

Bookassist[®]
THE DIRECT BOOKING EXPERT[™]



**HOTEL
RESBOT**



E-Mail Automatisierung

Die nächste Norm

Niedrige
Auslastung



Niedrige
Raten



Höhere
Kosten



Hotels müssen jede
Direktbuchung konvertieren



HOTEL
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**JEDER muss
mehrere Eisen im
Feuer haben**



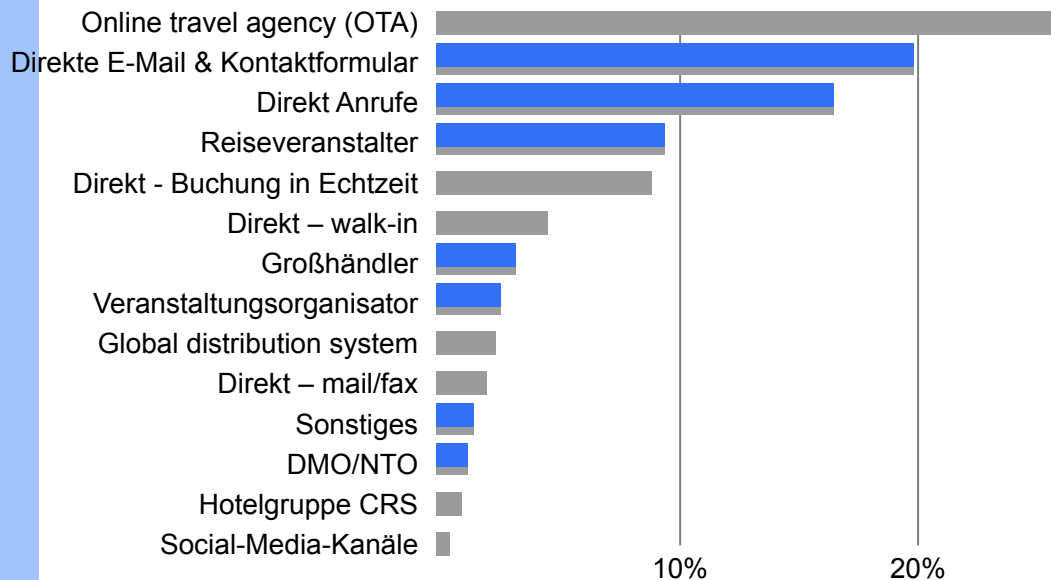
Auftragskritisch

E-Mail
beeinflusst bis zu
60%
der Buchungen



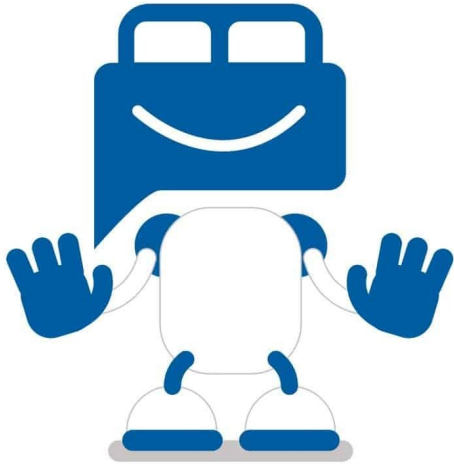
**HOTEL
RESBOT**

Europäische Hotelvertriebsstudie 2018



Treffen Sie HERA

(Hotel Email Reservation Assistant)



- Automatisiert 70% der E-Mail-Reservierungsaufgaben
- Sicheres Sammeln von Kreditkarten
- Verbesserte *Direct Booking Guest Journey*
- Mehr Direktbuchungen

Senden Sie schöne Angebote, die konvertieren

Reservation Agent + HERA Addin

Bucher

Buchungsbestätigung

entraids - VMUCDT:hera@outlook.es - Outlook

Dear Hotel,

We would like to book one room for 2 people from the 15th to 17th July

Thank you for the offer.

