

HOSPITALITY
WITH A
SYSTEM



Integrated online tool for customer feedback

PROTEL SURVEY

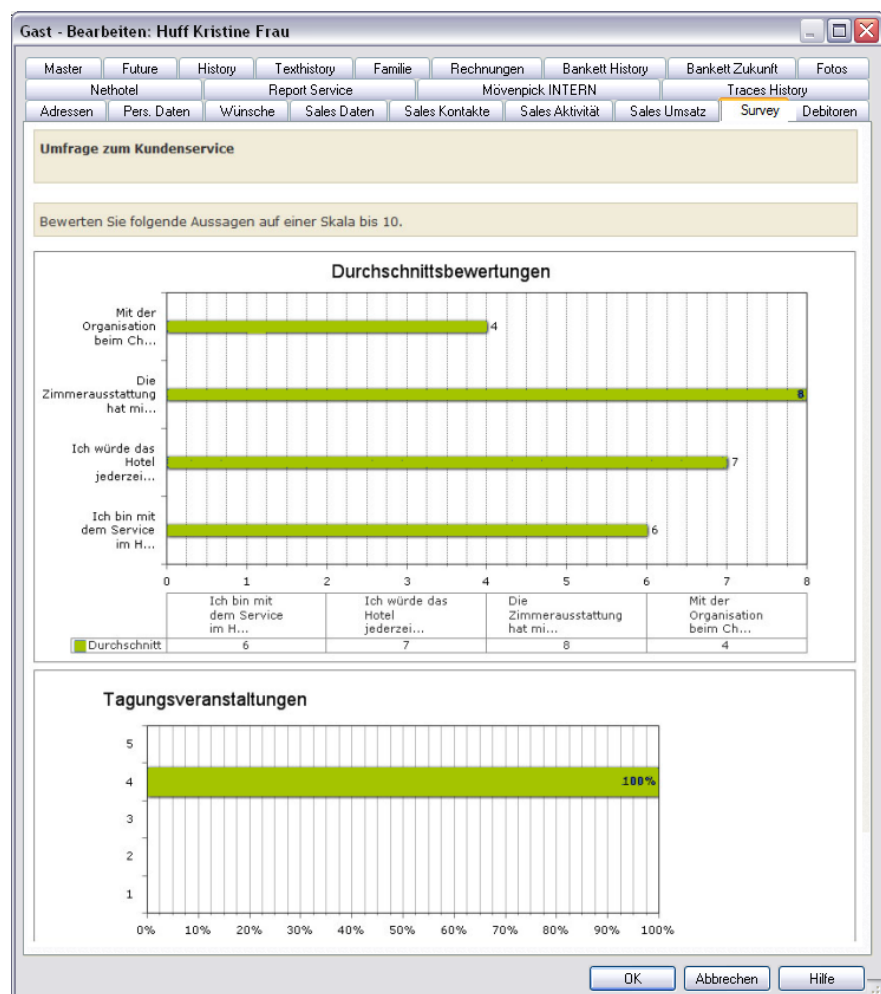
Product information

protel Survey: A customer survey tool

protel Survey is a web-based customer questionnaire tool which allows you to create, conduct and analyse individual customer surveys quickly and easily.

protel Survey draws address data and other relevant information directly from the protel database, for instance from the guest profile. Vice versa, the survey questionnaires and results are stored in the protel database.

A guest's individual survey answers will be displayed in the guest's profile:



Results from a protel Survey customer satisfaction survey, integrated into the protel guest profile

Surveys for any purpose:

- quickly prepared
- easily conducted
- clearly analysed

Of course you can also retrieve and statistically evaluate results of all guests who have taken part in a survey.

