

eZee FrontDesk GRM Module Manual



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Table of Contents

Configuration.....	3
Masters.....	3
Master tab	3
Item tab	4
Question tab.....	4
Sight tab.....	4
Letter Template.....	4
Transaction.....	5
Incident List	5
Guest Follow Up	5
Guest Response.....	6
Guest History.....	6
Inquiry	7
Guest Feedback.....	7
Mailbox.....	8
Guest Database	8

GRM (Guest Relation Management) module is to handle and take care of customer needs and behavior in order to develop strong relationship with them. It contains the details about all request and query of customer for providing better services.

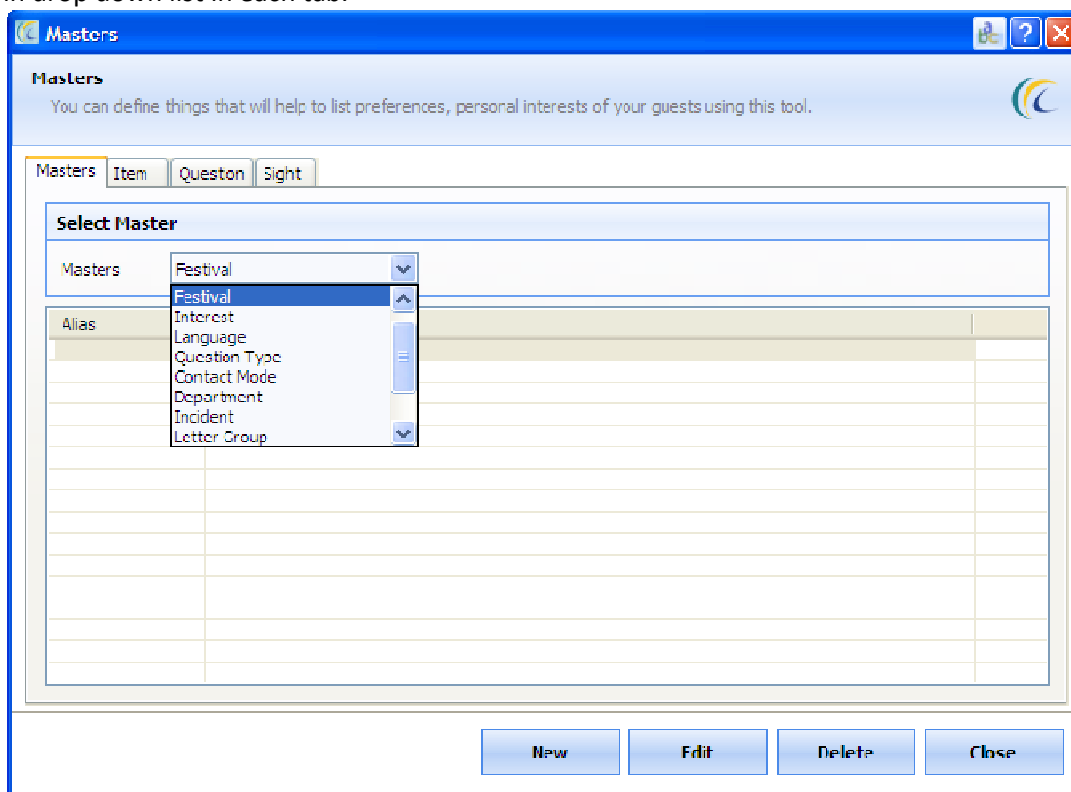
Customer preferences, interests and profiles are captured in the system in a simple way for each customer. The data can then be used to provide personalized service during the stay and communicate special offers to guests. This will elevate customer satisfaction and personalized service delivery levels to new levels.

Reaching out to customers and updating them with marketing offers matching their preferences or personal interests. It is an effective retention tool and also assists in new customer acquisition efforts. You can regularly update the member profiles and marketing offers and send email updates to existing and potential members to maximize the effect of this module. Create letter templates as per your needs and requirements to achieve this.

