SynXis Booking Engine – Booking Engine Designer Setup Guide

Version 1.0.0.0

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Revision History

Rev Date	Rev Version	Description	Author Initials
03Feb2020	1.0	Document supports implementation of the SynXis Booking Engine using the SynXis Booking Engine Designer.	JAG

Table of Contents

About This Document

This document guides configuration of your SynXis Booking Engine using the SynXis Booking Engine Designer tool as well as SynXis Central Reservations configuration elements. This document consists of 2 parts:

- The Quick Start guide outlines what Sabre recommends as the minimum requirements to get your Booking Engine to a live state and provide a good guest experience.
- The Setup Guide – Optional Features outlines the available features to further optimize and customize your Booking Engine. This section is under construction and will receive continuous updates. It is recommended each time you use this guide to access the online resource to verify you have the current version.

Quick Start Guide

1.0. Configuration and Themes

Configurations provide the implementation framework for the general flow through SynXis BE site, as well as placement of individual page items. Configurations allow each hotel/hotel chain to define the customer booking experience. Multiple configurations can be developed for each SynXis BE site which, when combined with different Themes, can be used to create a variety of hotel booking experiences for guests.

1.1. Create a New Configuration

1.1.1. You will need to make a copy of the configuration system default; Navigate to the **Manage** menu.
  i. Under configuration, locate the System default.
    1) Click the copy button.

Figure 1: Manage Menu for configurations, with copy button highlighted.

    2) In the Copy a Configuration modal, enter a config name, config code and any comments you want to add.
    3) Click Copy. The new configuration will appear in the configuration list.

1.2. Create a New Theme

1.2.1. You will need to make a copy of the Theme system default and rename it in order to create a theme you can customize; navigate to the **Manage** menu.
  i. Under Theme, locate the System default.
    1) Click the copy button.

Figure 2: Theme Manage Menu, with the copy button highlighted.

> **2)** In the Copy a Theme modal, enter a Theme name, Theme code and any comments you want to add.
>
> **3)** Click Copy. The new theme will appear in the theme list.

2.0. Branding

2.1. Hero Images

2.1.1. Hero Images, sometimes called banner images, are usually a large high-quality banner image located at the top of a home page that spans the width of the site container.

    i. Navigate to *Pages > General > Hero Image*.

    ii. Under Hero Image, check each area where you want your hero image to display.
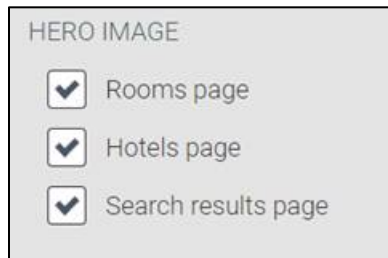
Figure 3: Areas where the hero image can be displayed in order of Rooms Page, Hotels Page, and Search Results Page.
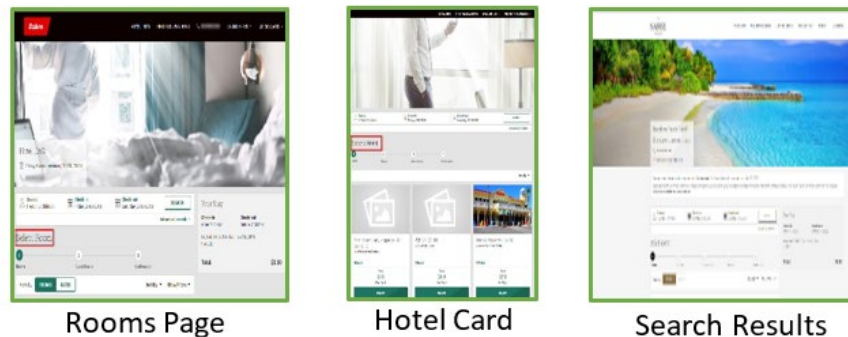
Figure 4: Examples of Hero image on Rooms Pages, Hotels Page and Search Results.

    iii. To upload your Hero Image, navigate to **Assets** and click the green **Upload** button.

        1) Navigate to your Hero Image file and click **Open.**

2) Click **Save.**

iv. Navigate to *Themes > Header > Hero Image URL*.

1) Click the green button and select the hero image you uploaded to Assets.

Figure 5: Click the button to the left of the hero image URL field to upload the asset.