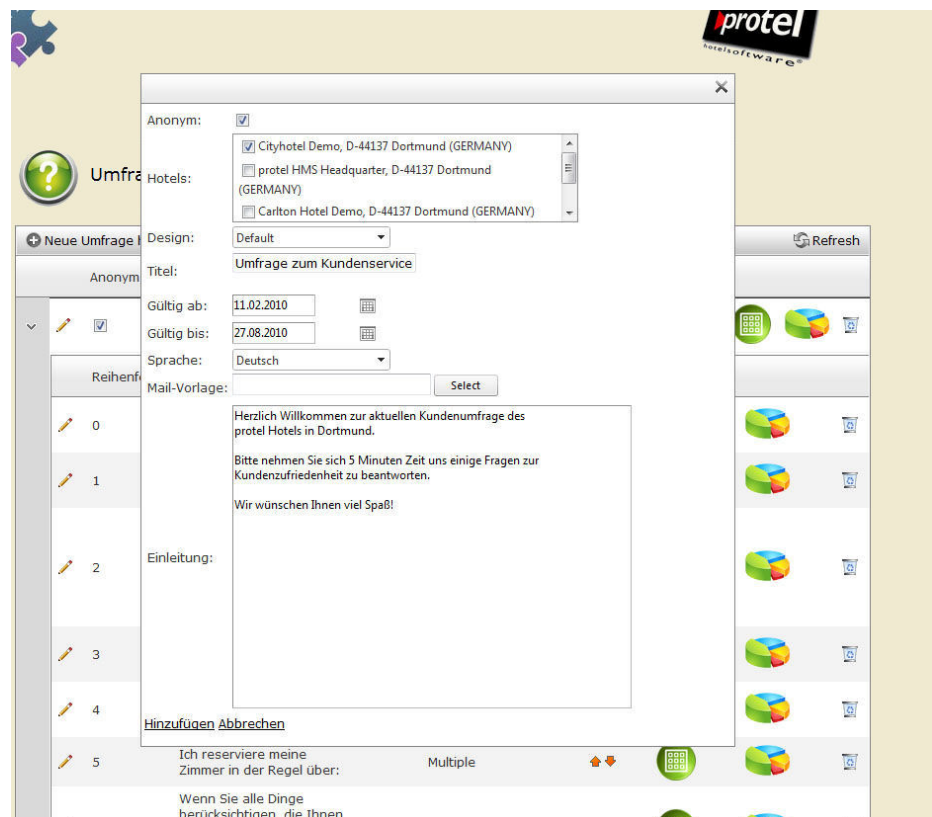
Surveys to your heart's content

Customize your customer survey according to your needs:

- How would you like to invite guests to participate in your survey? Personally via email or anonymously on your hotel website?
- Should guests who check out today automatically be placed on the survey participants list when executing the end of day process?
- You determine the design of the survey.
- Plan special one-time only or long-running, constantly used standard surveys (“Satisfaction with your last stay”)
- Store invitation texts in several languages.
- For email invitations, you can use already existing HTML email templates.

Customize your survey:

- Choose the hotel whose checked-out guests are meant to be put on the survey distribution list during the end of day process.
- Which design should be used?
- When should the survey be valid?
- Which introductory text should be used?



The screenshot shows the protel Survey software interface. A central window titled 'Umfrage' (Survey) is open, displaying configuration options. The 'Anonym' checkbox is checked. The 'Hotels' list includes 'Cityhotel Demo, D-44137 Dortmund (GERMANY)', 'protel HMS Headquarter, D-44137 Dortmund (GERMANY)', and 'Carlton Hotel Demo, D-44137 Dortmund (GERMANY)'. The 'Design' is set to 'Default'. The 'Titel' (Title) is 'Umfrage zum Kundenservice'. The 'Gültig ab' (Valid from) date is 11.02.2010 and 'Gültig bis' (Valid until) is 27.08.2010. The 'Sprache' (Language) is set to 'Deutsch'. The 'Mail-Vorlage' (Email template) is selected, showing a preview of the survey invitation text: 'Herzlich Willkommen zur aktuellen Kundenumfrage des protel Hotels in Dortmund. Bitte nehmen Sie sich 5 Minuten Zeit uns einige Fragen zur Kundenzufriedenheit zu beantworten. Wir wünschen Ihnen viel Spaß!'. The 'Einleitung' (Introduction) field is empty. At the bottom, there are buttons for 'Hinzufügen' (Add) and 'Abbrechen' (Cancel). The background shows a sidebar with a 'Neue Umfrage' (New Survey) button and a list of survey rows with edit icons.

