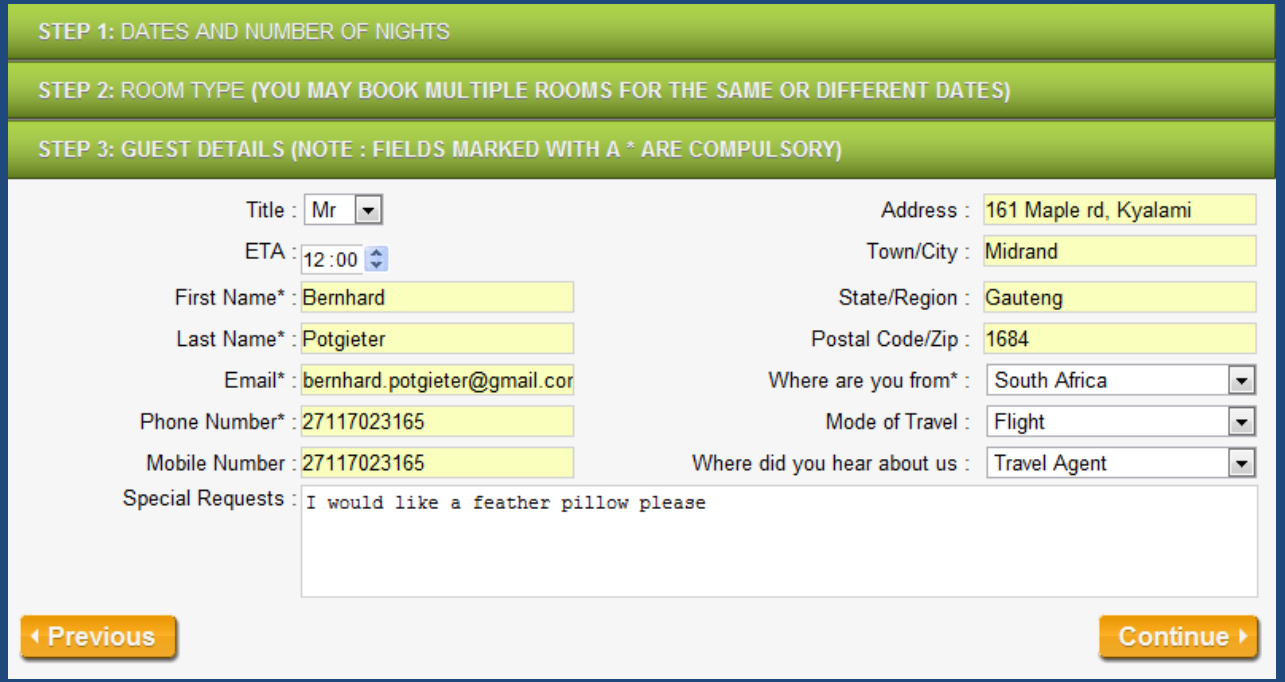
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Step 3 - Guest details get entered here

Fields marked with a * are compulsory

Once completed the guest selects the Continue button which closes this step and opens the last step.

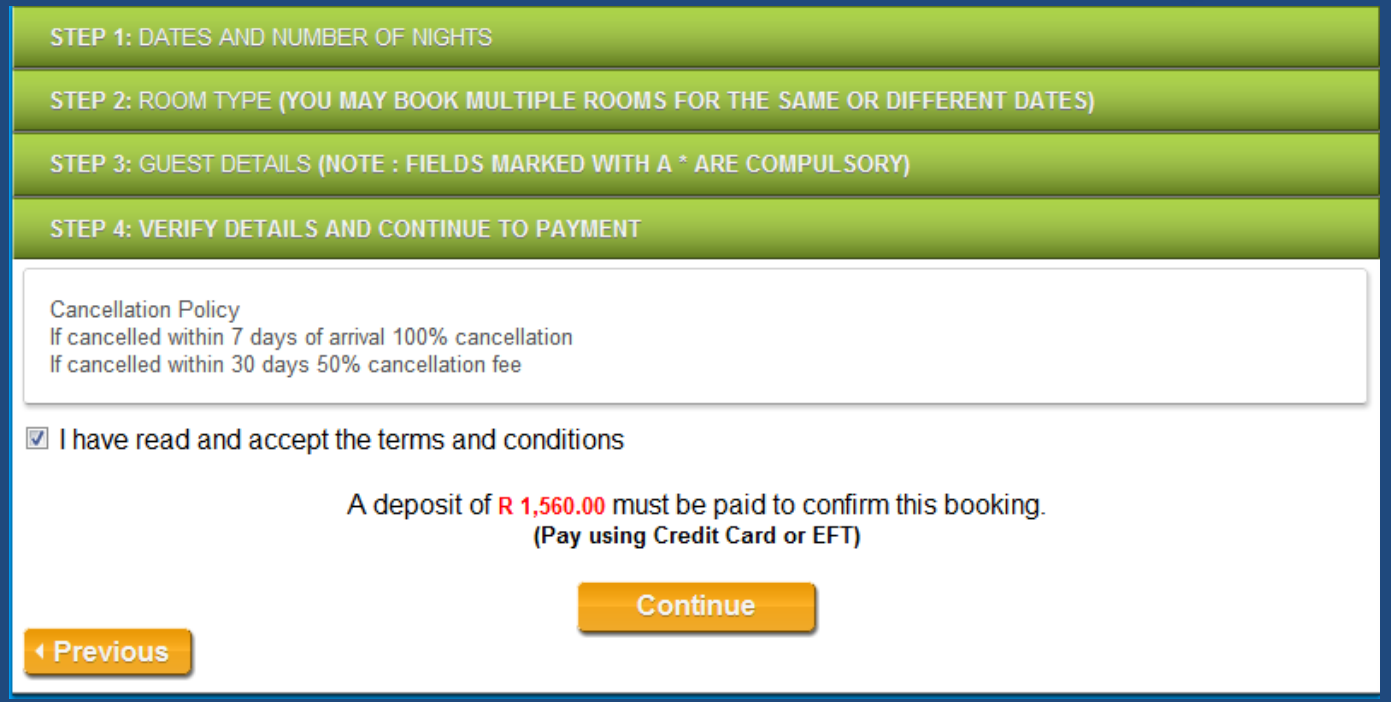
Notice that Steps 1 and 2 are still available and the guest can return to those steps by clicking on the banner which will close the current step and open the step selected without loosing information



How does it look and work?

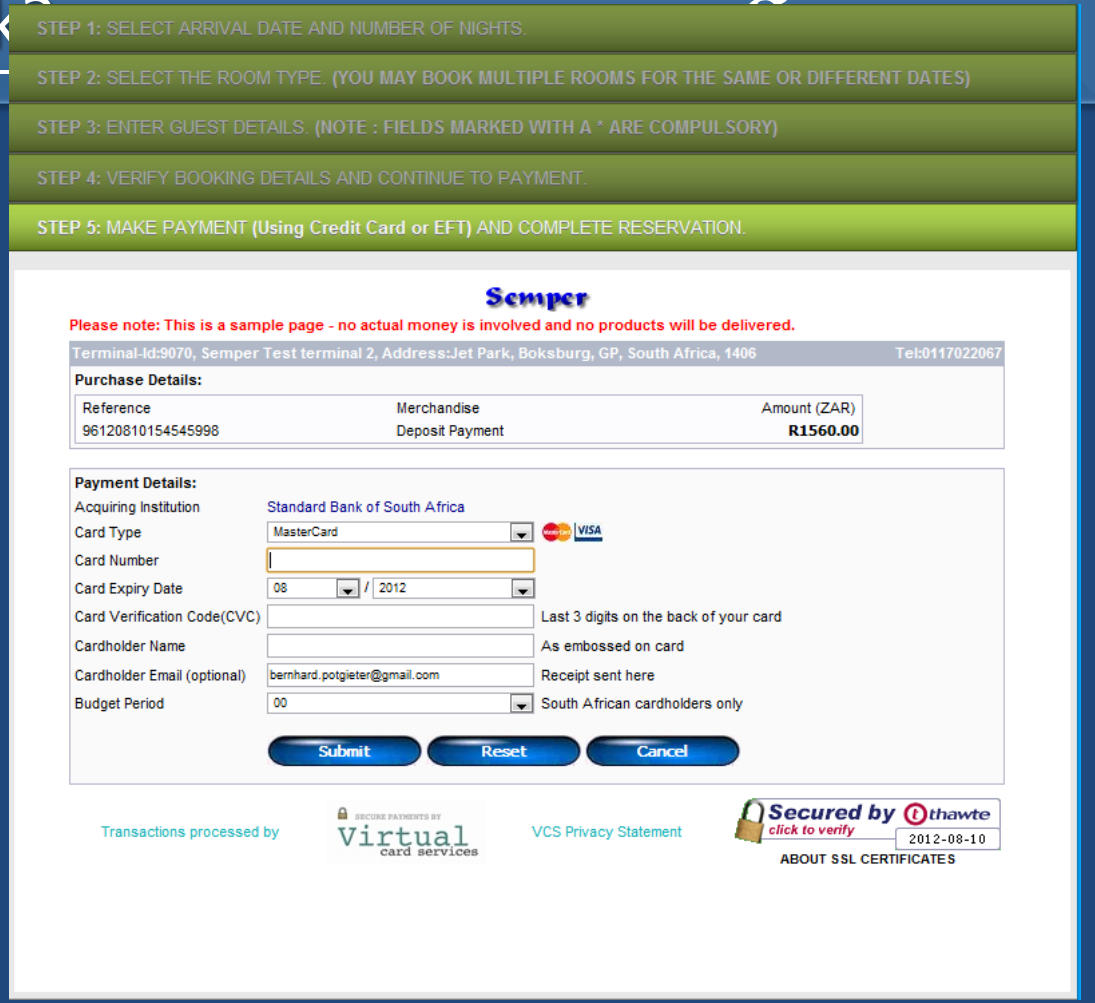
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Step 4 - your venues terms and conditions get displayed and the guest is required to confirm that they have read this before continuing to the last step which is the payment step



How does it look and work?

The last step - the guest is required to enter their credit card details in a secure environment
If active, a bank transfer can also be done via this facility

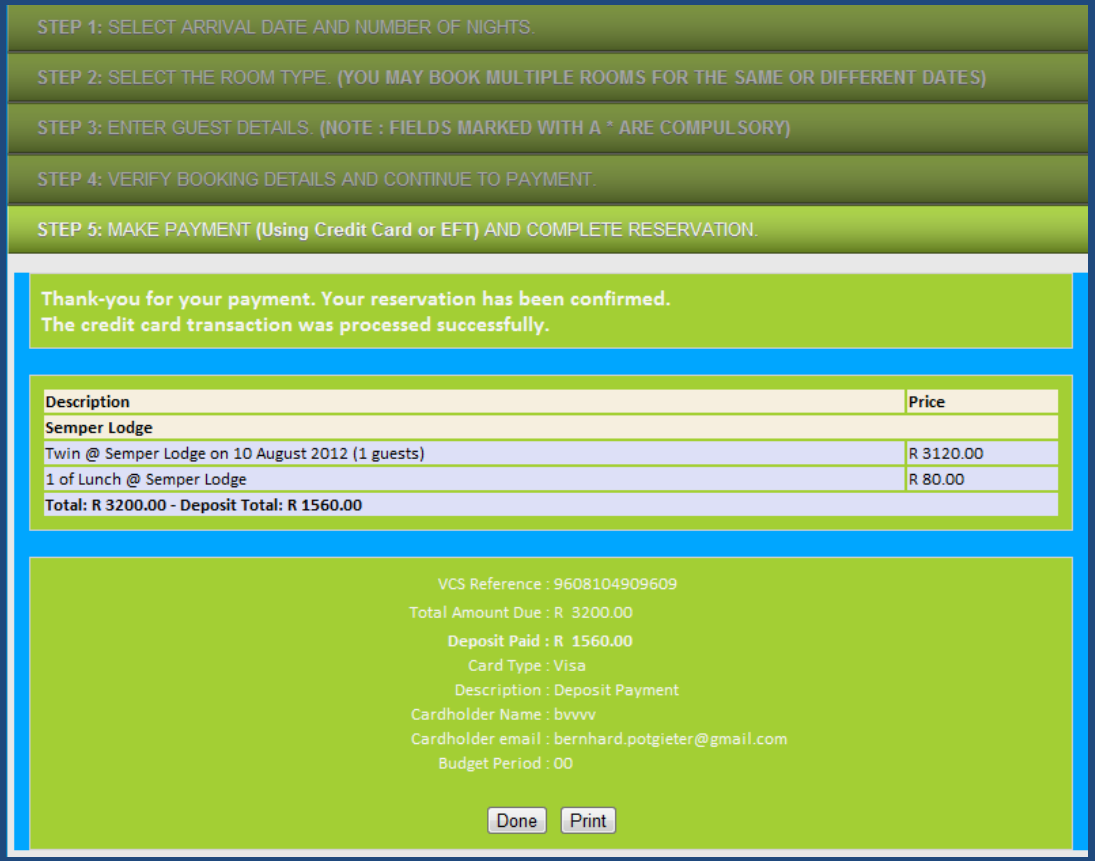


How does it look and work?