Regards,

Toni

Hotel Email Reservation Assistant

Arrival: 15/07/2020
Departure: 17/07/2020

Edit Dates Or Guest
 Yes No

# Rooms	Adults/Room
1	2

Available Offers

Selected	RateType	Room	Rate
<input checked="" type="checkbox"/>	No Advance Payment Option	Small Double Room	290,70 €
<input checked="" type="checkbox"/>	No Flexible	Small Double Room	323,00 €
<input checked="" type="checkbox"/>	No Sustainable No Housekeeping Service	Small Double Room	277,40 €
<input checked="" type="checkbox"/>	No Advance Payment	Double Room	306,00 €

Verfügbare Angebote automatisch geprüft

Confirm 2 of the same room by clicking on the button below.

2 X Deluxe King Arabian Sea View
Sleeps 3 / room
Deluxe King Sea View, 46sqm, free WiFi, views over Arabian Gulf balcony

2 X Club Double Room
Sleeps 4 / room
Deluxe Double Sea View, 56sqm, 2 Double beds, Free WiFi, views over Arabian Gulf

Advance Purchase Rate
Non-refundable Free cancellation is not available.
AED11.505,82
Complimentary Wi-Fi and Parking. Free unlimited access to Wild Wadi waterpark™.

Advance Purchase Rate
Non-refundable Free cancellation is not available.
AED19.950,38
Complimentary Wi-Fi and Parking. Free unlimited access to Wild Wadi waterpark™.

BOOK NOW

Zum Buchen klicken

Booking Summary

Hotel: 4x 4x4s Recommended
Check-in: 15/07/2020 - 17/07/2020 (3 nights)
Guests: 2 Adults

CLUB Double Room - Superior - 2 Adults
AED 19,950.38 (per room, per night)
Includes: Free WiFi, Free Parking, Free unlimited access to Wild Wadi waterpark™

Total Cost: €18.40

Contact details of arriving customer:
First Name: [Redacted]
Last Name: [Redacted]
Email: [Redacted]
Phone: [Redacted]
City/Town: [Redacted]
Country/Region: [Redacted]
Special Requests: [Redacted]

Webseite Bestätigung

Überzeugende Angebote: 3 Zimmertypen

Ihr Logo



Hello Toni Diaz,
thank you for your kind email and your interest in our Alpome Tras Hotel.

We are pleased to provide you with the following non-binding offer:

Arrival	Tuesday 16.03.2021
Departure	Thursday 18.03.2021
Number of room(s)	1
Number of guest(s)	2 Adult(s)

Please book the room by clicking on the button and confirming your details. Your privacy is important to us, and this ensures that your personal data is transmitted securely.



Deluxe Room

Each of the Deluxe Rooms is designed with your ultimate comfort in mind, featuring amenities travellers will appreciate to experience a truly exceptional stay. Boasting all-round comfort and character, the Deluxe Room exudes an inviting sense of warmth and charm conducive to a relaxing day.



Premier Room

Enjoy the luxurious comfort of the tastefully-appointed Premier Room, where guests are lavished with a hospitable welcome, replete with all the amenities that speak of a haven of pure contentment. Premier Room guests get to enjoy exclusive access to the Club Lounge where they are served complimentary breakfast and evening cocktails.



Standard Room

An image of contemporary elegance and beauty envelops this exquisite enclave where guests call it home away from home. Boasting all-round comfort and character, the Standard Room exudes an inviting sense of warmth and charm conducive to a relaxing day.