Configuration

Masters

Masters is the basic option which allows user to add/view all the configurations related to the topics given in drop down list in each tab.



Master tab

Gives you list of created master option as per Masters selected from 'Masters' drop down list. There are many options available viz. festival, interest, language, question type, letter group, guest type, sight type, salutation and more.

New: New option allows user to create a new master of the selected type.

Edit: Edit option allows user to modify details of a previously created master of the selected type. All the options are same as creating a new master of the selected type.

Delete: Delete option allows user to delete a previously created master of the selected type.

Item tab

Gives you list of created master option as per item selected from the 'Item Type' drop down list. There are many options available viz. color, bed sheet, mattress, quilt, pillow, magazine, news paper and more. The section also allows user to do a search of the item based on the item type.

New: New option allows user to create a new item of the selected type.

Edit: Edit option allows user to modify details of a previously created item of the selected type. All the options are same as creating a new item of the selected type.

Delete: Delete option allows user to delete a previously created item of the selected type.

Question tab

Gives you list of created question and also filter questions on answer type. There are many options viz. date, user input, Yes or No, high average low and excellent average good poor. The section also allows user to do a search of the question based on the answer type. This is helpful while creating feedback form for your customers.

New: New option allows user to create a new question based on question type and answer type.

Edit: Edit option allows user to modify details of a previously created question based on question type and answer type. All the options are same as creating a new question based on question type and answer type.

Delete: Delete option allows user to delete a previously created question based on question type and answer type.

Sight tab

User can select sight based on sight type. The section also allows user to do a search of the sight based on the sight type.

New: New option allows user to create a new sight based on sight type. Fields needed to be entered are sight type, sight name, location, distance and description.

Edit: Edit option allows user to modify details of a previously created sight based on sight type. All the options are same as creating a new sight based on sight type.

Delete: Delete option allows user to delete a previously created sight based on sight type.

Letter Template

User can define letter templates that can be used to send the customers on various actions performed in the software. For example, templates can be created for confirmation of reservation/booking, cancellation of reservation/booking, welcome message on check in, a thank you message on check out, etc.

New: New option allows user to create a new letter template. Fields to be entered are alias, letter group and letter type. After selecting the above details user can draft the actual letter. [Insert Data Fields](#) Option can be used to add data fields in the letter. Insert data fields options are located at top right corner of the screen. The screen also has a formatting toolbar similar to the one given below which allows basic formatting to the letter.



Edit: Edit option allows user to modify details of a previously created letter templates. All the options are same as creating a new letter template.

Delete: Delete option allows user to delete a previously letter template.

Transaction

Incident List

This option in the module helps you to record all the incidents reported by the customer related to the hotel services or features which he/she is not satisfied or has queries with. Selecting the option will list all the incidents that are already created in the system.

You can search any specific incident with the first name or last name of the guest, incident name, status of the incident reported, date reported and others.

Search Criteria					
First Name	<input type="text"/>	Incident Name	Select	Date	2/10/2011
Last Name	<input type="text"/>	Status	Select Status	Priority	Select Priority
				<input type="radio"/>	All
				<input type="radio"/>	Void

First Name: If the user wants to search incident by first name, then user can select this option.

Last Name: If the user wants to search incident by last name, then user can select this option.

Incident Name: If the user wants to search incident by incident name, then user can select this option.

Status: If the user wants to search incident by status, then user can select this option.

Date: If the user wants to search incident by date on which incident was entered then user can select this option.

Priority: If the user wants to search incident by priority, then user can select this option.

All: If the user wants to view all incident user can select this option.

Void: If the user wants to view incident that have been voided, user can select this option.

Options Button

Response: Response option allows user to add response to a selected incident. Fields to be entered are date, time, user, notes and status which can be in progress or completed.

New: New option allows user to create a new incident. Fields to be entered are guest name/room number, incident number is auto generated as per default settings, and date and time can be set when the incident was entered, incident type, and priority of incident and special notes. User can also specify the department and person whom the incident is assigned.