2.2. Theme

2.2.1. Visit the **Theme** section to set up the colors and font for the various sections of your booking engine. Below is an example of the process for one area, it will need to be repeated for the available sections as appropriate.
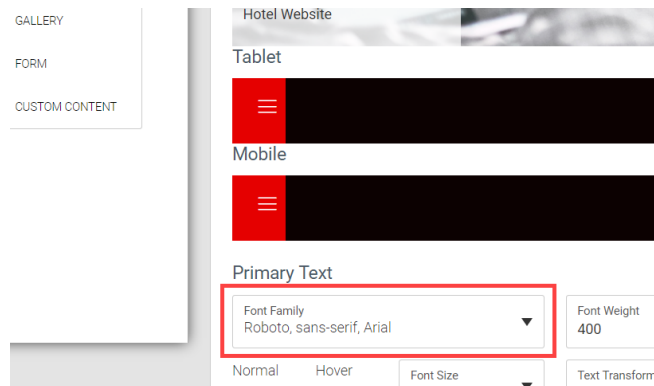
Figure 6: Example of setting the text in Theme.
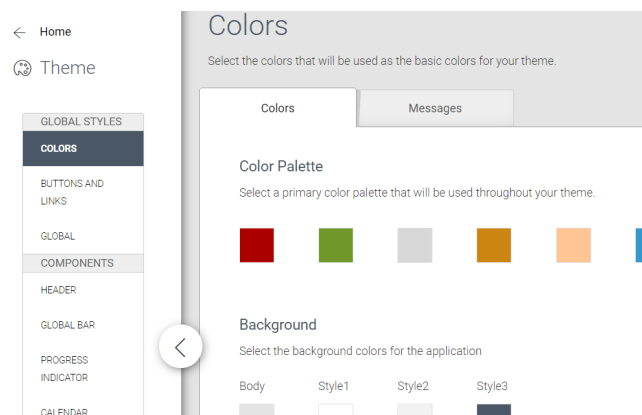
Figure 7: Example of setting Color in the Theme section.

2.3.   Logo

2.3.1. Your hotel's logo can be uploaded and displayed in the header. Once the logo is uploaded, the hotel name no longer appears in the header.

i.   To upload your logo, navigate to **Assets** and click the green **Upload** button.

1)   Navigate to your logo file and click **Open.**

2)   Click **Save.**

ii.   Navigate to *Themes > Header > Logo URL.*

1)   Click the green button and select the Logo image you uploaded to Assets.

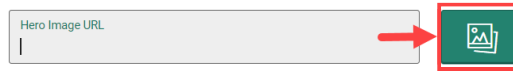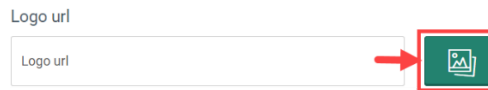Figure 8: Click the button to the left of the Logo URL field to upload the asset.

iii.   To add a hyperlink for your logo, navigate to *Pages > Global Bar.*

1)   Enter the link web address for your logo in the field below the **Global Bar Settings** heading.
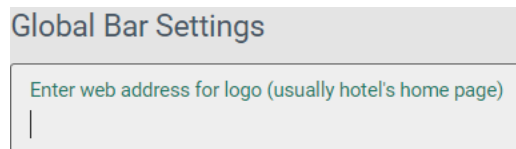
Figure 9: Field to Enter web address for logo (usually hotel's home page) field.

3.0.   Setting Up Your Product Page

3.1.   Split View by Room

3.1.1. Split View by **Rooms** highlight **Room Types** with rates listed underneath. This view is a good choice for hotels that only have a few room types.
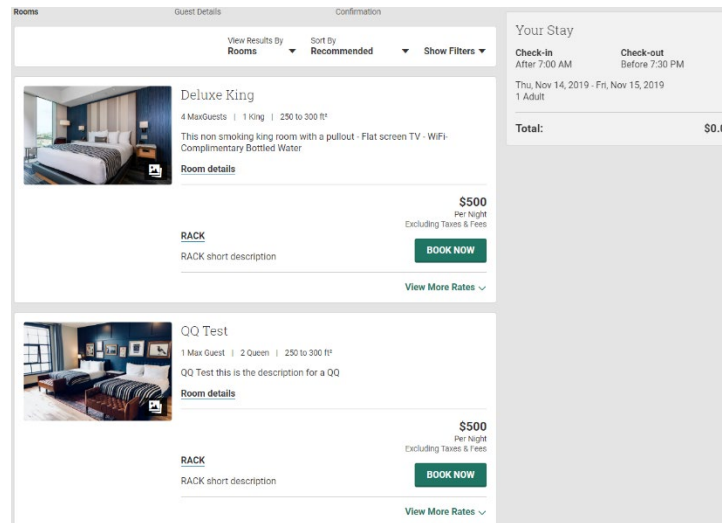
Figure 10: Product screen setup with split view by room.

3.1.2. Configure Your Product Page Using Split View by Room

i. Navigate to *SynXis Booking Engine Designer > Pages > Product > Split View Settings*.

1) Under **Default Product View**, Select the **Split View** radio button.