Semper

Once processed, the confirmation screen is displayed
An email will be sent to the guest and to your venue with the details of this booking

The booking with all details as well as payment and all products sold are automatically downloaded and saved in you Semper system



The above was an overview of how the booking process flows

The next slides explains how it works under the covers as well as the various options available to you

We also demonstrate the tight integration between the Semper web booking system and your Semper PMS

And

How easy and powerful it is to change information in your Semper PMS and have it active in seconds on your website

The setup

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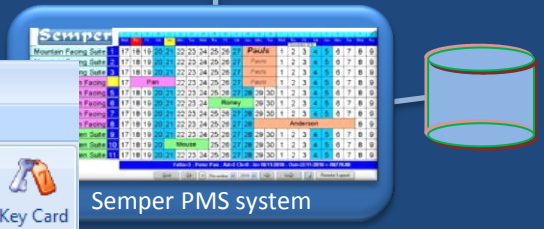
The setup is performed within your Semper PMS system (under the System & Admin → Internet Real-time section

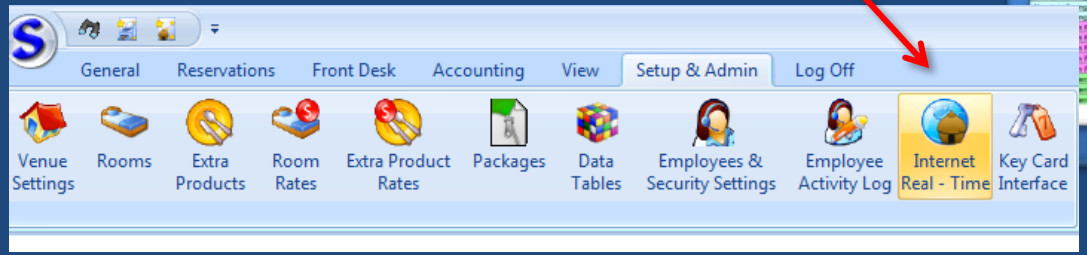
Once the setup is done it gets uploaded to the Semper Internet real-time server and from there is used within your website

You control what gets uploaded and how it looks





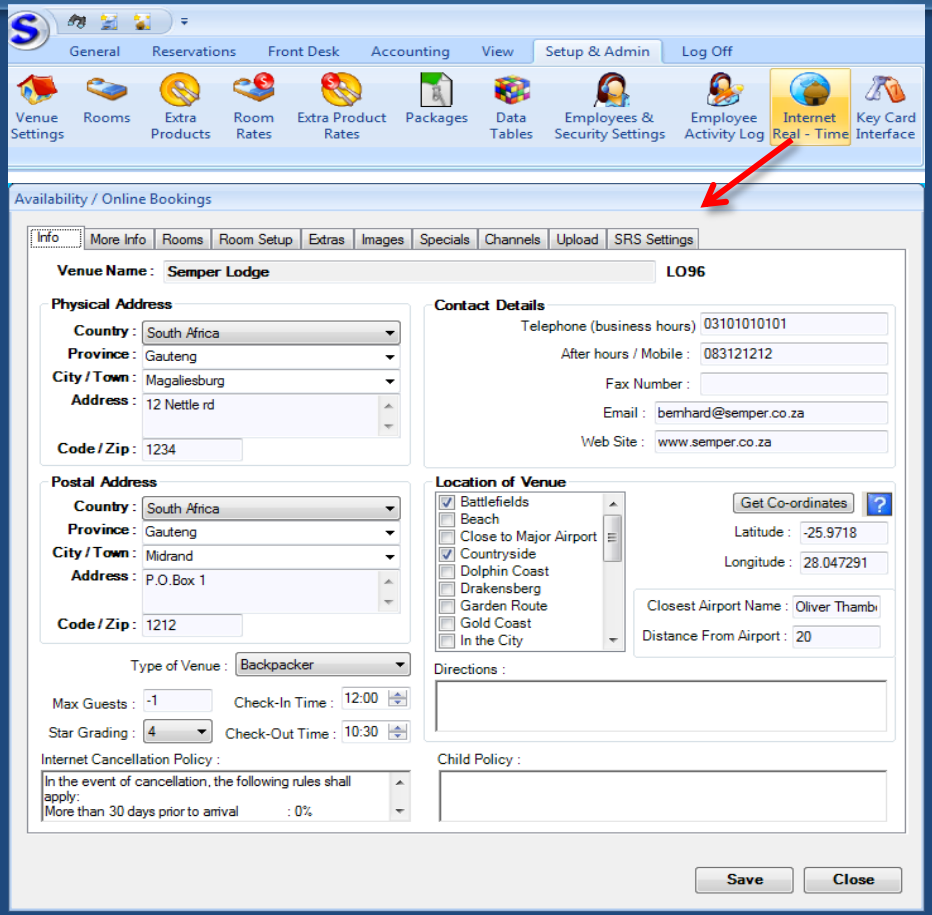


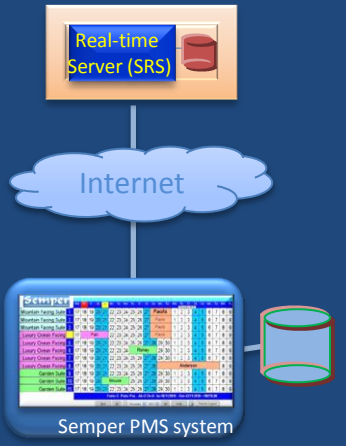


The Setup

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The first 2 screens is where static information get defined including contact information, terms and conditions that must be accepted by the guest etc.

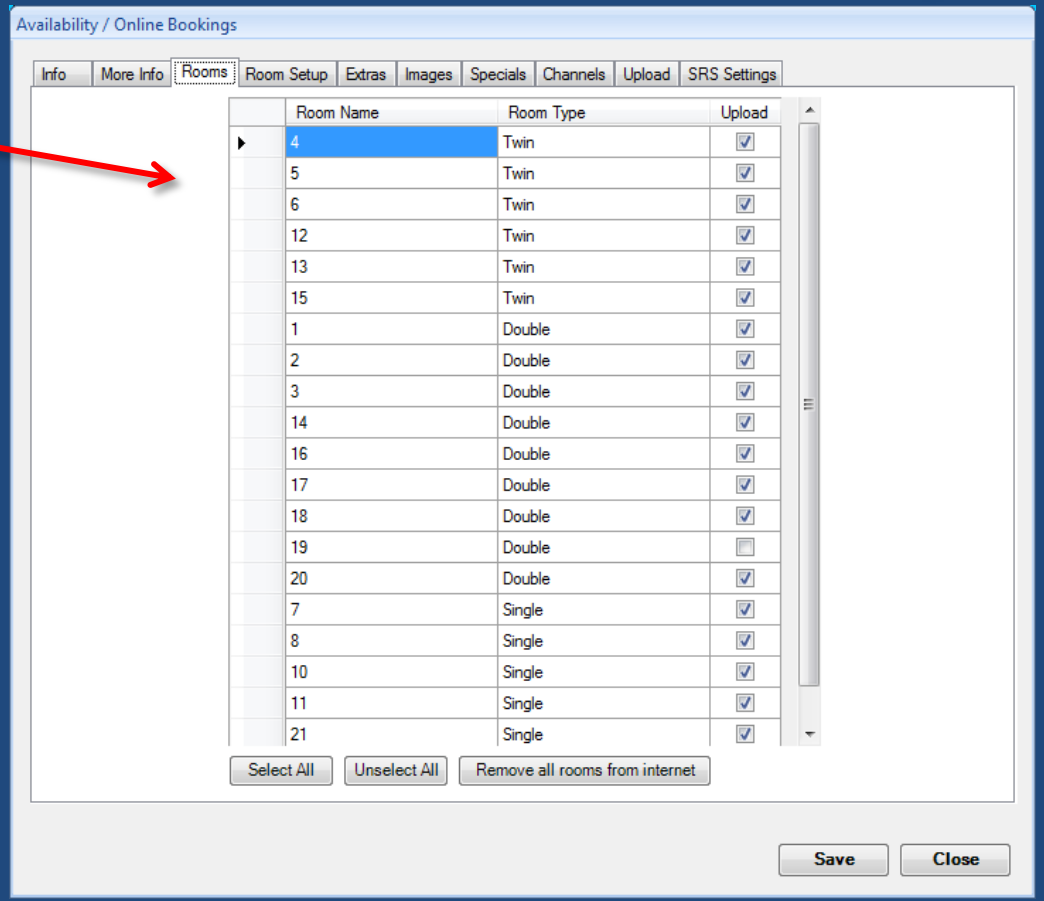




The Setup

Semper

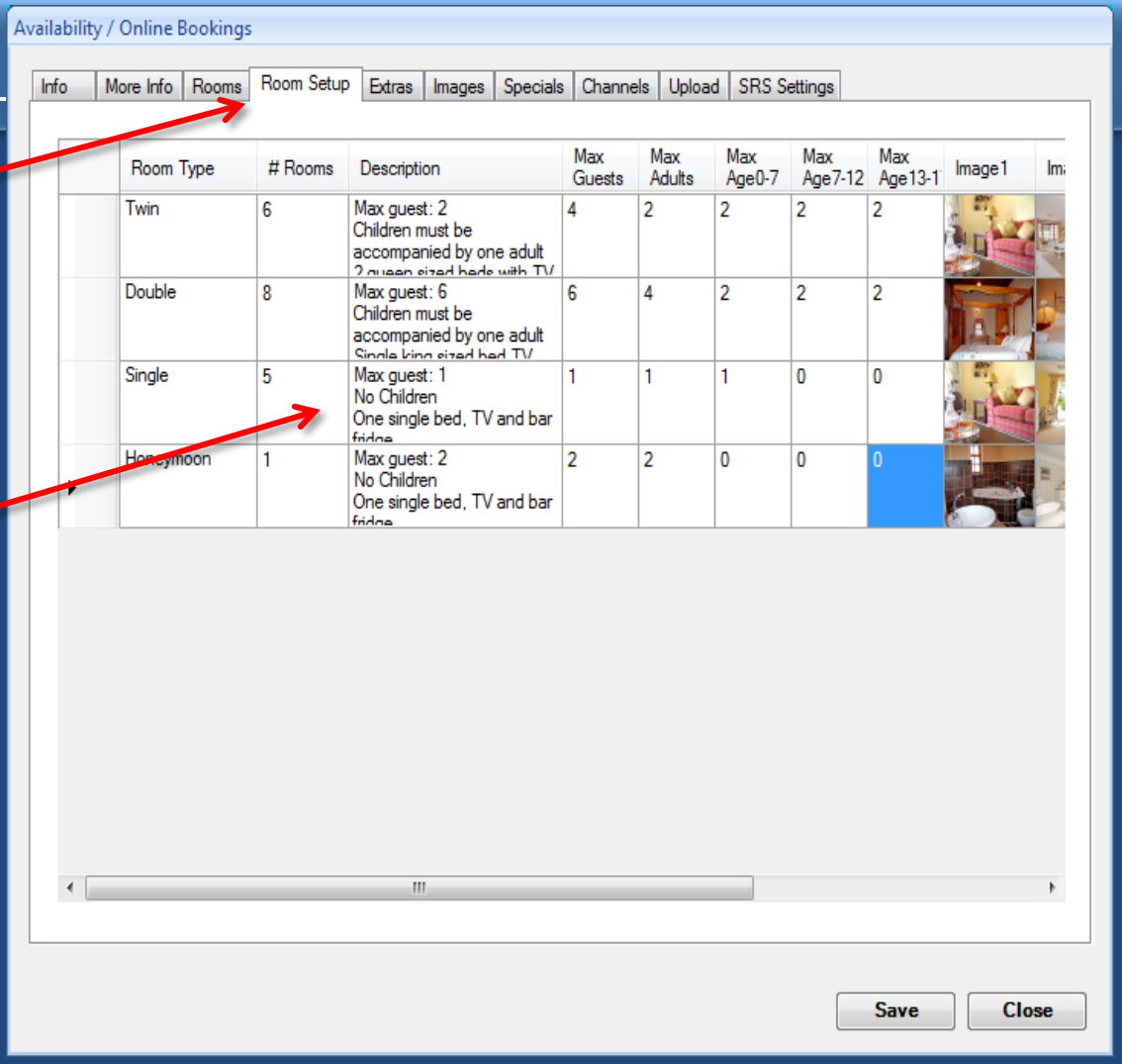
You then select the rooms you wish to make available