Vollständig anpassbarer Text

Zusammenfassung der
Buchungsanfrage

Attraktive Zimmer Bilder

Zimmernamen und Beschreibung



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Benutzerdefinierte
Farbe

Überzeugende Angebote, die bestätigt werden

Your request at **Alpome** Tras Hotel HRBALSITR70761699871 Inbox x



HERA - Alpome Tras Hotel <HERA@mail.hotelresbot.com>

to Toni

Fri, Mar 5, 2:22 PM (5 days ago)



Benutzerdefinierter Name & Adresse

Gesendet aus Ihrer Domain

Benutzerdefinierte Antwort an

Unterzeichnet von Ihrer Domain

from: **HERA - Alpome Tras Hotel**
<HERA@mail.hotelresbot.com>
reply-to: rms@alpome.com
to: Toni Diaz <BrendanMaySabbatical@gmail.com>
date: Mar 5, 2021, 2:22 PM
subject: Your request at Alpome Tras Hotel
HRBALSITR70761699871
mailed-by: spmailtechnol.com
signed-by: mail.hotelresbot.com
security: Standard encryption (TLS) [Learn more](#)
 Important because you marked it as important.

our **Alpome** Tras Hotel.

ng non-binding offer:

5.03.2021

Departure Thursday 18.03.2021

Number of room(s) 1

Number of guest(s) 2 Adult(s)



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Überzeugende Angebote: 1 Zimmertyp mit 2 Tarifen



Penta Standard Room

There's nothing standard about our Standard Room. It starts with the space. Your space, and plenty of it, styled to perfection. The zen-like ambience helps you de-stress on the tough days, and the free pay TV takes the relaxation to the next level. Enjoy a refreshing bottle of water with our compliments, and if you really must work, the free wifi and clever proportions of your desk space will help you power through... Spacious 27 sqm Free wifi Free pay TV Work zone Complimentary bottle of water Standard AC

Friends Special Pay at the Hotel

As Friends Member you enjoy reduced room rates and instant benefits during your stay with us, such as 10% discount on food and drinks, free morning snack and extended check in and out times.

€ 80.10

/per room

Must be cancelled 1 day prior to arrival (23:59) to avoid a late cancellation fee of 90% of the first night's room rate.

Book or check flexible offers

Attraktives Zimmerbild

Zimmername & Zimmerbeschreibung

Tarifname und Tarifbeschreibung

Preis pro Nacht

Stornierungsbedingungen

Aufruf zum Handeln *Jetzt Buchen*



HOTEL
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Bookassist®

Überzeugende Angebote - 2 Zimmertypen



Small Room

Our small rooms have comfortable twin beds, own bathroom with shower, a smart TV and ultra-fast internet. These rooms are highly suited to those who believe less is more!

Flexible Rate

If canceled or modified up to 48 before date of arrival, no fee will be charged. If canceled or modified later or in case of no-show, 100% of the reservation will be charged.

The total amount of your reservation will be charged 48 hours before arrival.

€ 112.00

/per room per night

Select offer & review details



Large Room

Our large room are light and spacious and offer both privacy and luxury with an urban décor! Be inspired by the black motifs and the urban interior. All rooms have comfortable twin beds, own bathroom with shower and own receiver for ultra-fast internet. Ideal for creatives who need room to blossom!

Flexible Rate

If canceled or modified up to 48 before date of arrival, no fee will be charged. If canceled or modified later or in case of no-show, 100% of the reservation will be charged.

The total amount of your reservation will be charged 48 hours before arrival.

€ 135.00

/per room per night

Select offer & review details

Attraktives Zimmerbild

Zimmername & Zimmerbeschreibung

Tarifname und Tarifbeschreibung

Preis pro Nacht

Aufruf zum Handeln



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Direct Booking
THE DIRECT BOOKING EXPERT

Individuelle Hotelbeschreibung(en)

Alpome Tras Hotel



You've never experienced 3 stars like this.

A new 3-star superior hotel with a sophisticated atmosphere in a central location, close to the Munich Central Station. The bright rooms are air-conditioned and furnished with delightful, premium SIMMONS box spring beds. Furniture and extensions, designed by local furniture-makers Gräfelfinger Meisterschreinerei Schiller & Wimmer, bedding and linens of 100% highly refined cotton, internet-ready 40-inch LED TVs, free high-speed wifi, and bathrooms with heated floors and rain showers are only just some of the many other highlight.