2) Select **Room** from the Default Split View Type drop down.
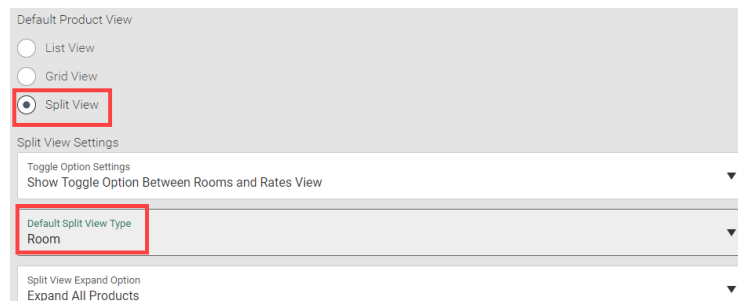
Figure 11: Example of default product view and default split view type.

3) Click **Save**.

3.1.3. Setup Room Type Descriptions. Room type info comes first in this view, so it is important to make sure each room type has a good description.

i. Navigate to *SynXis CR > Setup > Rooms > Room Types*.

1) Setup the total # of guest for the room in the occupancy section, or minimum size of this room type to the largest size of the room type.

2) Set up the # of beds for the primary bed type that are in the room.

3) To show the room size, check the Use Room Size box and fill in form.

4) Craft your short description. Use the first 10 words to highlight what makes this room unique.
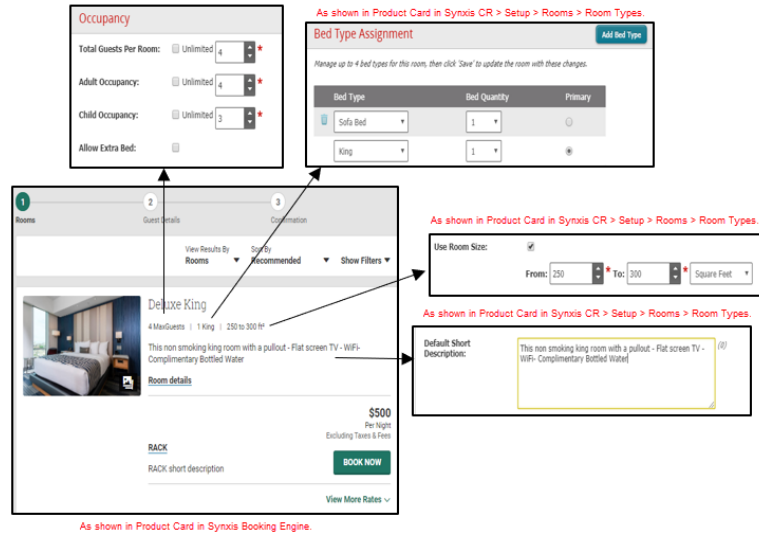
Figure 12: Product card with pop out of corresponding setup areas in SynXis CR.

3.1.4. Channelize Room Descriptions (Optional). Click on the **Descriptions** tab to channelize room descriptions for SynXis Booking Engine. <u>This step is optional</u>. If you do not configure a channelized description, the default description will be used. The benefit for channelizing the description for SBE is that you can use HTML coding to make the description stand out.

Expert hint:	Keep descriptions clean by using bullet points to highlight features.

i. Navigate to *SynXis CR > Setup > Rooms > Room Types*.

    1) Click the Descriptions tab.

    2) Click the ✚ beside Booking Engine.
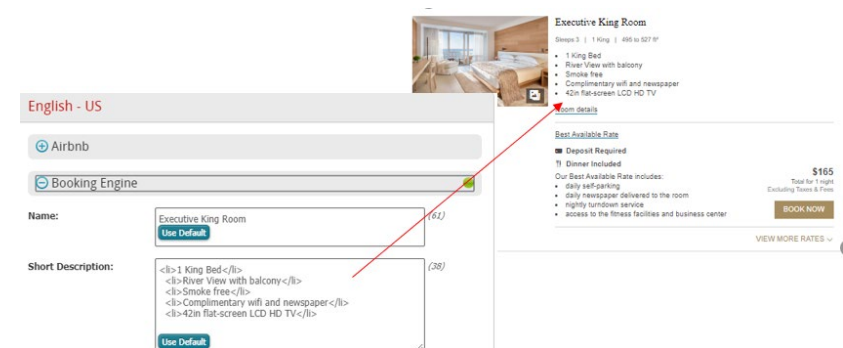
Figure 13: Example of bulleted text on the product card.

3.1.5. Upload Room Type Images. It is especially important to upload multiple high-quality images of each room type when using Split View by Room because room types are the highlight. It is a good idea to use pictures

showing different areas of the actual room type. Sabre recommends using image size of at least 1400 pixels wide at 3:2 aspect ratio.

