



## Case Study: 1000 Days with Hotel Perfect

Tim and Susan Langdon have recently celebrated 1000 days of using Hotel Perfect at the Dolserau Hall Hotel in Snowdonia.

Tim and Susan chose to have Hotel Perfect installed when they bought the business in 2005. The 20 bedroom country house hotel dating back to 1860 needed a certain amount of modernisation not least in terms of its computer system. Like a very large number of our new customers a fellow hotelier recommended Hotel Perfect.



Tim and Susan's years of experience using a simple Excel spreadsheet taught them the intricacies required of a booking system. It also demonstrated that in their opinion six rooms was the maximum number that a manual system could control without a significant risk of human error and they felt the 'home-made' software system inherited at Dolserau was totally inadequate.

Tim tells us that using Hotel Perfect removes most of the risk of human errors such as double bookings and the automatic generation of associated paperwork: confirmation letters, welcome letters, housekeeping lists, newspaper lists etc. reduce hotel's manpower requirements.

He went on to say that the Hotel Perfect database has allowed them to establish (& record) a personal relationship with most of their 4,000 guests. "We can read all about them before they arrive and then greet them like long lost friends"

Having experienced a 1000 days of excellent service Tim and Susan now feel able to recommend Hotel Perfect with the comments that it "is a well proven system and very well supported by the DataBasics help desk".

## Version 5 Focus Group

Work on the next version of Hotel Perfect is now well advanced. We have doubled the number of people in our development team and the new improved Hotel Perfect is on its way. Whilst development of Hotel Perfect never stops, this new version is a major leap forward. There are a number of advanced features being included in the new version incorporating major changes to the tariff structure, guest records, database, accounts and reporting to name just a few.

We are going to be inviting a number of people from our existing customer base to join a specially convened focus group to provide us with feedback on what our customers really want from their Hotel Perfect software. If you would like to be part of the focus group please contact our Operations Director Rob Sheard on 0870 000 1601 or email him at [rob@dbsoft.co.uk](mailto:rob@dbsoft.co.uk)



## Not quite Lands End to John O'Groats but Tresco to Tongue

We can now truly claim to cover the country, the island estate of Tresco has been a customer for several years since they replaced their Guestline system with Hotel Perfect. Earlier this year we installed the Hotel Perfect solution in their latest venture the unique Flying Boat Club.

In addition one of our latest customers is the 4 star Tongue Hotel, previously owned by the Duke of Sutherland. The Tongue Hotel is in one of the most northern points of the UK - the breathtaking highlands of Scotland. We have had a number of customers throughout Scotland and Wales for a number of years, but now you can find Hotel Perfect from Tresco on the Isles of Scilly, 28 miles South of the Lizard to Tongue the very northern tip of Scotland.



## Quick Facts

One of our most recent Online Bookings Customers has had phenomenal success with the system receiving over 200 bookings in the first 6 weeks!

## Latest Hotel Perfect Installations

Hotel Perfect continues to go from strength to strength with new installations all the time. Shown below are a selection of some of our new customers since the last newsletter:

- Malvern Spa
- Passage House
- Donington Park Farmhouse
- The Green Parrot
- The Thatched Barn
- Tongue Hotel
- Flying Boat Club
- Seiners Hotel
- Preston Sands
- Sussex Pad
- Prince Hall

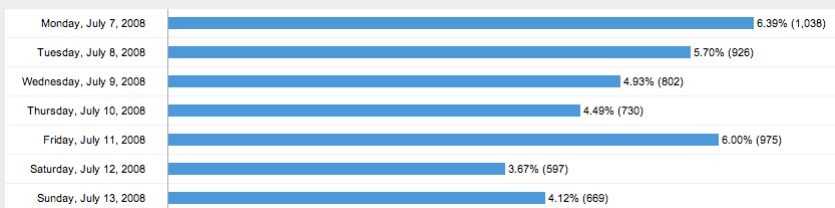
## Making the Most of Your Website

The internet plays a big part in every hotels sales and marketing structure, more hotels are using their websites to generate revenue and bring guests through the door. Almost every one of our customers has a website, but are they making the most of it? Here are some tips to help you maximise revenue, direct more traffic to your website and improve your guests user experience.