The public areas of the hotel, the Ristorante Ottantanove, and the cozy bar lounge offer soft music to relax while enjoying delicious drinks and Italian classics. The consistent use of high-quality and beautiful natural materials is especially pleasant: The generously used spruce old wood comes from Austrian mountain farms, barns and cottages and has been prepared carefully for its second life at the hotel. This not only looks great, but also combines sustainability and craftsmanship. The high standards not only encompass the interior of the rooms and public areas, but also the service offering; 24-hour room service in the 3-star segment is certainly a pleasant surprise for any guest.

Hotel Name

Bild

Hotel Beschreibung

RAT: Sie können bis zu 3 verschiedene Versionen für alle Beschreibungen einrichten, z. B. Business, Leisure, Gruppen



**HOTEL
RESBOT**

Individuelle Restaurant / Spa Beschreibung(en)

Cheers to Pentalicious



Shoot to chill in the pentalounge. It's the heart of the hotel: billiard table, latest game console, 24-hour bar and the best steak n' burger and cocktail combos in town.

Was there something else? Oh yes, the tunes. It's all good

Please note that our food and beverage offering may vary by location in response to local restrictions surrounding the current COVID-19 crisis.

[Book a table](#)

Titel

Attraktives Bild

Beschreibung

Aufruf zum Handeln



**HOTEL
RESBOT**

Bookassist[®]

Individueller COVID-Sicherheitsbereich

Summer With Peace of Mind

Power up your immune system with relaxation, fresh air and sunshine



As we welcome you back to our hotel, we are committed to providing you with a safe environment that aligns with expert protocols to defeat COVID-19. Together with leading hygiene experts, we have developed procedures that ensure your safety such as complete disinfection of rooms after each guest and the regular disinfection of all public area.

Croatia has done an excellent job stopping the spread of COVID-19 with early and decisive measures as well ensure contact tracing. For an updated status on please click [here](#).

Beschreibender Titel

Attraktives Bild

Benutzerdefinierter Text

Individueller COVID-Sicherheitsbereich

If you have any questions, please do not hesitate to contact us.

With kind regards,
test2



Abraham-Lincoln-Straße 17,
65189 Wiesbaden



+49 611 797-700

Your request:

Friday 08.01.2021

joedin@hotelresbot.com

Hey, I need a double room from 13.04.2021 to 15.04.2021 for myself. Do you have something available? Thanks, kind regards, Josefin Gericke Customer Success Hotel Res Bot UG

(haftungsbeschränkt) Mönchgasse 48 | 50737 Köln E joedin@hotelresbot.com

<mailto:joedin@hotelresbot.com> W www.hotelresbot.com <<http://www.hotelresbot.com>>

Management | Geschäftsführung: Brendan May Registered office | Sitz der Gesellschaft:

Mönchgasse 48 | 50737 Köln Company Register | Registergericht Köln, Handelsregisternummer:

HRB 94860 HINWEIS: Diese E-Mail enthält vertrauliche und/oder rechtlich geschützte

Informationen. Wenn Sie nicht der richtige Adressat sind oder diese E-Mail irrtümlich erhalten

haben, informieren Sie bitte sofort den Absender und vernichten Sie diese Mail. Das unerlaubte

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Penta Hotels Worldwide GmbH | Mayfarthstraße 15-19 | 60314 Frankfurt am Main | Germany | Commercial
Register Frankfurt - HRB 79385 | Managing Director: Rolf Schneider, Jörg Steffen Salden

[Data Protection](#)

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Benutzerdefinierter Unterschrift

Adresse und Telefon

Hotel E-Mail Adresse

Instagram & Facebook Links

Links zu rechtlichen Informationen



HOTEL
RESBOT

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K.I. Channel Manager

Reservation Agent +
HERA Addin

Über Bookassist

ROOM RESERVATION
Please confirm the following booking.
[For 1 Rooms]