Expert hint:	The aspect ratio does not have to be exactly 3:2 provided it is consistent for all room type images.
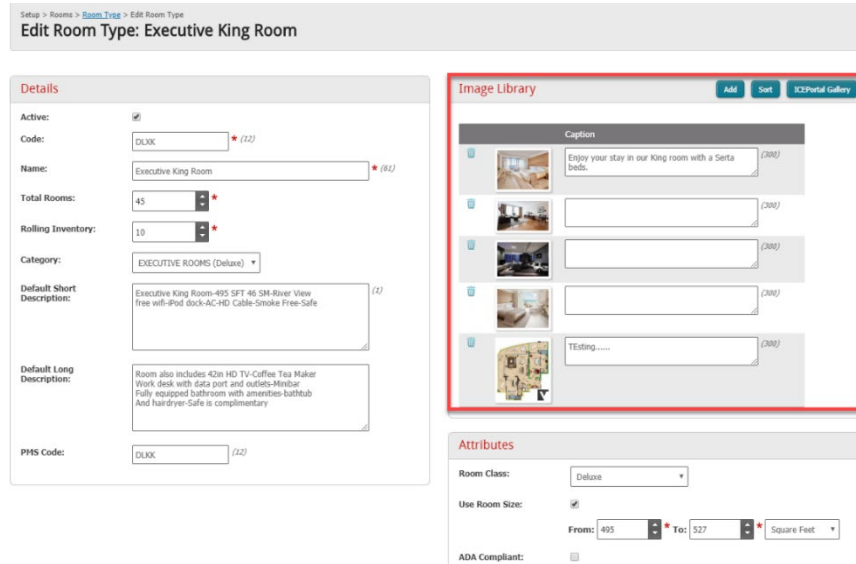
Figure 14: Highlights the room image section in SynXis CR.

3.2. Split View by Rate

3.2.1. Hotels that only have a couple of Booking Engine rates or have a heavy focus on packages may want to consider using the Split View by Rate product view.
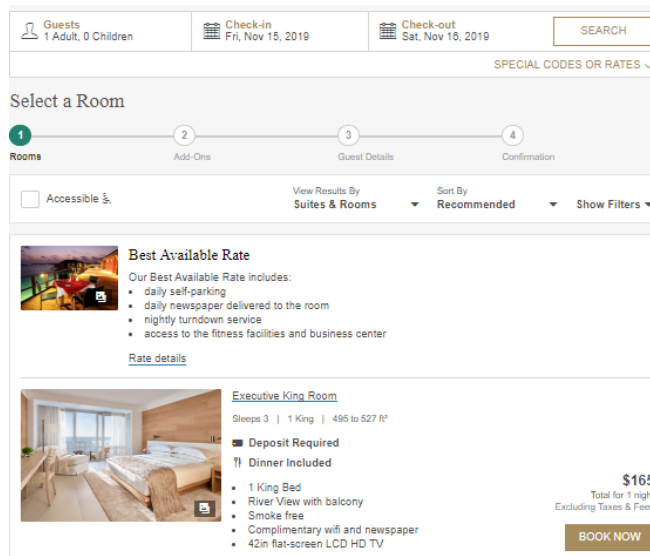
Figure 15: Example of the product card setup for packages.

3.2.2. Configure Your Product Page Using Split View by Rate

i. Navigate to *SynXis Booking Engine Designer > Pages > Product > Split View Settings*.

1) Under **Default Product View**, Select the **Split View** radio button.

2) Select **Rate** from the **Default Split View Type** drop down.
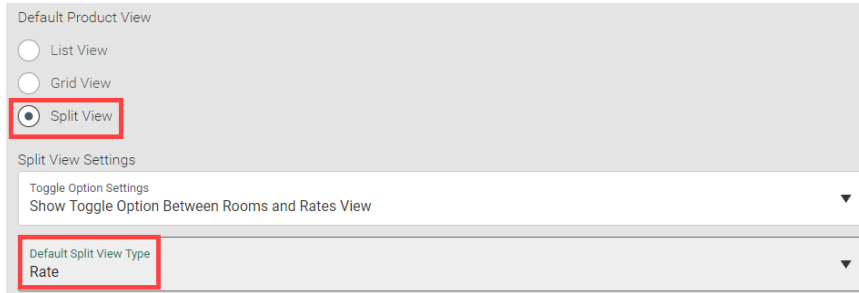
Figure 16: Example of default product view and default split view type setup.

3) Click **Save**.

3.2.3. Setup Rate or Package Descriptions. Your rate or package descriptions should highlight what is included.

i. Navigate to *SynXis CR > Setup > Rates > Rate Configuration*.

1) Update the Short Description.

2) Click **Save**.

Figure 17: Example of bullet text for packages.