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Choose participants

protel Survey retrieves the address data of the participating guests directly from the protel guest profiles.

Use your protel VIP- and/or Marketing Codes or other criteria such as the date of their stay to select the profiles of those guests who should participate in the survey.

Of course, you can only choose from guest profiles with the appropriate note "Mailing allowed":

Select and choose guest profiles

- by VIP codes
- by marketing codes
- by time of stay

➤ If required, protel Survey automatically updates the list of participants with guests who have checked out "today" when running the end of day process.

Kdnr	Name	Ort	Land	Letzter Aufenthalt	Daten vollständig
3502	Herrn Dieter Osthuus	Soest	Deutschland	11.03.2010	
3849	Herr Hanno Kaiser	Hamburg		11.03.2010	⚠
4176	Xanten GmbH	München		11.03.2010	⚠
4793	protel hotelsoftware GmbH	Dortmund		11.03.2010	⚠
4623	42 GmbH	Herdecke		10.03.2010	⚠
3991	Herr Tim Tix	Frankfurt		10.03.2010	⚠
4414	Herr Peter Richhard	Mülheim		07.03.2010	⚠
3514	Herr Ingo Blumenfeld Niederlassung	Mannheim		07.03.2010	
3576	Herr Hubert Schmid	Köln	Deutschland	07.03.2010	
4501	Herr Neuner	Herdecke		07.03.2010	⚠

By the way ...

Address management with protel Address

protel Survey alerts you, when detecting incomplete addresses.

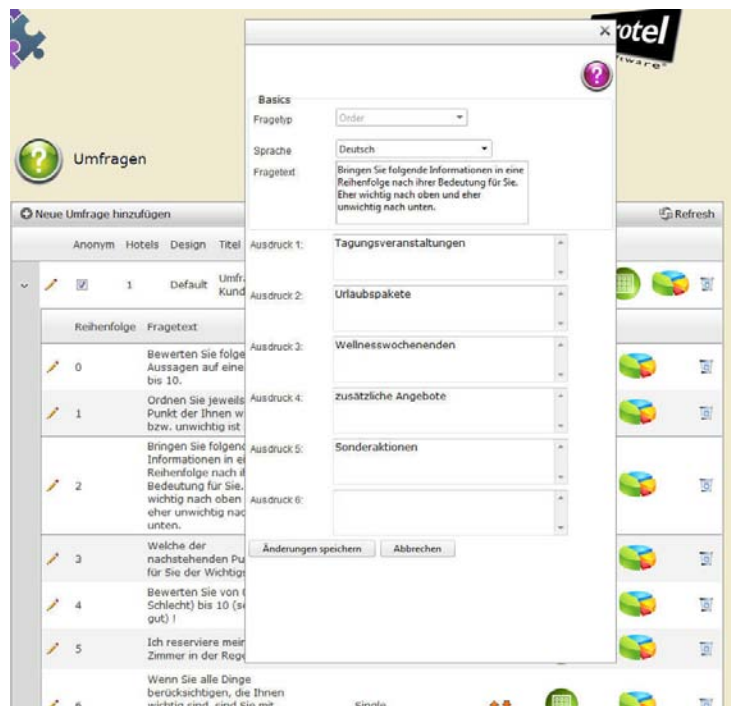
protel Address, our automatic address verification tool, reliably helps you maintain complete and correct address data of your guests.

➤ Interested? - Then ask for our product information on **protel Address!**

Edit survey questions

Enter your questions and prepare possible answers or options. Both are possible in various languages.

To delete an answer option, you just have to delete the text in the respective field.