The Setup

Next is the Room setup where all rooms selected are groups by room type
Here you setup all pertinent information that gets displayed to the guest pertaining to each room type

You enter a description of what the guest will find in each room type
Information such as the facilities found, the bed configuration and anything else the guest needs to know



The Setup

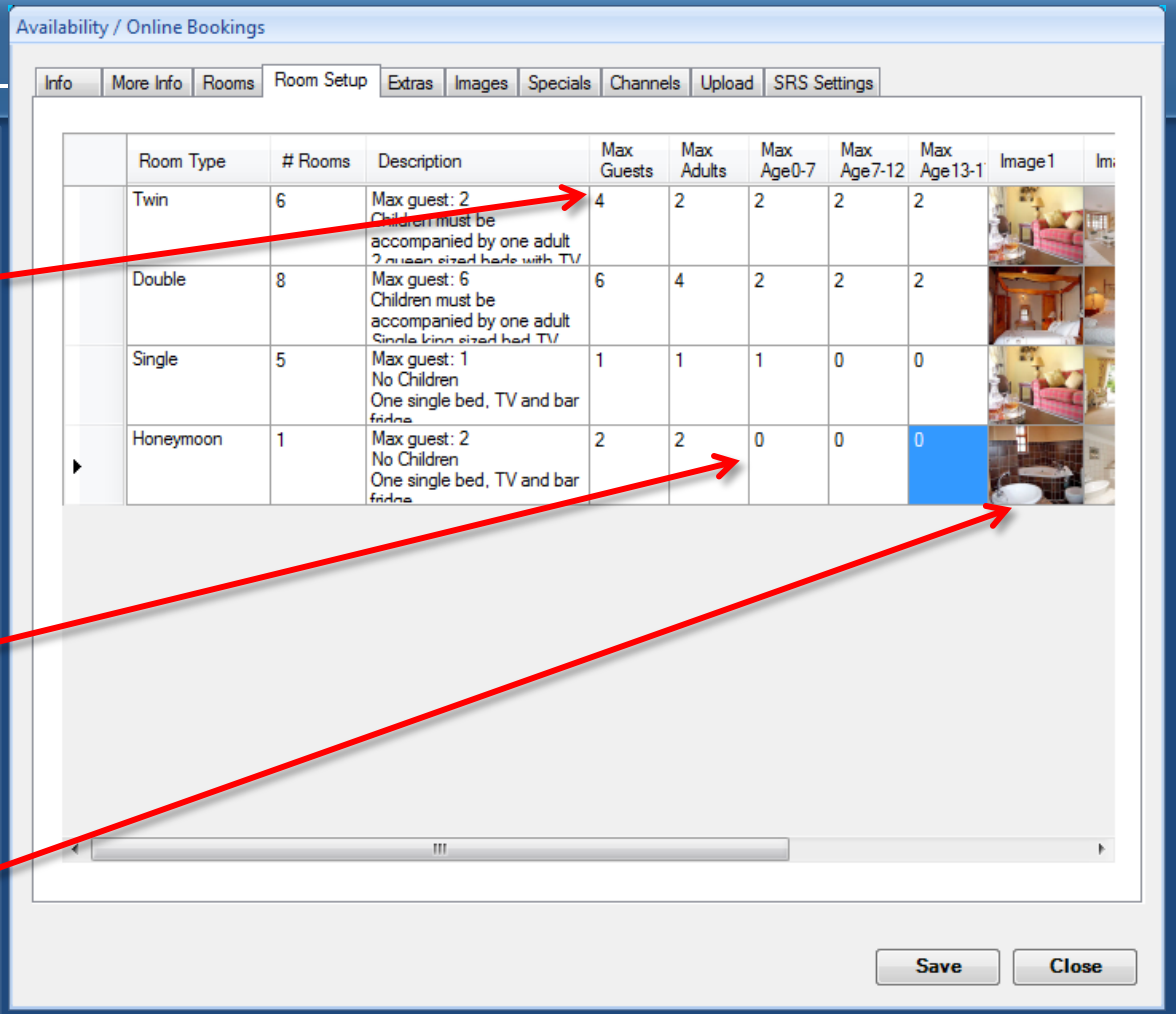
The Room setup (cont.)

The maximum guest permitted per type is then defined

Limits can be set for total number of people per room type, maximum adults and/or maximum children per child category

The system has the flexibility to book children into a room at a zero rate if they stay for free or to exclude then entirely from a specific room type

Up to 4 pictures per room type can entered. Good quality pictures that are fairly large can be uploaded to give your guest a very good idea how the room looks like



The Setup

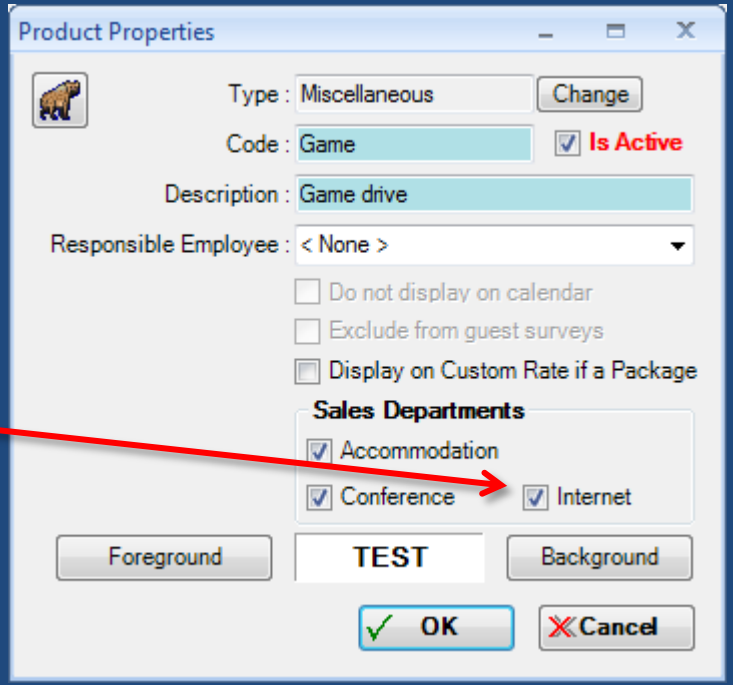
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Extra Products setup
If you wish to also sell other products (such as transfers, game drive, food, activities in the area etc. then this gets setup as follows:

Within the Extra Product setup a setting indicates if a product will be made available for sale via the internet

Unlimited products can be sold this way

When the guest purchases these extra products via your site, a separate entry per product is recorded in the reservation when it gets downloaded to your Semper system
(no need for any manual work)

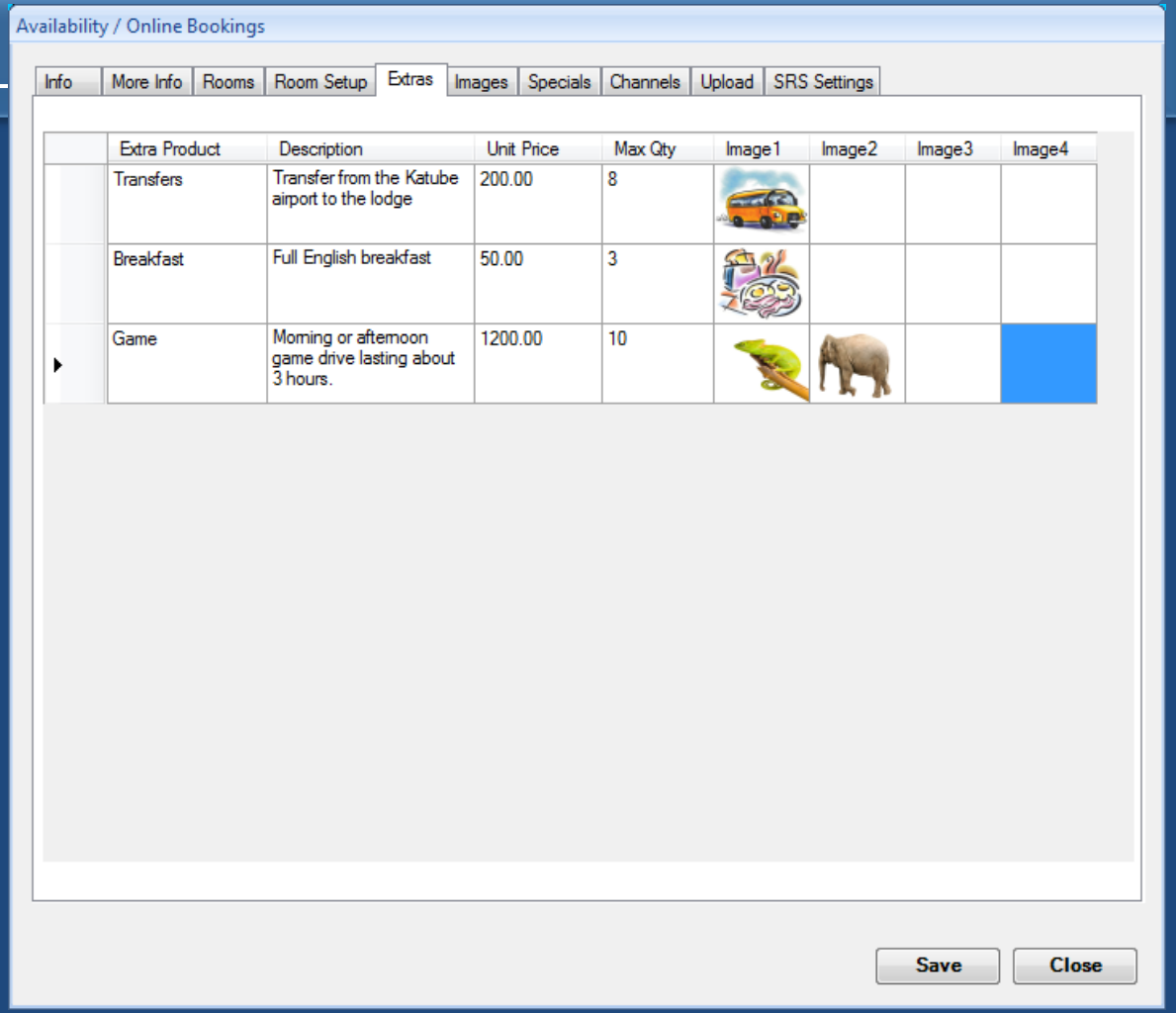


The Setup

The Extra Products setup (cont.)