3.2.4. Channelize Rate Descriptions (Optional). Click on the **Descriptions** tab to channelize rate descriptions for SynXis Booking Engine. <u>This step is optional</u>. If you do not configure a channelized description, the default description will be used. The big benefit for channelizing the description for SBE is that you can use HTML coding to make the description stand out.

Expert hint:	Keep descriptions clean by using bullet points to highlight features.

     i.   Navigate to *SynXis CR > Setup > Rates > Rate Configuration*.

          1)   Click the **Descriptions** tab.

          2)   Click the **✚** beside Booking Engine.

3.2.5. Show Rate Image (Optional). Opt to use rate images by checking the Show rate image box. If you are using this configuration to highlight packages, it is likely you would want to upload an applicable rate image. If you are using Split View by Rate to condense the view, using a rate image is not necessary.
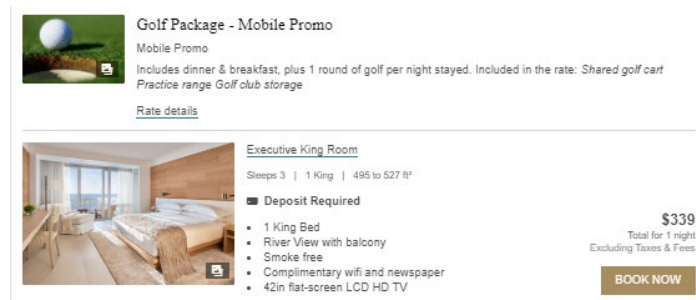
Figure 18: Example of spilt view by rate with package image.
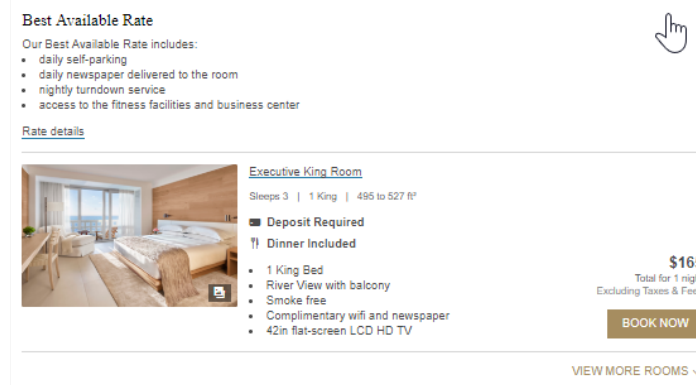
Figure 19: Example of spilt view by rate without package image.

     i.   Navigate to *SynXis Booking Engine Designer > Pages > Product*.

          1)   Check the box beside Show Rate Image.

3.2.6. Upload Rate or Package Images (Optional).

     i.   Navigate to *SynXis CR > Setup > Rates > Rate Configuration*.

     ii.   Upload images to the Image Library.

Expert hint:	The aspect ratio does not have to be exactly 3:2 provided it is consistent for all rate type images.

3.3. Split View Expand Option

3.3.1. The **Split View Expand Option** dictates how many of the products will be displayed as the result of an availability check.

3.3.2. Choose **Expand First Product, Expand First Two Products, Expand First Three Products** or **Expand All Products.**

3.4. Sort Settings

3.4.1. Set the sort order of your room or rates. When deciding what to show first it is important to know your audience. A hotel with lots of value shoppers might choose lowest price whereas a hotel with more leisure travelers choose to set the sort order set in CRS.

i. To set the sort order navigate to *Pages > Product*.

ii. From the **Sort Products By** drop down select **Lowest Price** to sort product with the lowest available price at the top.

iii. Or, select **Recommended (Order determined by hotelier)** to sort the products based on the order set in CR.

    1) To set the sort order in CR navigate to *CR > Channels > Product Assignment*.

    2) Under the **Sort** section drag and drop your **Room Types**, **Non-Negotiated Rate Types** and **Negotiate Rate Types** into the preferred order and click **Save.**

3.5. Category View – Show Rooms as Small Selectable List

3.5.1. This view is a good option for hotels that use room categories to create distinct room groupings, such as suites, standard rooms, club rooms, etc.