You can have the best the website in the world but its of little value if no one is able to find it. This is why SEO (search engine optimization) is so important. By having the copy on your website professionally written and indexing your pages properly with the major search engines you will be more easily found on the web. Better still, there are companies that will do this for you.

Paid Advertising, more familiarly known as 'AdWords' will push your link to the top of search engine listings when your keywords are searched for and you are only charged if someone clicks on the link and visits your website. We compared the revenue generated by one of our customers online bookings systems, before and after using Google adwords, it showed and they had taken more than 300 bookings in the first half of 2008 compared to the same period in 2007 where they took less than 30.

SEO and paid advertising are all very good but you will also need to be monitoring the traffic that is going to your website and looking at the way guests navigate around your

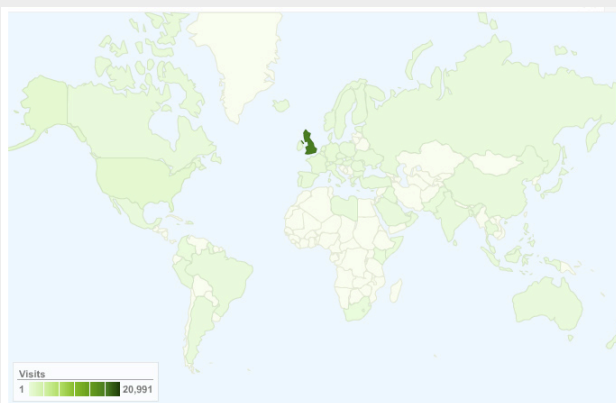


A typical graph showing hits by day/date from google analytics.

website. Google offer a free package for you to do this and your web designers will be able to help you implement it. Read more at <http://analytics.google.com>.

Once you have all of the above in place you can begin to concentrate on the design and content of your website, the potential guest will know within the first minute on your site whether they want to stay at your hotel, this is the time that you have to catch their attention. Imagery is key to this, having your photos taken by a professional photographer will reflect the hotel in the best possible way. Also simple and well spaced content is proven to be easier to read and hold visitors attention for longer.

If you would like to know more or if you would like us to put you in touch with someone who can help you with your website design and search engine optimization feel free to contact Roger Shafi on 0870 000 1601 or at [roger@dbsoft.co.uk](mailto:roger@dbsoft.co.uk)



A Google Analytics map detailing the location of visitors to Online Bookings sites. The darker shades of green indicate the more visitors from that country.

## Quick Facts

Our top performing customers have seen revenue equivalent to a 28% increase in online booking so far this year compared to this same period last year.

## Going Handheld

One of our multi award winning 4 star customers has added handheld POS terminals to the EPoS solution supplied by Hotel Perfect. They now have 16 handheld terminals providing total coverage for their large food service area including their extensive outdoor facility.



## Do You Need New Computer Hardware?

DataBasics can now supply and support IT hardware throughout the UK. We can supply you with anything from Network Cabling to a single PC or a new Server or a complete network.

In addition we can simply send a Technician on request or we can provide a guaranteed response support contract with a Technician on site within 4 or 8 hours 7 days a week.

To discuss how we can help you manage your IT infrastructure then call us on 0870 000 1602

## Exeter Court

The Exeter Court Hotel has been a recent convert to all things Hotel Perfect.

The Exeter Court Hotel has been a Hotel Perfect customer for many years. The new owner had embarked on a range of improvements to the buildings and the facilities and has also invested in the full range of services supplied by the Hotel Perfect team.

The Exeter Court now has our world beating EPoS system installed and is providing an online booking facility for their guests. They also have wireless broadband access throughout the hotel all seamlessly linked to Hotel Perfect.



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