Under the section Internet real-time, each product selected is displayed here and must be completed by:

- Adding a description that is displayed on the site
- Setting a price
- inserting a maximum of 4 pictures per product



The Setup

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The Specials setup (optional when required)

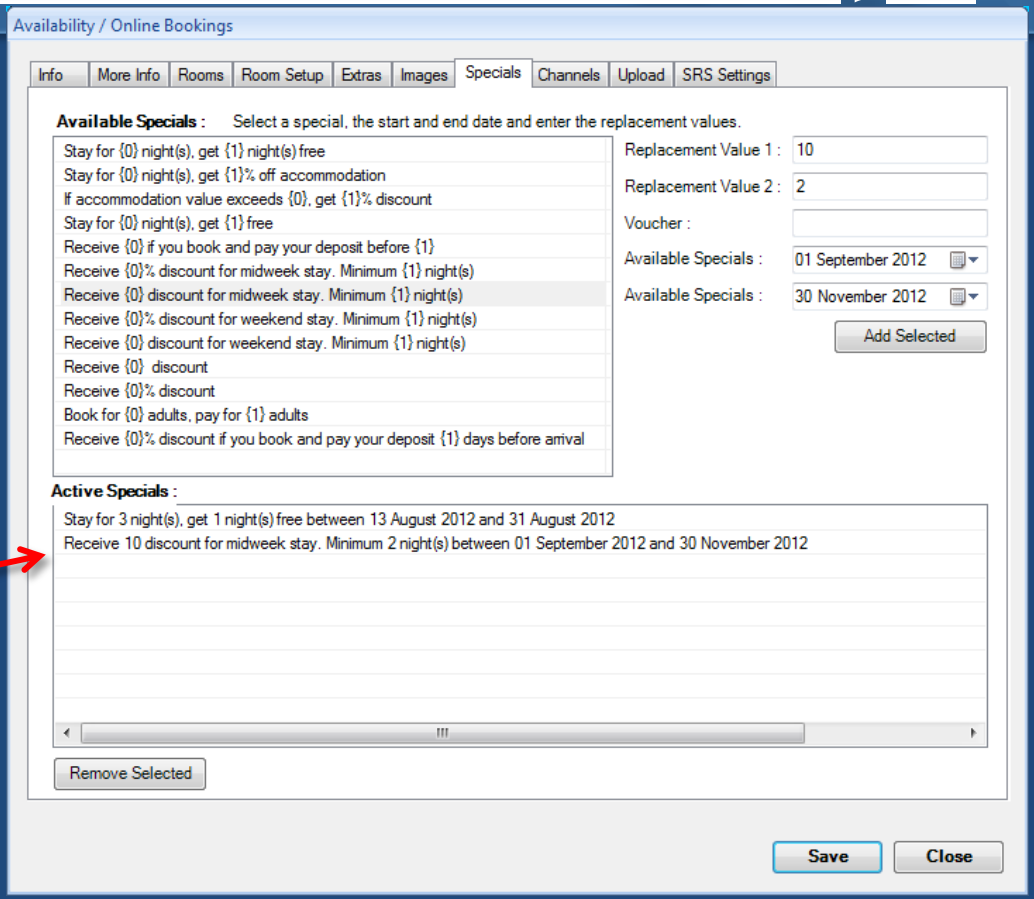
13 standard specials are available
Multiple specials can be setup for different days

Once a special is defined and uploaded, it will automatically be displayed if the special falls within the dates selected by the guest (i.e. the arrival date is = or > the special start date and < or = special end date)

The special is automatically applied to any booking that qualifies (The price is adjusted if applicable or a remark is inserted in the booking)

The description of the booking will indicate to the guest and the venue which special was applied

Specials can be added, adjusted or removed at any time. Once uploaded is instantly applied on the site



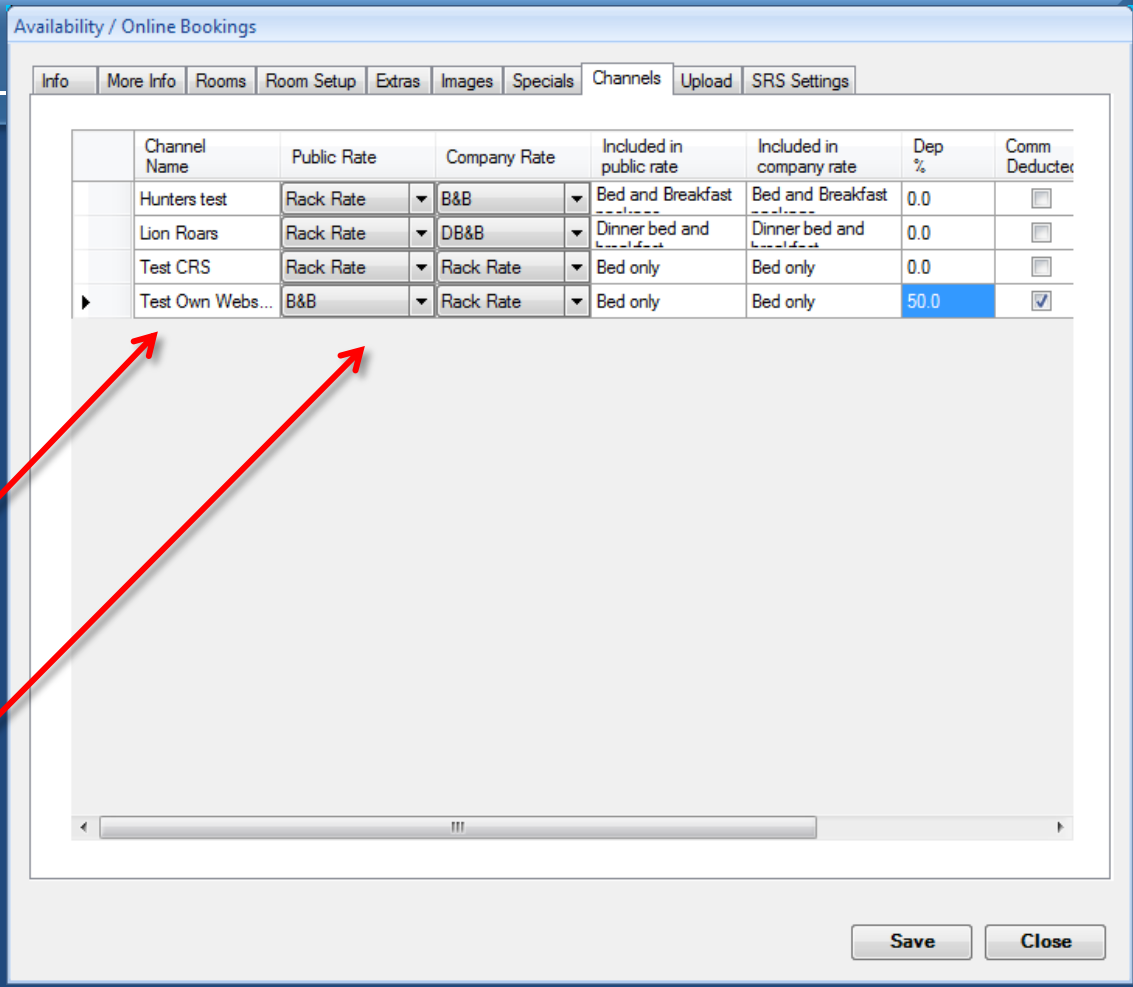
The Setup

The Channel and Integrator rate setup

Semper admin will authorise your venue for each Channel (or Integrator) you wish to connect with (including any Semper supported channels) as well as the commercial arrangement between your venue and the channel

This screen displays all authorised channels and the commercial arrangement

Your task is to select a rate you wish to apply to each as well as a description as to what is included in the rate
You can select a public and company rate for each Channel



The Setup

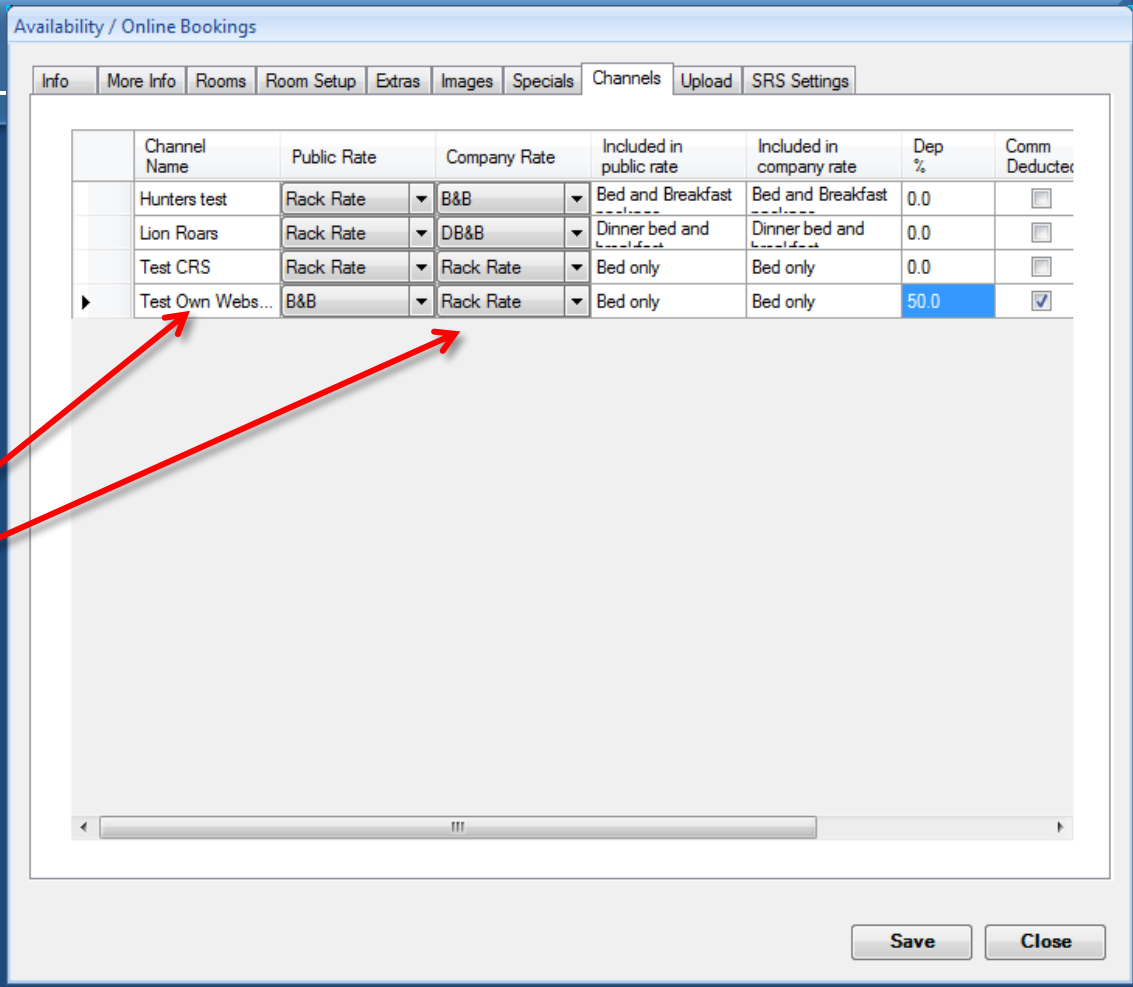
The Channel and Integrator rate setup (Cont.)

For Companies (e.g. travel agents, tour operators or corporations)
The same rate is used for all companies that are able to log-in to do bookings.

Semper will supply you with a log-in to our central system where you can:

- define all your companies
- assign each a user id's and passwords
- Define the commission
- Define the deposit % required to confirm the booking.