3.5.2. When using this product view, the name of the room category will display at the top of each Category card with room types shown in a scrollable carousel at the top of the card. When a room is selected in the carousel the default image for the selected room type will display.
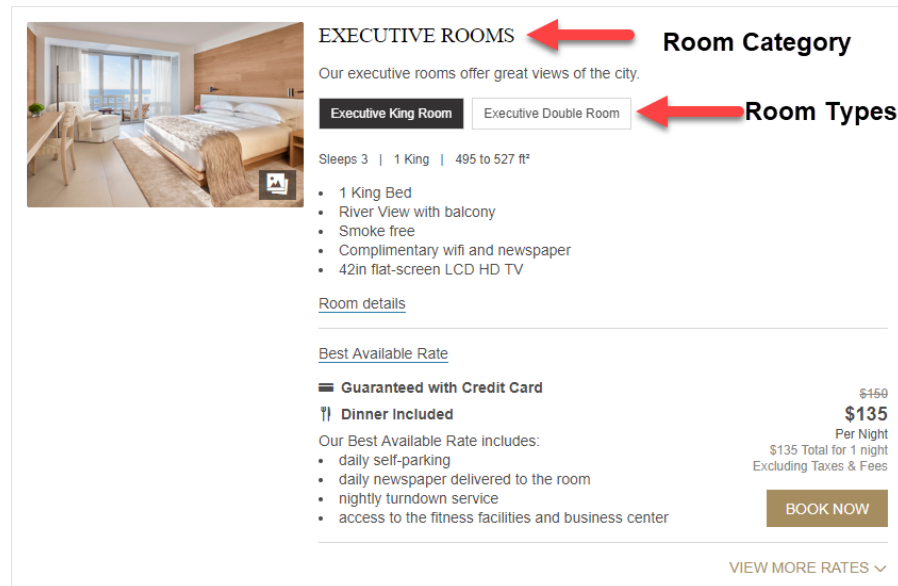
Figure 20: Example of product view by room Category.

3.5.3. Configure **Category View – Show Rooms as a Small Selectable List**

i. Navigate to *SynXis Booking Engine Designer > Pages > Product > Room Category Settings*.

1) Check the box beside **Display Room Categories**.

2) From the **Room Display** in **Category View** drop down, select Show **Rooms** as a **Small Selectable List**.

3) Click **Save**.

3.6. Category View – Show Individual Room Cards in the Category Grouping

3.6.1. This view is a good option for hotels that want a small, selectable list such as rooms that only differ in bed type or view. It can also be used to create a decision tree effect for the customer by grouping rooms of similar price, view or bed type so the customer can easily decide where to begin looking.

i. Example: Standard/Suite/Penthouse. Depending on your end goal, use enable show room category images or leave it unchecked to create a simple list.

Figure 21: Category View- Show Individual Room Cars in the Category Grouping with Room Category Images Disabled.

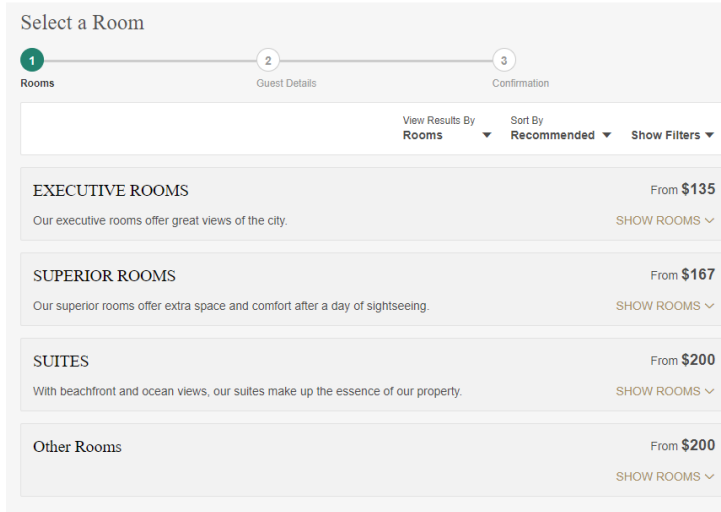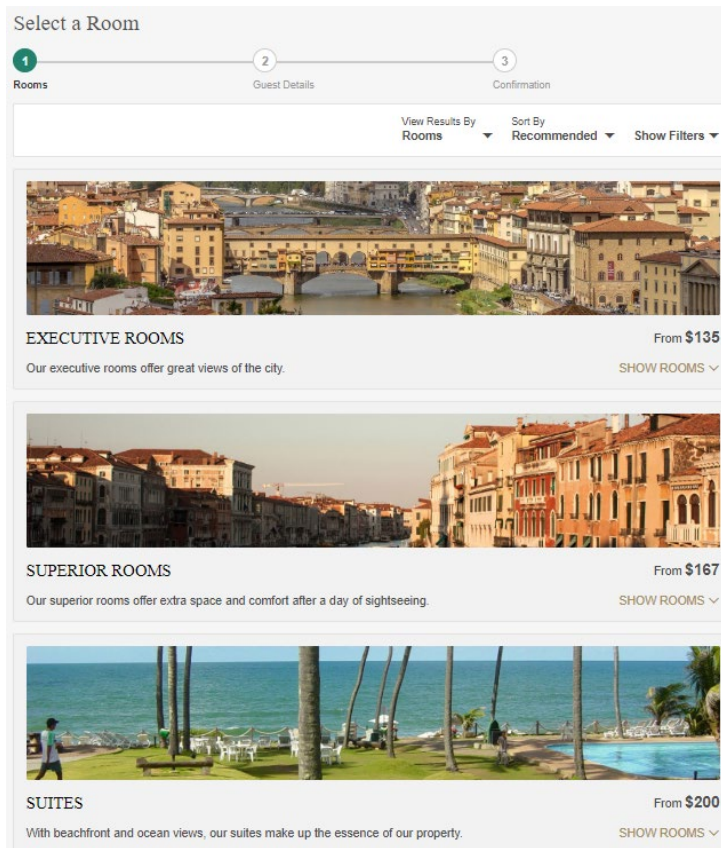Figure 22: Category View- Show Individual Room Cards in the Category Grouping with Room Category Images Enabled.