Edit: Edit option allows user to modify details of a previously created incident. All the options are same as creating a new incident.

Void: Void option allows user to delete a previously created incident.

Guest Follow Up

User can define the set of guest follow ups. Selecting the option will list all the guest follow ups that are already created in the system.

Search Criteria

Search Criteria [0 Record(s) Found.]					
First Name	<input type="text"/>	Mode	Select	Date	2/10/2011
Last Name	<input type="text"/>	Follow Up No	<input type="text"/>	Status	Select Status
				<input type="radio"/>	All
				<input type="radio"/>	Void

The top panel allows user to do a search to find the desired guest follow up from the list.

First Name: If the user wants to search guest follow up by first name then user can select this option.

Last Name: If the user wants to search guest follow up by last name then user can select this option.

Mode: If the user wants to search guest follow up by mode then user can select this option.

Follow Up No: If the user wants to search guest follow up by follow up number then user can select this option.

Date: If the user wants to search guest follow up by date then user can select this option.

Mode: If the user wants to search guest follow up by status then user can select this option.

All: If the user wants to view all guest follow up user can select this option.

Void: If the user wants to view guest follow up that have been voided user can select this option.

Edit: Edit option allows user to modify details of a previously created guest follow up. Follow up allows user to enter details of follow up based on guest inquiry. Fields to be entered are: follow up type, notes and status. Status can be in progress or completed.

Void: Void option allows user to delete a previously created guest follow up.

Guest Response

Users can the guest responses using this option. Selecting the option will list all the guest response that is already created in the system.

Search Criteria

The top panel allows user to do a search to find the desired guest response from the list.

First Name: If the user wants to search guest response by first name then user can select this option.

Last Name: If the user wants to search guest response by last name then user can select this option.

Incident: If the user wants to search guest response by incident then user can select this option.

Status: If the user wants to search guest response by status then user can select this option.

Resp. Date: If the user wants to search guest response by response date then user can select this option.

Department: If the user wants to search guest response by department which had to give response then user can select this option.

All: If the user wants to view all guest response then user can select this option.

Void: If the user wants to view guest response that have been voided user can select this option.

Edit: Edit option allows user to modify details of a previously created guest response based on guest incident.

Void: Void option allows user to delete a previously created guest response based on guest incident.

Guest History

User can view the stay history of all your guests using this option.

Search Criteria

The top panel allows user to do a search to find the desired guest history from the list.

First Name: If the user wants to search guest history by first name then user can select this option.

Last Name: If the user wants to search guest history by last name then user can select this option.

Date from Date to: If the user wants to search guest history by range of dates specified between 'From' and 'To' then user can select this option.

Number of Records: If the user wants to view more records then the user can specify by increasing the value. The default is set to ten.

Arrival/Departure Tab:

User can view the stay information of the guest, with basic details like folio number, guest name, check in date, check out date, room number, room type, source and tariff.

Inquiry/Follow up Tab:

User can view the details of the inquiry and follow up done by the system. System shows two separate blocks one for inquiry and one for follow up.

Incident Tab:

User can view the details of the incidents entered by the user reported by the guests.

Inquiry

User can define the set of guest inquiry. Selecting the option will list all the guest inquiry that is already created in the system.

Search Criteria

Search Criteria			
First Name	<input type="text"/>	Mode	Select <input type="button" value="v"/>
Last Name	<input type="text"/>	Inquiry No	<input type="text"/>
		Inquiry Date	<input type="text" value="2/10/2011"/> <input type="button" value="v"/>
		Status	Select Status <input type="button" value="v"/>
			<input type="radio"/> All
			<input type="radio"/> Void

The top panel allows user to do a search to find the desired guest inquiry from the list.

First Name: If the user wants to search guest inquiry by first name then user can select this option.

Last Name: If the user wants to search guest inquiry by last name then user can select this option.

Mode: If the user wants to search guest inquiry by mode then user can select this option.