SNo	Name	Type
1	MRS LEE	Adult
2	MRS LEE	Adult

Booking Ref	Room Type	Board Basis	CheckIn	CheckOut	Nights
123456	Ocean Club Superior	HB	26/February/2020	7/March/2020	10

Details zur Reservierung
automatisch erkannt

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Buchung
über API erstellt



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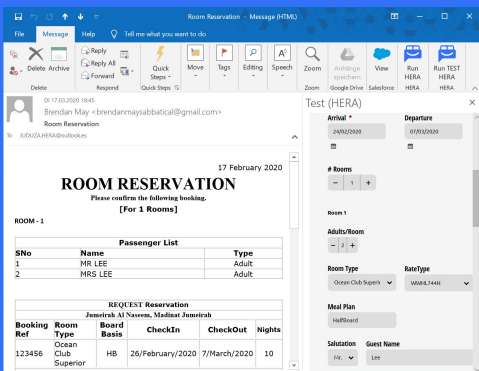
Bookassist[®]
THE DIRECT BOOKING EXPERT[™]

Lokale Firmen- und Gruppenzuteilungsbuchungen

Reservation Agent +
HERA Addin

Buchungssystem

Bestätigung



Room Reservation - Message (HTML)

Brendan May <brendanmaysabbatical@gmail.com>
Room Reservation

17 February 2020

ROOM RESERVATION
Please confirm the following booking.
[For 1 Rooms]

ROOM - 1

Passenger List			
SNo	Name	Type	
1	MRS LEE	Adult	
2	MRS LEE	Adult	

REQUEST Reservation
Jensleib 30 Norem, Malabar Jumbangk

Booking Ref	Room Type	Board Basis	CheckIn	CheckOut	Nights
123456	Clean Club Superior	HB	26/February/2020	7/March/2020	10

Test (HERA)

Arrival: 24/02/2020
Departure: 07/03/2020

Rooms: 1

Room 1

Adult/Room	Room Type	RateType
- +	Green Club Super	Local Taxi

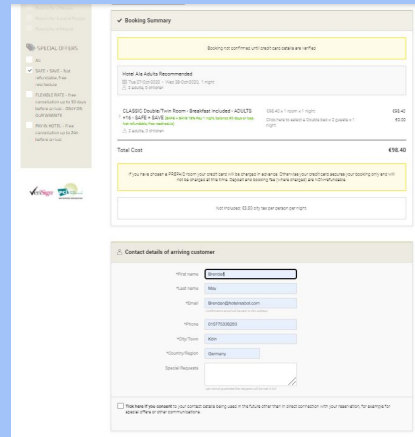
Meal Plan: HalfBoard

Salutation: Mr. | Last: Lee

Details zur Reservierung
Automatisch erkannt

Bookassist[®]
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Buchung erstellt
über API



Booking Summary

Booking confirmed on 26/02/2020 10:45:41 AM UTC

Hotel: 4th Floor Recommendation
TuaTua 2020 - 14th St Corridor 1 night
2 Double Rooms

Room 1: 1 night
Room 2: 1 night

CLASSIC Double Twin Room: Breakfast included - ADULTS
08/04/2020 - 14/03/2020 1 night
08/04
+ 08/04/2020 - 14/03/2020 1 night
08/04/2020 - 14/03/2020 1 night

Total Cost: €158.40

You will receive a PROOF OF PAYMENT and a CONFIRMATION of your booking only if you have a valid payment method. Hotel will receive the payment and the booking.

10% Taxation (€15.84) to be added to the total.

Contact details of arriving customer

First name: [input field]
Last name: [input field]
Email: [input field]
Phone: [input field]
Company Name: [input field]
Company Address: [input field]
Special Requests: [input field]

Please note: If you do not have a valid payment method, your booking will be cancelled. Please contact us for more information.