3.6.2. Configure **Category View – Show Individual Room Cards in the Category Grouping.**

i. Navigate to *SynXis Booking Engine Designer > Pages > Product > Room Category Settings*.

1) Check the box beside **Display Room Categories**.

2) From the **Room Display** in **Category View** drop down, select **Show Individual Room Cards** in the **Category Grouping**.

3) If desired, check **Enable Room Category Images**.

4) Click **Save**.

4.0. Pages to Turn On

4.1. Turn on Your Add-On Page

4.1.1. To enable navigate to *Pages > General > Settings > Booking Flow > Show Add Ons*.

i. Check **Show Add Ons.**

ii. Once you enable, an additional setting will appear to select which step(s) of the booking flow you want Add Ons to be offered.

iii. Select **During Booking Only** to only offer Add Ons to the guest after they have selected a Rate/Room product. This option adds an extra step to the booking flow.
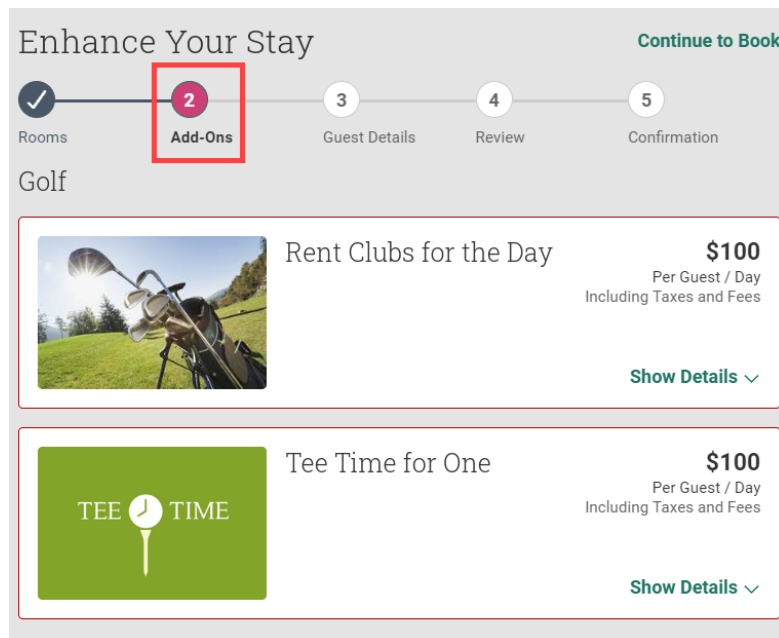

Figure 23: Example showing the Add-ons step.

iv. Select **On Confirmation Page Only** to only offer Add Ons to the guest after they have completed their reservation.

v. Select **Both** to offer Add Ons during the booking flow and once the reservation is complete.

4.2. Turn on Your Review Page

4.2.1. Enabling the **Review Page** adds an extra step in the booking process that allows the booker to review their reservation before booking.

Figure 24: Example showing the Review page step.

i. To enable navigate to *Pages > General > Settings > Booking Flow > Show Review Page*.
> **1)** Check **Show Review Page**.
> **2)** Click **Save**.

5.0. Configure Forms

5.1. Configuring

5.1.1. This section is configured under *Pages > Guest & Payment > Settings*.

5.1.2. There are three columns for three different forms:

- **Quick Sign Up Form**: This will be a pop-up prompt for a user to sign in if they are trying to book a member rate.
- **Create a Profile Form**: This will be the form used for a user to create a new profile.

- **Guest Details**: This will be the form used when a user is checking out.

5.1.3. For each of the forms, fields can be enabled by making them Visible or Not Visible by clicking the option in the **Display** column and can be made Required or Optional by clicking the option in the **Required/Optional** column.

i. Note that not all fields are available on every form and fields like 'last name' are always visible and required.