If a deposit is required, the company will be requested to pay via Credit Card (or bank transfer) to confirm the booking



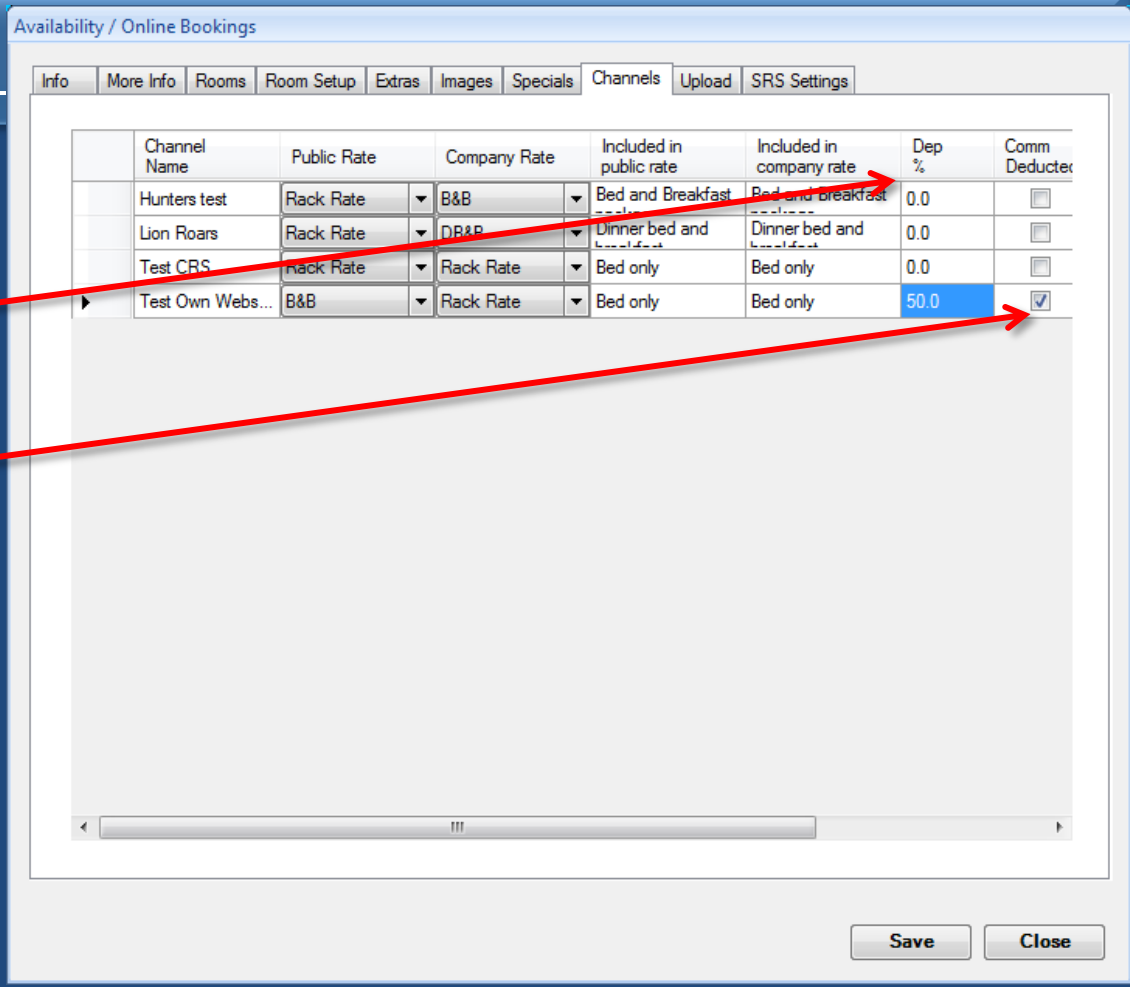
The Setup

The Channel and Integrator rate setup (Cont.)

The centrally setup information is displayed here and you need to verify that it is correct

The commission deducted is only for channels which collect a deposit from the guest, deduct their commission and pay you the balance at some future date

NOTE:
Please refer to the training module Managing On-line Reservations which discusses in detail all transaction handling and how you need to manage the different scenarios presented by the different channel arrangements



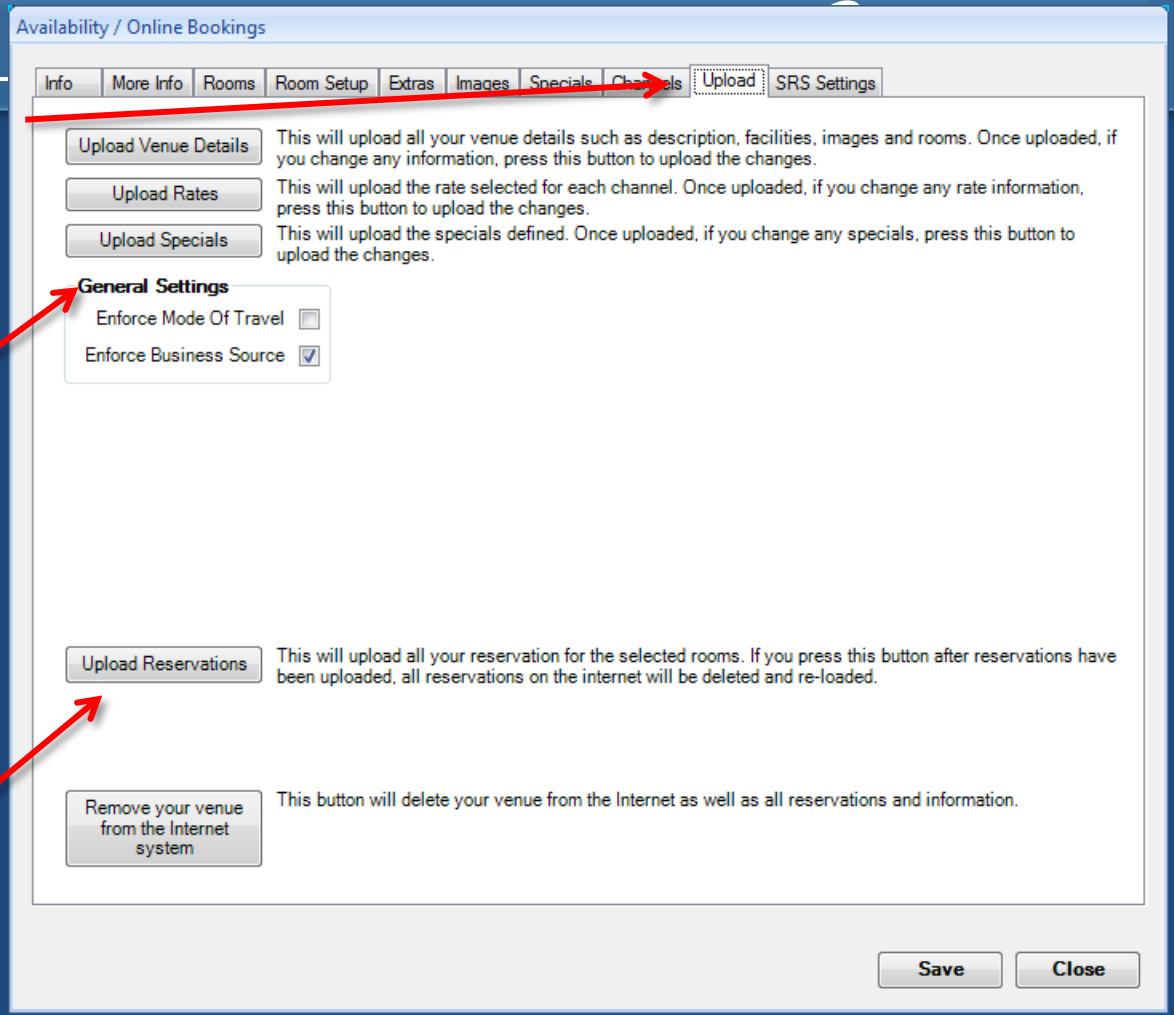
The Setup

The Upload

Whenever you make a change to information, you need to upload those changes to the Semper central system

Enforced fields can be selected to ensure that information is completed by the guest when the booking is made
This information is then saved in the correct fields in your Semper system
Nationality is automatically enforced and these two are optional

The Upload Reservations is used when you first activate the on-line booking system or when you wish to refresh your availability if required



The above explained how you setup and manage the on-line booking system from within your Semper system

We next explore the various options and styles available

And

How the system works when certain options are chosen

Booking system options

Options

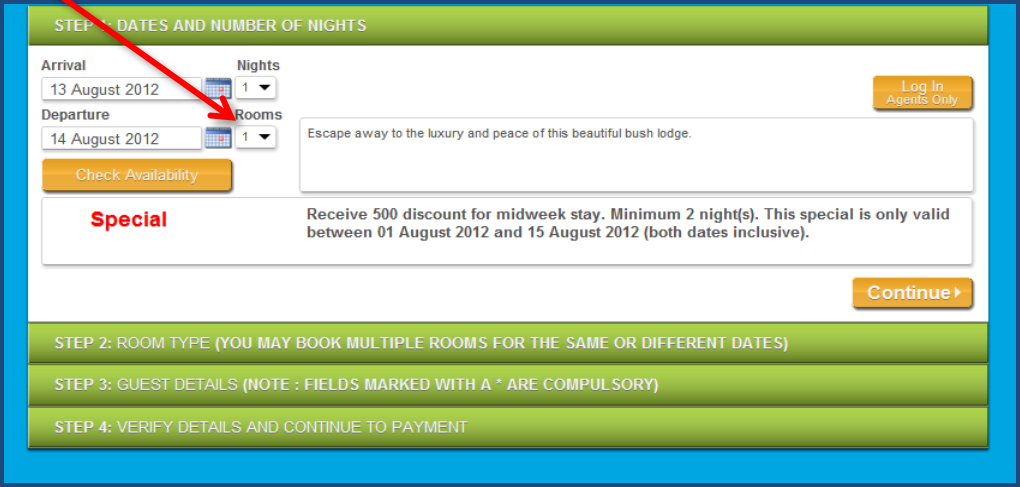
On Step 1 – Number of rooms option
As a default the guest selects only the number of nights
You may enable the option for the guest to pick the number of rooms as shown in the two examples

For venues where groups are commonly booked the number of rooms option should be considered

If the number of rooms option has been selected the search for available rooms is added as a criteria to determine if availability exists

With either option the guest can book multiple rooms within one booking





Booking system options

Semper

Options

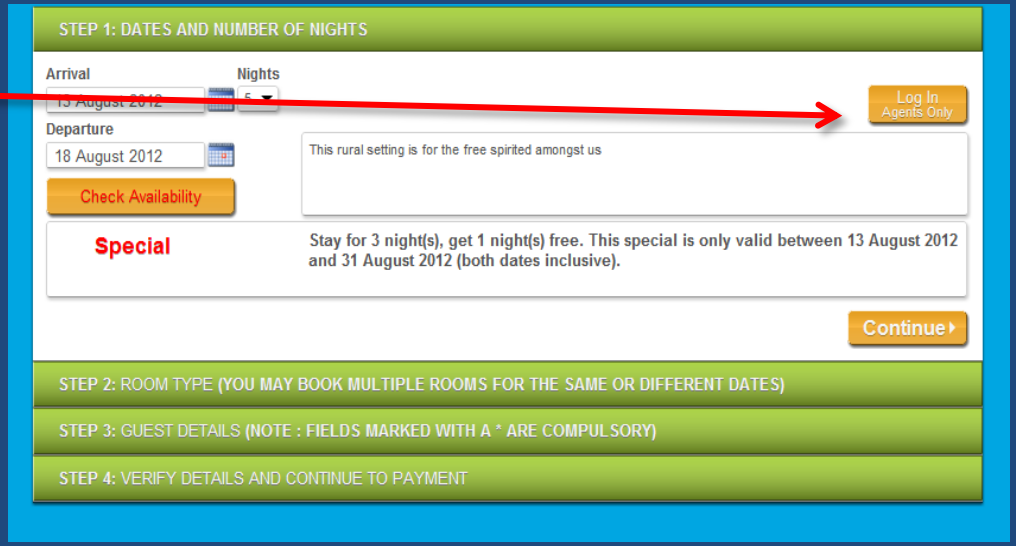
On Step 1 – Company Log-in

If a company has been authorised, they need to log in on this panel

Once they log in, their rate will be displayed on the next screen and not the public rate.