Inquiry No: If the user wants to search guest inquiry by inquiry number then user can select this option.

Inquiry Date: If the user wants to search guest inquiry by inquiry date then user can select this option.

Status: If the user wants to search guest inquiry by status then user can select this option.

All: If the user wants to view all guest inquiry user can select this option.

Void: If the user wants to view guest inquiry that have been voided user can select this option.

Follow Up: Follow up allows user to enter details of follow up based on guest inquiry. Fields to be entered are: follow up type, notes and status. Status can be in progress or completed.

New: New option allows user to create a new inquiry. In this user will need to enter guest name, inquiry number (this can be auto generated or as per default setting), date and time when this inquiry was done, inquiry mode, and special notes.

Edit: Edit option allows user to modify details of a previously created guest inquiry.

Void: Void option allows user to delete a previously created guest inquiry.

Guest Feedback

User can define the set of guest feedback. Selecting the option will list all the guest feedback that is already created in the system.

Search Criteria

The top panel allows user to do a search to find the desired guest feedback from the list.

Guest Name: If the user wants to search guest feedback by guest name then user can select this option.

All: If the user wants to view all guest feedback user can select this option.

Void: If the user wants to view guest feedback that have been voided user can select this option.

Buttons given at bottom

Report: Allows user to preview/print the selected feedback form.

Print List: Allows user to print the complete list of all the feedback forms.

New: New option allows user to create a new guest feedback. Fields to be entered are: date, guest name, phone and email and address will come automatically based on selecting the guest name. Suggestion, grievance, visit again option and purpose. User can enter details of the other questions created earlier in the masters section under the question tab.

Edit: Edit option allows user to modify details of a previously created guest feedback.

Delete: Delete option allows user to delete a previously created guest feedback

Mailbox

User can use the mailbox feature to send emails from within the system and can keep a record of the emails send. Clicking on the option mailbox, list all the emails that have been send.

Write Message: User can select the option if user wants to write an email. Options are same as any regular mail client. 'Attachment information Tab' allows user to attach files.

Sent Message: User can select the option if user wants to see a track of all the emails that have been sent by system.

Trash: User can select the option if user wants to see a track of all the emails that have been deleted by system.

Options provided at bottom

Select All: By checking mark on this option system will select all the messages given in the list.

View Unread Only: By checking mark on this option system will show all the emails that are unread.

Read: User can select this option if user wants to read the selected email.

Mark as Read: User can select this option if user wants to mark the selected email as read without actually reading it.

Delete: User can select this option if user wants to delete the selected email.

Guest Database

User can use the guest database feature to view the entire list of guest available in the system. User can even see the guest stay history, and also the rates offered during the stay. There are lots of search / advance search criteria's to filter your desired guest.

Print List: User can click on this option to print the complete guest database.

Merge Profile: If user wants to merge entries of two or more guests into one single entry then we can use this option.

User will need to check mark all the entries that are same then click on the button 'Merge Profile' and it will get a screen similar to the one given below.

Merge Guest Profile

By mistake if you have created two or more Guest profiles for same contact, Merge their profiles and make it one. It will merge all historical data as well.

Alias	First Name	Last Name	City	Phone	Email
	EDWARD RODERICK	PAUL			
	PAUL EDWARD RODERICK				

Note: Record in Bold letters is master Record.

Make Master Merge Profile Close

Describing the fields given in the screen above:

Make Master: In the above screen we can see there are two entries with same name, if want the second entry to be considered as master we can click on the second entry in the list and then click on make master. The entry which is master will be shown as bold.

Merge Profile: When we click on the button merge profile the entries of the non master will get added to the master record. It will copy all stay records and the rates related to the stay.

New: Allows user to create a new profile of Guest with Address, personal details, identity information, guest preferences and also allows you to see the statistics of stay for this guest.

Edit: Allows user to edit the selected guest information.

View history: Allows user to view full history of guest's stay in the property.

Delete: Allows user to delete the guest profile from the system.