CRO
& Cross Selling

Booking
Online

B2B

The SCRIGNO B2B module is a web sale channel aimed at companies and agencies. Customers with an agreement can use a simple and fast tool to book rooms and services at negotiated rates. Booking process is easy and intuitive and represents a convenience for consumers and a time saving for hotels. SCRIGNO B2B is the most practical and effective way to convey offers and promotions specific to this segment. Reservations, confirmations e-mail and cancellations flow into the PMS with no manual intervention.

SCRIGNO's Central Reservation Office allows the real time check, of the availability of all the hotels, in a single screen and according to location, category, etc. It allows also to perform cross-sellings and move reservations from a hotel to another. For central bookings the advantage is having access to all information of the hotel PMS (personal data, stays history and guest preferences). This ensures an efficient management of bookings and the possibility of complying with price plans defined by the revenue manager. Considering that SCRIGNO is web-based and has a single centralised database, it allows to assign booking functions to a single hotel or office.

Online Check-in
SCRIGNO allows to manage the online pre check-in of all reservations: the guest will receive an e-mail asking him/her to fill in the form of public security and privacy directly online before the arrival, avoiding loss of time at the front desk.

Booking confirmation via SMS
SCRIGNO lets you send booking confirmations via text messages directly from the PMS window.

The innovative Booking Online B2C integrated in the suite SCRIGNO is characterized by a complete integration through web services between SCRIGNO PMS and a professional Content Management System (CMS). This feature allows to:

(1). customise the layout and the whole booking flow depending on product and target;
(2). expand BOL page with all the information (pictures, texts and videos) useful for the user to complete the purchase;
(3). analyze data concerning the booking flow by activating Google Analytics on every page of booking online. This allows to monitor any interruption cause and intervene promptly to improve conversion;
(4). manage the sale of more rates displayed in the same page, and the booking of more rooms in a single flow;
(5). display more hotel facilities in a single page, a real plus for hotel chains.

Customisation of graphic multi-rate and multi-hotel layout of the Booking Online B2C integrated to CMS.

GDS Distribution

NetBooking module, without fixed fee or minimum guaranteed, enables sales on GDS and through Consortia (groups of agencies with several branches worldwide addressed to corporate segment).
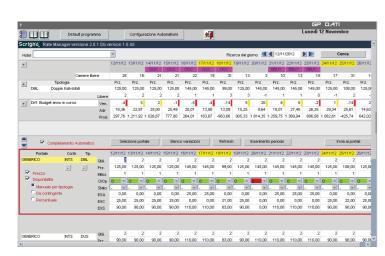
Channel Manager

SCRIGNO RateManager is the integrated channel management system which allows real-time updating of availability and rates both on portals and on the website (Booking Online), and the automatic download of coming reservations on PMS. Its strength is the "Advanced Dashboard": a single panel that shows all information essential to define sale strategy and actions to carry it out. In particular:

(1). details about real availability and the one published on the portals with related rates;
(2). analysis of the trend compared with the previous year ("on the book" or at cost) and with the budget, depending on room-nights, average revenue and production;
(3). analysis of competitors' rates (with the competitors' view service);
(4). portals updating with inventory, rates and restrictions, also by using tariff plans already included in the PMS;
(5). possibility to define criteria and rules for the autocomplete information to be published (e.g. modifying the reference room, the system updates the conditions of the other types of room);
(6). automation of operations like the notification of availability and the stop sales on one or more portals following fixed criteria.

Competitors' View

It is a "spying" service, integrated into the channel management system, able to monitor competitors' fares on the main booking portals: an essential tool to improve your pricing policies and make them more efficient.

SCRIGNO Competitors' view analyzes day by day, and by room type, competitors' online fares. This information is essential for an accurate online sale strategy and can be consulted directly from the channel manager screen.

Window Advanced RateManager Dashboard

Online Sale & Distribution

CRO & Cross Selling
Booking Online
B2B, GDS Distribution
Channel Manager
Competitors' View

Scrigno®
hotel management application suite