Note that the rate displayed is the rate BEFORE commissions are deducted and not the net rate

Note 2. Specials loaded will not apply to companies



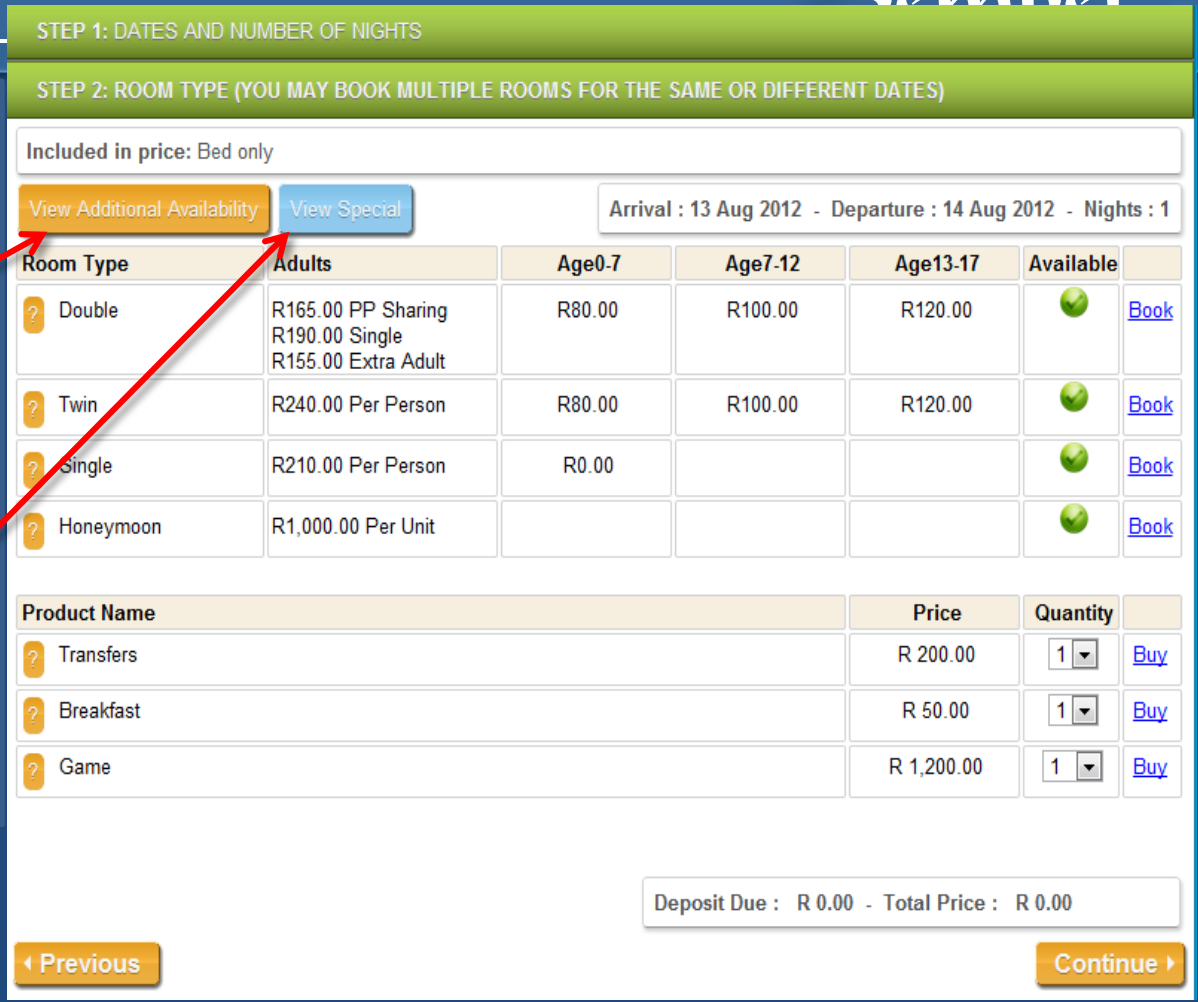
Booking system options

Options

On Step 2

An availability grid can either be displayed as a fixed option (see 2 slides down) or as a selectable button (as shown here)
When selected the additional availability will open on this screen and can be closed and opened as required (see net slide)

If a special is active for the dates selected, it will flash 5 times when this screen is displayed and can be selected to view the special in more detail



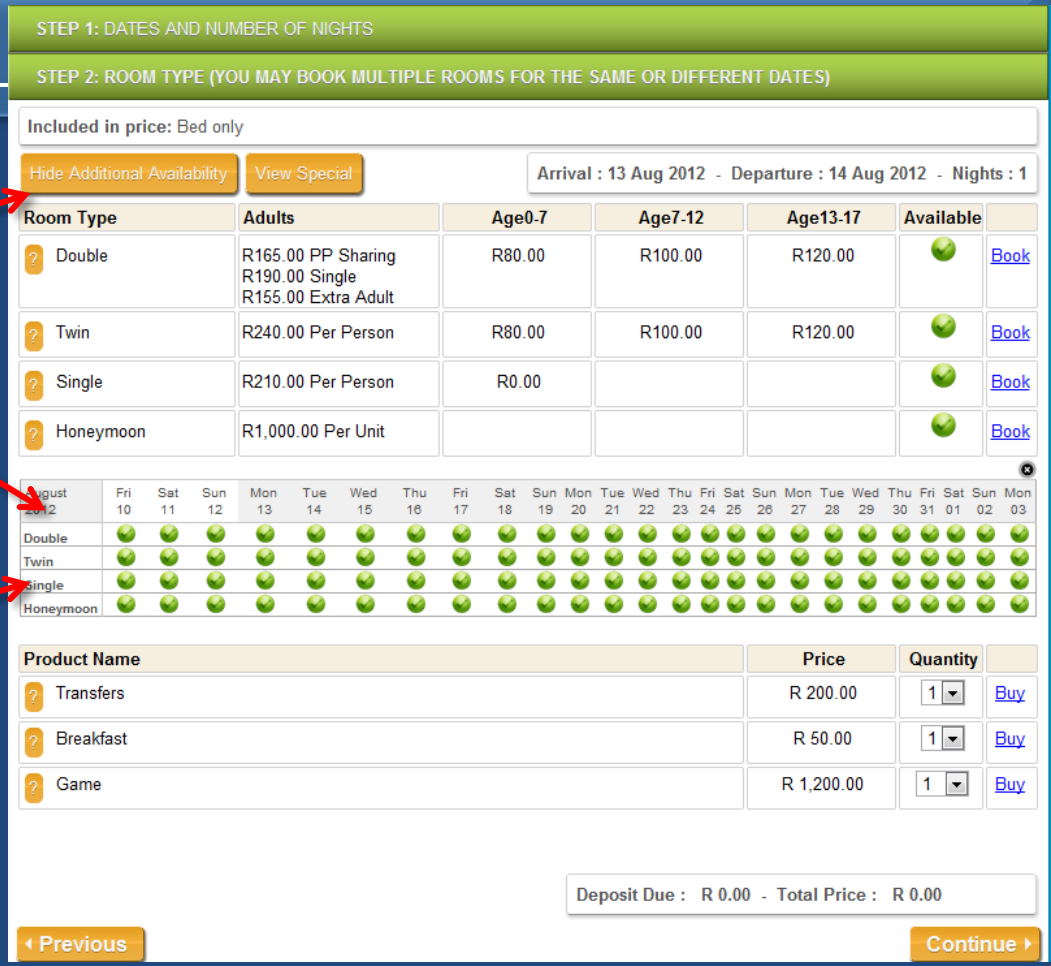
Booking system options

Options

On Step 2 – Additional availability selectable

The view Additional availability button when selected opens this panel which displays additional availability for the next month as well as for 3 days prior to the dates selected

Note this venue has chosen to ignore the number of rooms option (on step 1)
This enables the system to display availability for each room type separately as shown here



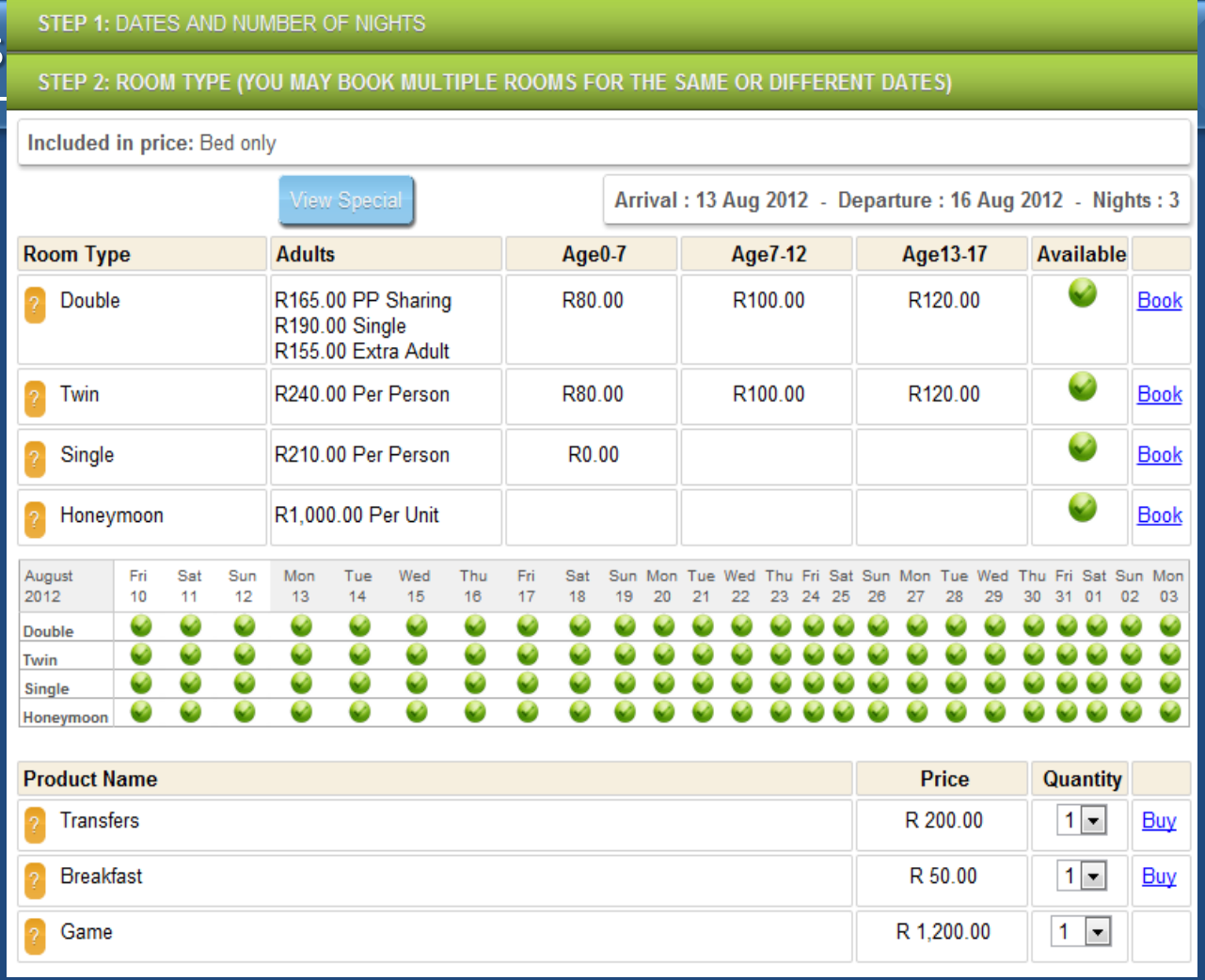
Booking system options

Options

On Step 2 – Additional availability fixed option

The view Additional availability is fixed in this view and displayed beneath the rooms

For venues with few room types (about 4-5) this view is recommended



STEP 1: DATES AND NUMBER OF NIGHTS

STEP 2: ROOM TYPE (YOU MAY BOOK MULTIPLE ROOMS FOR THE SAME OR DIFFERENT DATES)

Included in price: Bed only

View Special

Arrival : 13 Aug 2012 - Departure : 16 Aug 2012 - Nights : 3

Room Type	Adults	Age0-7	Age7-12	Age13-17	Available	
Double	R165.00 PP Sharing R190.00 Single R155.00 Extra Adult	R80.00	R100.00	R120.00	✓	Book
Twin	R240.00 Per Person	R80.00	R100.00	R120.00	✓	Book
Single	R210.00 Per Person	R0.00			✓	Book
Honeymoon	R1,000.00 Per Unit				✓	Book

August 2012	Fri 10	Sat 11	Sun 12	Mon 13	Tue 14	Wed 15	Thu 16	Fri 17	Sat 18	Sun 19	Mon 20	Tue 21	Wed 22	Thu 23	Fri 24	Sat 25	Sun 26	Mon 27	Tue 28	Wed 29	Thu 30	Fri 31	Sat 01	Sun 02	Mon 03
Double	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Twin	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Single	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Honeymoon	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Product Name	Price	Quantity	
Transfers	R 200.00	1	Buy
Breakfast	R 50.00	1	Buy
Game	R 1,200.00	1	