Email über
HERA / Boassist

HERA hilft mit viel mehr

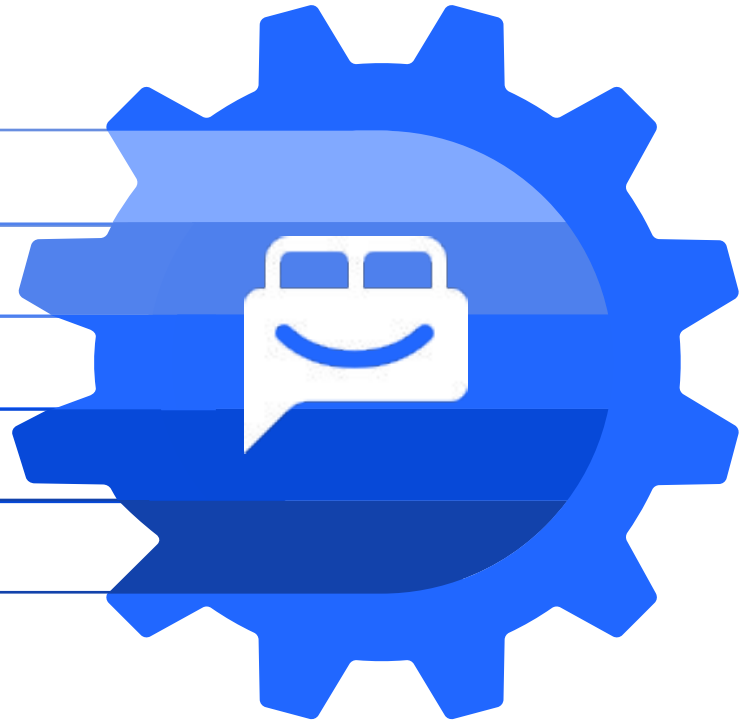
Buchungen direkt aus Outlook erstellen

Reservierungen für andere Dienstleistungen, z. B. Restaurant, SPA

Gruppen- und Einzelangebote senden

Häufig gestellte Fragen beantworten

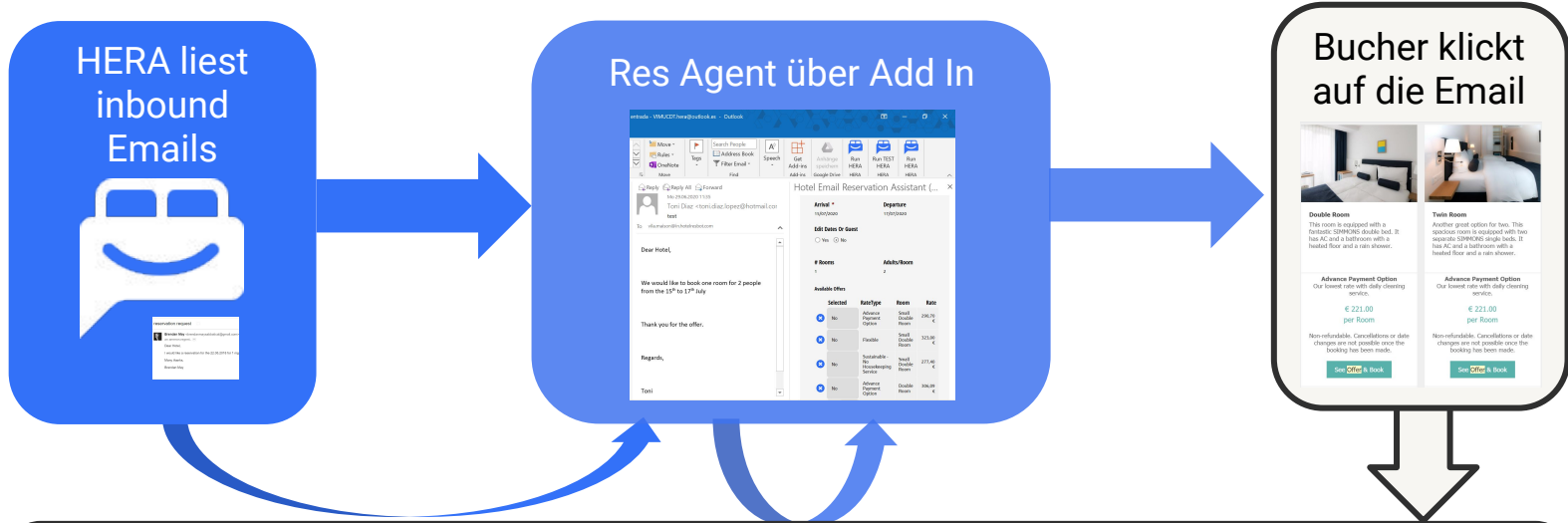
Angebote zu telefonischer Anfragen senden