What exactly is a web application?

protel Survey

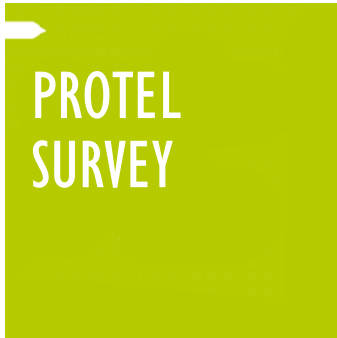
- embedded in protel Front Office
- accessible via Internet browser

protel Survey is a so-called web application installed on the web server of the hotel. How does protel Survey work?

The guest will receive an invitation which includes a link that takes the guest to the website with your survey questions. With only a few mouse clicks, the guest can then answer your questions right in his browser.

The answers will be saved and analysed by protel Survey. And you can then view them in clearly structured and understandable graphs.

In regard to the survey management, the benefits of a web application are also apparent: You will not only be able to access the survey and its results via protel Front Office but also at any time no matter where you are via the Internet.



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Use different question types

For optimal evaluation of the survey, you can control the answers of your guests by designing the questions accordingly. To do this, protel Survey gives you a choice of several question types, for instance let your guests

- rate certain statements on a scale of your choice.
- sort given answers.
- choose certain criteria.
- choose from multiple choice answers.
- enter free text answers.

Two examples of many:

Question type “Scale”

In this example one or more statements can be rated on a scale from 1 to 10. (The scale is freely definable.)

The screenshot shows a survey window titled 'Protel Survey'. The question is 'Bewerten Sie folgende Aussagen auf einer Skala bis 10.' (Rate the following statements on a scale up to 10). Below the question is a table with 11 columns representing the scale from 0 to 10. There are four statements listed, each with a row of 11 radio buttons for rating. The statements are: 'Die Zimmerausstattung hat mir sehr zugesagt.', 'Ich bin mit dem Service im Hotel sehr zufrieden.', 'Ich würde das Hotel jederzeit weiter empfehlen.', and 'Mit der Organisation beim Check-In bin ich eher unzufrieden.' A 'weiter' button is at the bottom right. The URL at the bottom is 'SurveyPreview.aspx?FID=39&Survey=8&lang=18&2010361270539930070'.

Question type “Free text”

This question type allows the guest to write a freely formulated text of any length.

The screenshot shows a survey window titled 'Protel Survey'. The question is 'Haben Sie weitere Anmerkungen?' (Do you have any further comments?). Below the question is a large empty text area for input. A 'weiter' button is at the bottom right. The URL at the bottom is 'SurveyPreview.aspx?FID=46&Survey=8&lang=18&2010361270540229462'.

You can create and edit all questions and answer options individually. You can choose between graphic templates or your own layout in your hotel's corporate design.

PROTEL SURVEY



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Requirements and Recommendations

▶ protel SPE or MPE with SQL

▶ protel Survey is an optional add-on subject to charge for all SQL based protel hotel management systems.

Please feel free to contact our [sales team](#) for more information on how protel Survey can benefit you.

Further add-ons

At our website you can find more useful [add-ons](#) to support your daily business.

Just go to <http://www.protel-hotel-software.com>.

Technical requirements / Required Components

- protel version 2010.13.440 or higher
- Windows Server 2003, Windows Server 2000 SP4, Windows Server 2008 (all Windows platforms that support .NET)
- Microsoft SQL Server 2000 or higher (protocols TCP/IP and NamedPipes must be activated)
- Microsoft Internet Information Services (IIS-Manager)
- Microsoft .NET Framework 3.5
- Web server (within the hotel network) with fixed public IP address

Documentation:

Our comprehensive user documentation provides thorough descriptions and detailed examples of how you can install and employ protel Survey in your hotel. You will learn how to

- create new surveys
- edit existing surveys
- create and edit participants lists
- formulate individual questions
- prepare answer options
- choose question types
- define survey display options and
- customise survey design in accordance to the hotel's corporate design.

▶ Available in German and English upon request.

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Please do not hesitate to contact us, if you need more information or you have any further questions.
We will be happy to help!

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