Booking system options

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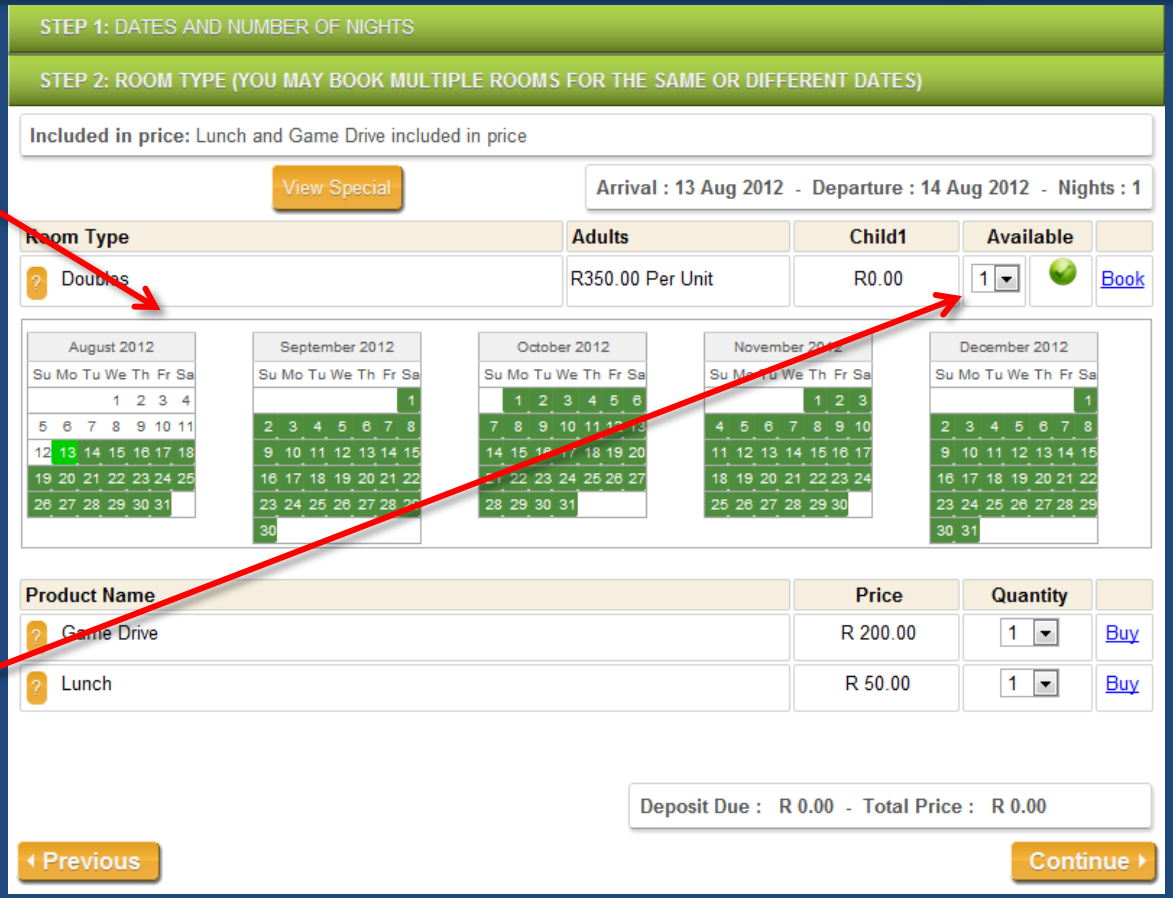
Options

On Step 2 – Additional availability – Number of rooms selectable option active

This style of viewing addition availability does not separate the availability by room type and only indicates if availability exists for the day

This is indicates that the number of rooms selected for this day is available in one or more room type

When the number of rooms are selectable, a drop down is also activated for selecting more than one room at a time



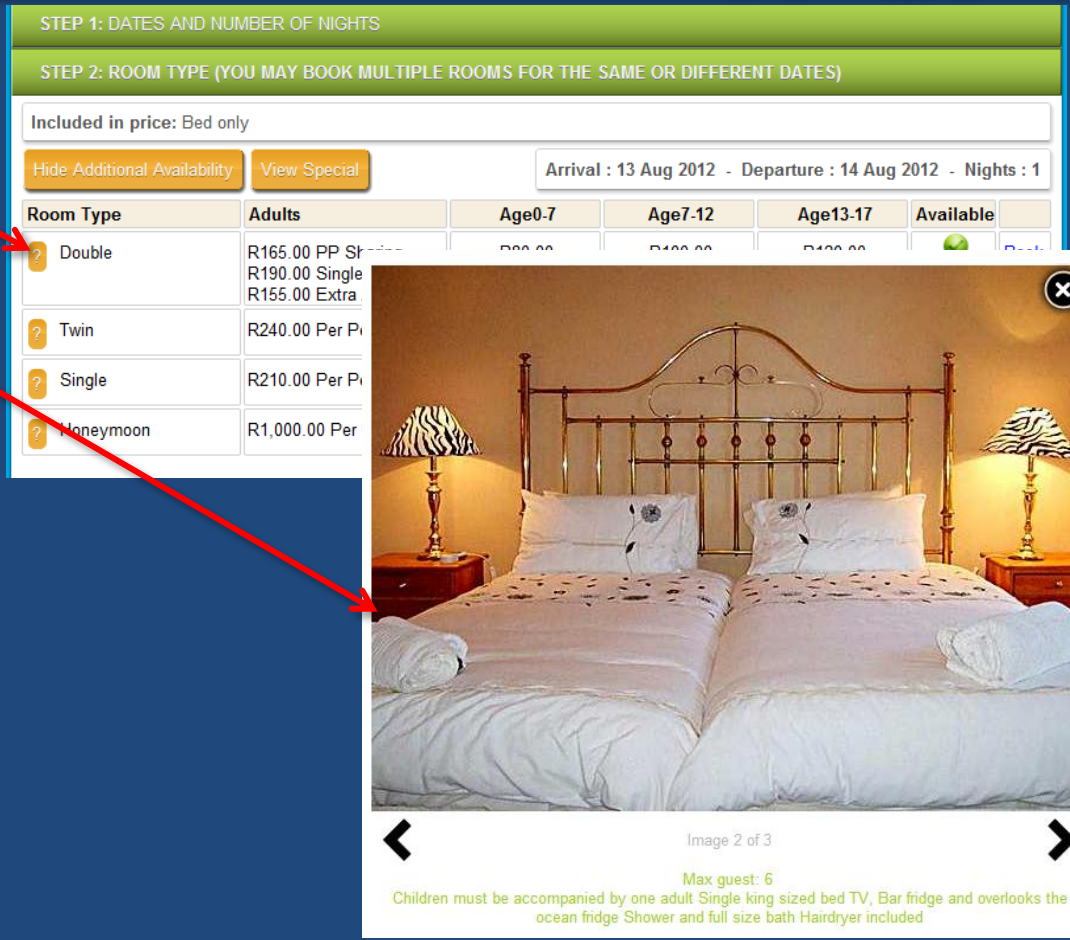
Booking system options

Semper

Options

On Step 2

Room information is a selectable button next to each room type which enables the guest to display the information and pictures uploaded from the Semper system in more detail and as a larger image for more clarity



Booking system options

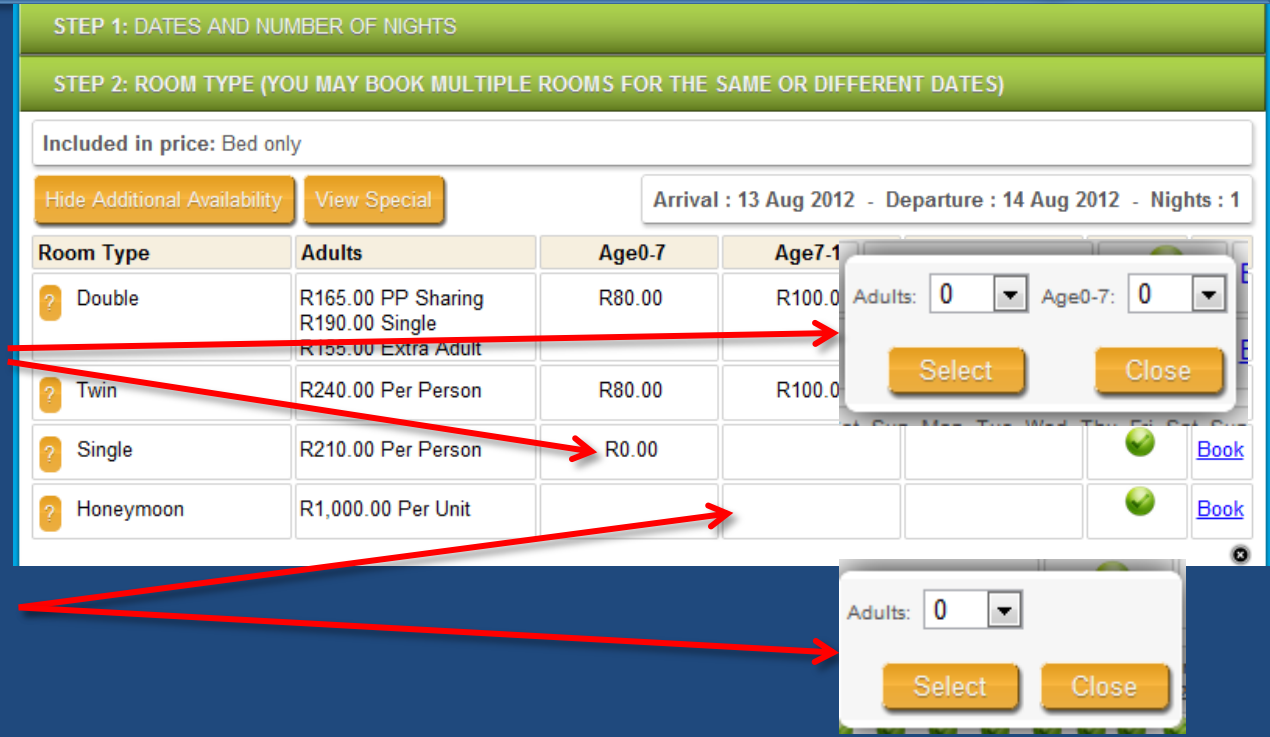
Semper

Options

On Step 2 - Booking a room
The rate uploaded is displayed in the grid for each room type

Where children are permitted but there is no charge then a zero rate is displayed and only that child category can be selected as shown here

If children are not permitted, no price is displayed and they will not be able to select any child when booking the room



Booking system options

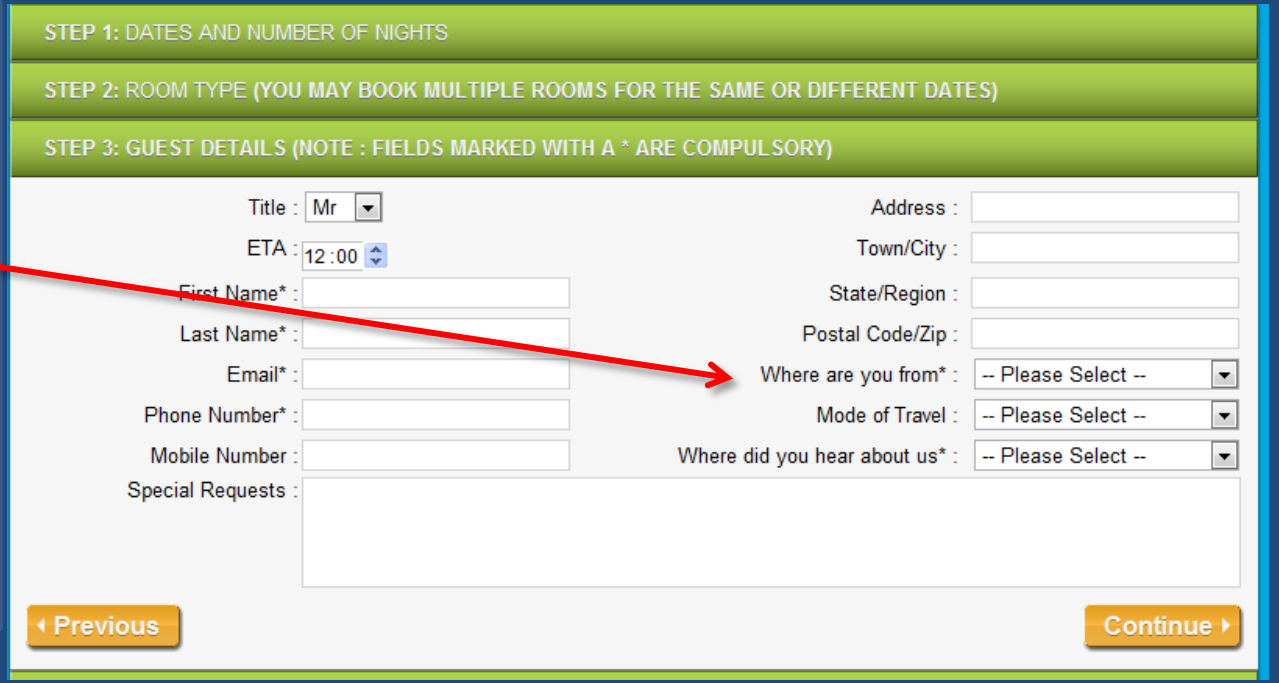
Semper

Options

On Step 3

The guest information is entered on this screen

The fields displayed can all be enforced as per the selection in your Semper system and when downloaded auto inserted into the correct field in your Semper database
Nationality is always enforced