**HOTEL
RESBOT**

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HERA verbundet über Booking Engine



Powered by **Bookassist**[®]
THE DIRECT BOOKING EXPERT[™]

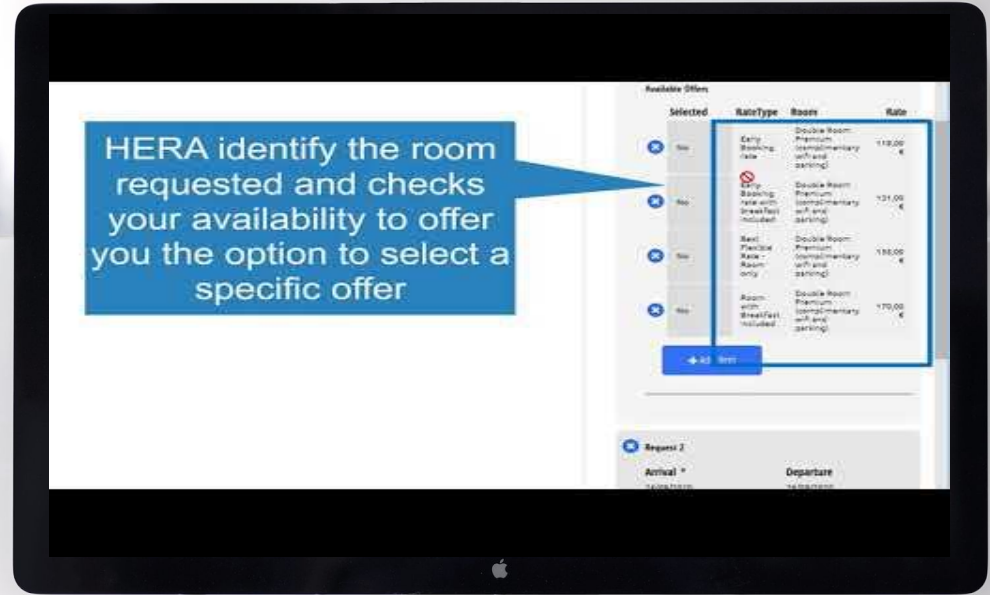
The screenshot shows a "Booking Summary" page for Hotel AA. It lists the booking details, including the room type, rate, and total price. The page is titled "HOTEL AA" and includes a "Booking Summary" section with a table of room details.



Video Demo

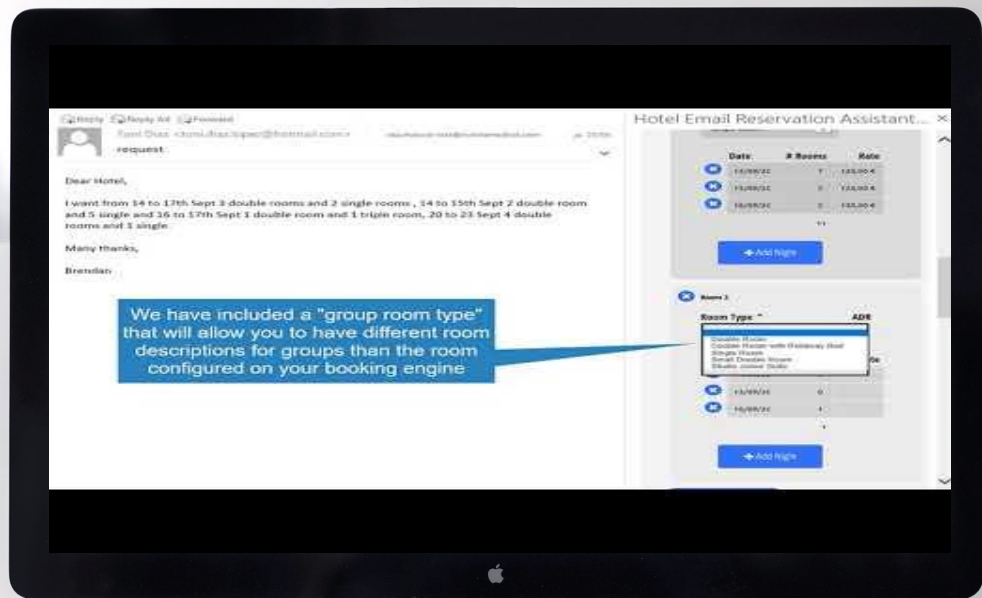
Einzel- und Mehrfachbuchungen

HERA identify the room requested and checks your availability to offer you the option to select a specific offer



Video Demo

Gruppenangebot



Reporting/Tracking

Geplante Berichte

per Email & Dynamisches Dashboard

Erstellen Sie Ihre eigenen Berichte

in Google Data Studio

	Öffentlicher Antrag
Anforderung gesendet	1.854
Keine Verfügbarkeit	548
Durchschnittliche Aufenthaltsdauer	2.09
Durchschnittliche Auslastung	1.17
Durchschnittliche Anzahl von Zimmern	1.15



HOTEL
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THE DIRECT BOOKING EXPERT™

Konvertierungstrichter Bericht Jan 2020

Für ein mittleres Hotel in Deutschland (78 Zimmer)



12,121 empfangene Emails



3,360 Buchungsanfragen



1,113 Individuelle Angebote (Hotel)



972 Check-Out Page

 **514** Zimmernächte

(428 Transaktionen)



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Hands On Unterstützung



Brendan



Nicole



Toni



Josefin



**HOTEL
RESBOT**



Zugewiesener Account Manager

Email & Online Anrufe

**Regelmäßige
Optimierungsbewertungen**

HERA die Vorteile

Verbessern Sie das Buchungserlebnis für Gäste

CC Safety gewährleisten

Personalisierte Angebote mit allen erforderlichen Informationen



HERA die Vorteile

Zeit und Kosten sparen

- 70% Zeitersparnis
- Manuelle Aufgaben werden durch höherwertige Aufgaben ersetzt

Umsatz erhöhen

- über verbesserte Konvertierung

Einhaltung sicherstellen

- PCI-DSS konformes CC handling

Daten zur Email Leistung sammeln

- Detaillierte Berichte



Hotels

Bookassist Exklusiv-Preise

Einrichtung (einmalige Gebühr) ~~€250~~
per Hotel €0

Monatliche Gebühr ~~€100~~
per Hotel €0

Preis- gestaltung



HOTEL
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Die technischen Details



Technische Details: Unterstützte E-Mail-Kunden



Aus Outlook 2013



Technische Anforderungen & Empfehlungen

Add-in Anforderungen (Outlook)

1. Outlook 2013+
2. Exchange Server oder free Outlook.com Account
3. Erlaubnis für Appsource / Zentral App-Bereitstellung über Exchange

Empfohlene Konfigurationen

1. DKIM Setup für Outbound Email (Kundenspezifische IP-Adressen möglich)
2. E-Mail an HERA auf Serverebene weiterleiten (HERA als "zusätzlichen Empfänger" für die gewünschten E-Mail-Postfächer hinzufügen)

Etwaige Fragen oder Anliegen?



**HOTEL
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Mario Clemente

mario.clemente@bookassist.com