You have seen the options available to you

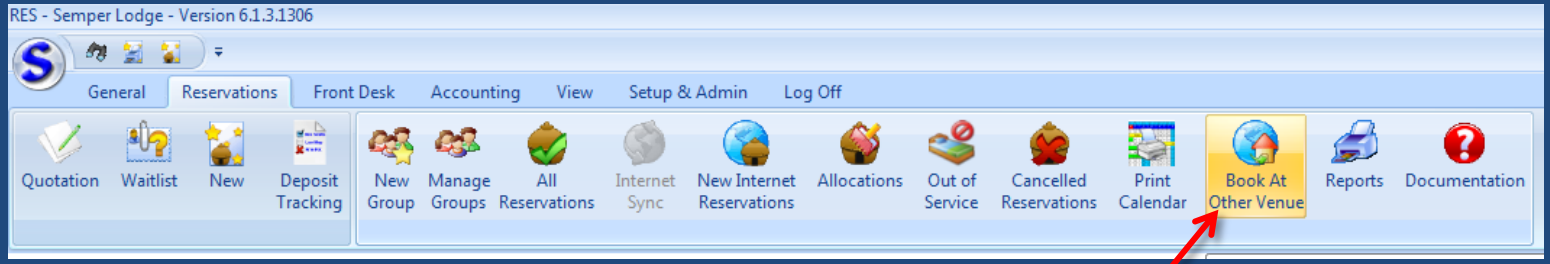
We next show you how you can earn some extra cash

And

How you can attract even more bookings

Earn some extra cash

Semper



You are now able to On-book your guests and earn 10% commissions

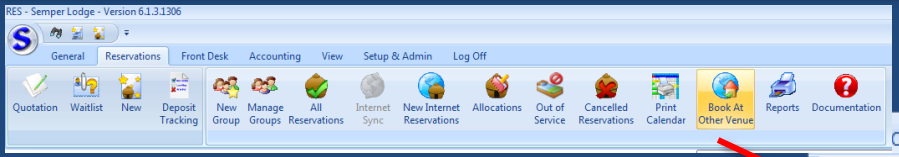
Semper will manage the deposit payment. All you have to do is process the booking and wait for your commission

In your Semper PMS system the Book at Other Venue has been activated

When selected a search facility gets displayed →

Earn some extra cash

Semper

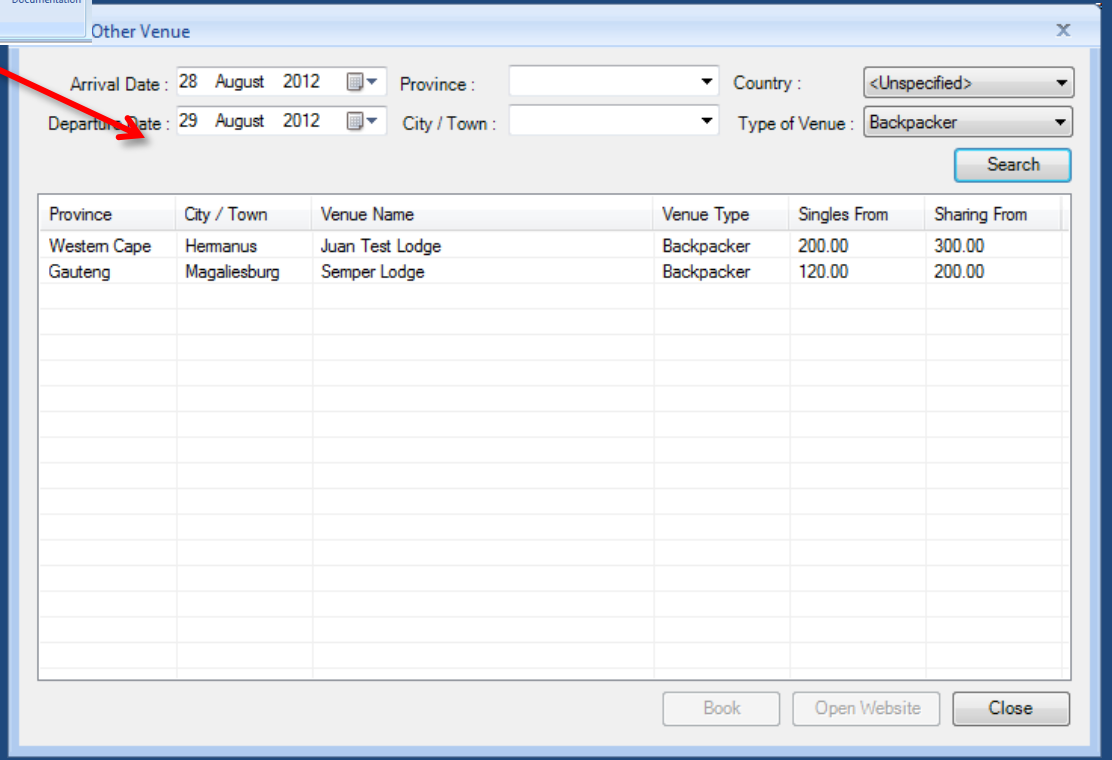


Placing a booking at another venue

You are able to search for venues using the filters shown here

Note: You do not need to implement the Semper on-line system in order for you to make a booking and get paid the commission

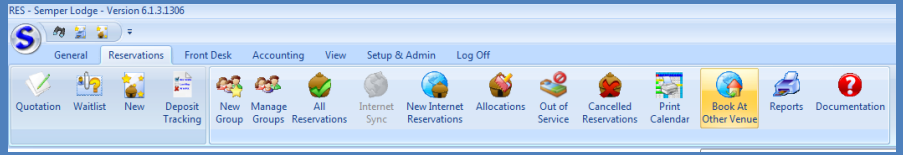
Note 2: if you use the Semper on-line booking system, the information you setup in your Semper PMS system (as described earlier) is used when searching for your venue



Get more bookings

Semper

Receiving a booking



If you would like to receive a booking , then you need to also use the Semper booking system on your own website as we use the same booking system you setup when displaying information and placing the booking

You may specify a different rate to the one you use on your won website.

At the end of the booking process, a 15% deposit payment will be collected from the guest
Commission is 15% of the gross value
The venue who placed the booking receives 10% and Semper 5%. The Semper % includes all costs in processing the booking (including banking fees)

If you wish to receive booking, you need to inform Semper admin and then within your Semper system you are required to authorise this facility and specify a rate before it becomes active

When the booking is made it will be downloaded into your Semper system. The Booked By entity will be recorded as Semper Venues (you and the guest will receive a confirmation email)

You have seen everything we offer

To enable you to manage and see what is going on we provide your with an on-line management tool

On-line Management

Semper

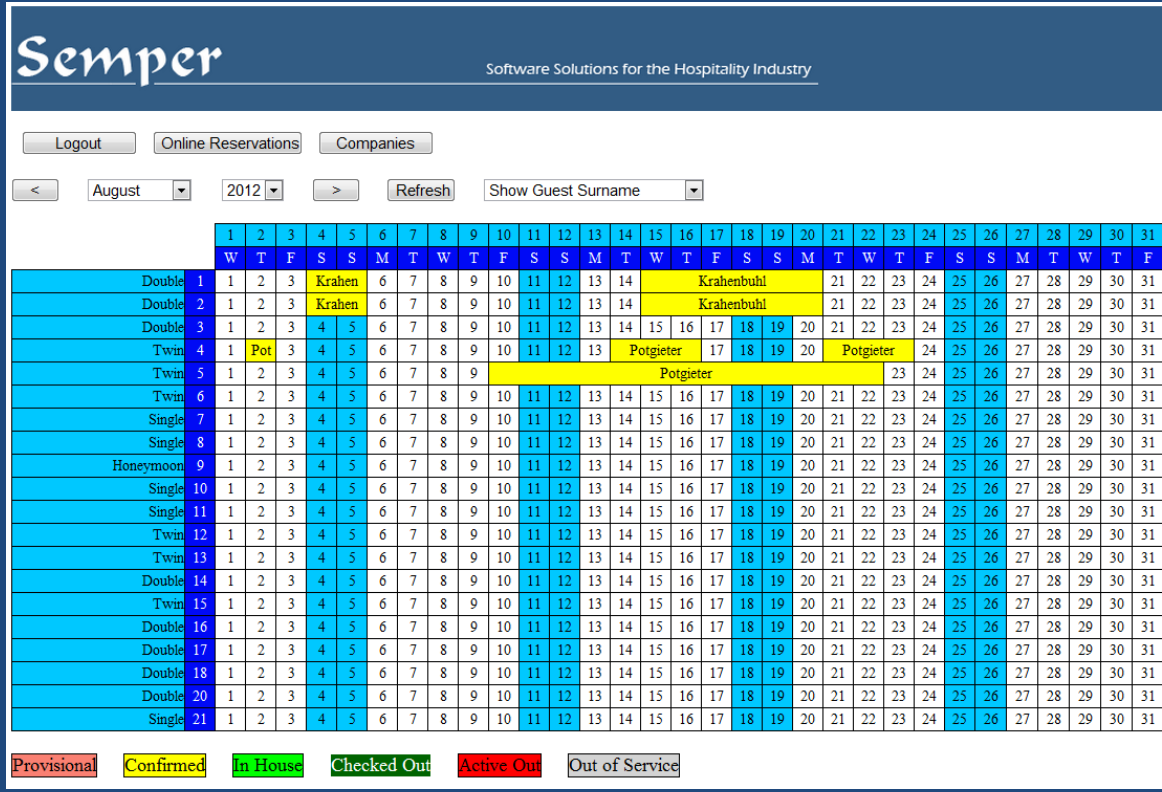
Management tool

For each venue a separate log-in is provided where you are able to view information uploaded to the Semper central system
You can:

- View all on-line bookings from all channels
- Define companies with on-line booking access
- View reservations uploaded

This management facility can be used from any browser and a nice facility for management to view existing reservation as well as all on-line activity

As your availability changes, you can refresh this screen to reflect the position since the last sync was performed (set at 5 minute intervals)



On-line Management

Semper

Management - On-line bookings

For on-line bookings made, you are able to view all bookings made for a selected month

This facility will provide you with detail information of each booking successfully completed

Each of these will be downloaded to your Semper system

Semper Software Solutions for the Hospitality Industry

Back Month : August Year : 2012 Refresh

Semper - Test Own Website

Semper Lodge

Created	Arrival	Departure	Guest	Booking Company	Web Reference	Merchant Reference	Deposit	Accom Total
02 Aug 2012 17:58	02 Aug 2012	03 Aug 2012	Mr Bernhard Potgieter	Test Own Website	S8942	96120802175844873	120.00	240.00
06 Aug 2012 11:15	15 Aug 2012	21 Aug 2012	Mr Ilona Krahenbuhl	Test Own Website	S8947	96120806111540194	570.00	1,140.00
06 Aug 2012 11:15	15 Aug 2012	21 Aug 2012	Mr Ilona Krahenbuhl	Test Own Website	S8947	96120806111540194	570.00	1,140.00
08 Aug 2012 08:56	27 Dec 2012	04 Jan 2013	Mr Ilona Krahenbuhl	Test Own Website	S8952	96120808085656649	1,320.00	2,640.00
10 Aug 2012 15:45	10 Aug 2012	23 Aug 2012	Mr Bernhard Potgieter	Test Own Website	S8953	9608104909609	1,560.00	3,120.00
10 Aug 2012 15:45			Mr Bernhard Potgieter	Test Own Website	S8953	9608104909609	0.00	80.00
6 reservations recorded						**Venue Total :**	**4,140.00**	**8,360.00**
6 reservations recorded						**Channel Total :**	**4,140.00**	**8,360.00**
6 reservations recorded						**Grand Total :**	**4,140.00**	**8,360.00**

Thank You!