6.0. Previewing

6.1.1. The preview screen in BE Designer allows you to view a Configuration or Theme change immediately by keeping the cache clear. Once you have saved a change to Configuration or Theme, if you click the back arrows to get back to main screen, your saved changes will be seen. Preview highlighted in red box:
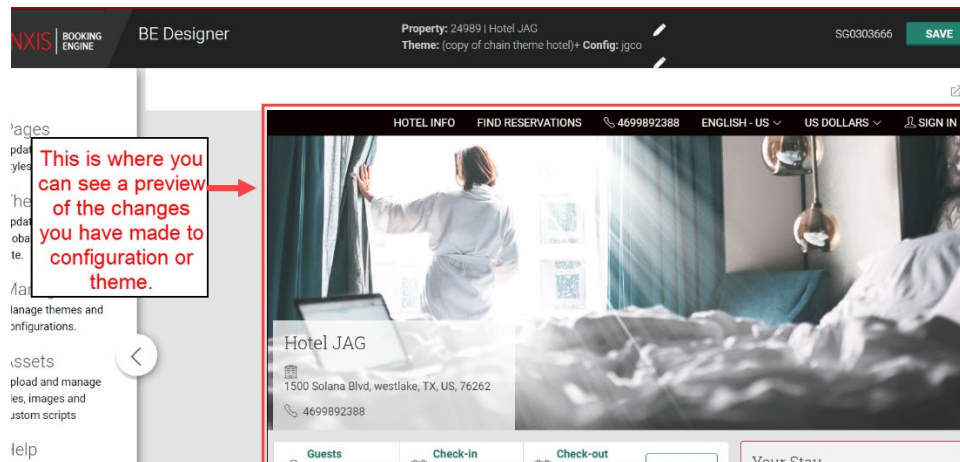
Figure 25: Preview section for SynXis Booking Engine as displayed to Booker

6.1.2. On the preview screen in the upper righthand corner, the available buttons provide the below options from left to right:

- Preview in its own separate window tab. Recent changes can still be viewed in this separate window due to a cache clearing parameter being applied.
- Preview in desktop format
- Tablet preview
- Mobile Phone preview
- Rotate the tablet or mobile preview

Figure 26: Example showing the different preview options icons.

Setup Guide – Optional Features

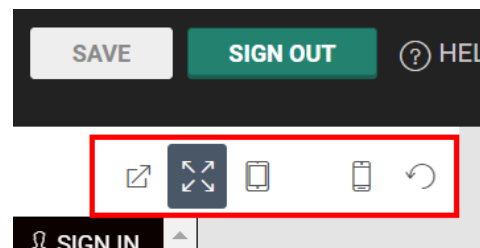This section is under construction and will receive continuous updates. It is recommended each time you use this guide to access the online resource to verify you have the current version.

7.0. Urgency Triggers

7.1. Use of Urgency Triggers

7.1.1. Use Urgency Triggers when configuring your SynXis Booking Engine to help drive revenue and increase conversions. Urgency Trigger act as a call to action to your potential bookers by creating a sense of urgency.

7.1.2. Three (3) types of Urgency Triggers

- **Urgency Triggers - Room**: Display when searching at the hotel level and are attached to room specific information.
- **Urgency Triggers - Hotel**: Display when searching at the hotel level and will display regarding product information for a specific hotel.
- **Urgency Triggers - Chain:** Apply when searching at Chain Level and will display regarding all hotels within the chain.

i. To activate Urgency Triggers, navigate to *Pages > Product*.

ii. Under **Chain Urgency Triggers,** check the box **Enable Urgency Triggers for Hotels.**

iii. To enable Room Urgency Triggers, check the box **Enable Urgency Triggers for Rooms,** and the check each sub-type (**Number of Bookings, Number of Viewers, Time Elapsed Since Last Booking** and **In High Demand**) that you wish to use.

iv. To enable Hotel Urgency Triggers, check the box **Enable Urgency Triggers for Hotel**, and check each sub-type (**Number of Rooms, Number of Bookings, Number of Viewers** and **Time Elapsed Since Last Booking**) that you wish to use.

v. To enable Chain Urgency Triggers, check the box by each sub-type (**Number of Rooms, Number of Bookings, Number of Viewers** and **Time Elapsed Since Last Booking**) that you wish to use.

vi. For each sub-type selected, you will need to choose the Trigger (see below for detailed instructions on how to choose the right trigger for what yo want to accomplish).

7.1.3. If a trigger at any level (Room, Hotel, Chain) is active (checked), and the value is set to 0, then the trigger will always display. For Example:

- A **Room** Urgency Trigger for # of viewer set at 0 will display the total number of people who have viewed a specific room type (King, Queen, Suite).
- A **Hotel** Urgency Trigger for # of viewer set at 0 will display the total number of people who have viewed any product at the hotel.
- A **Chain** Urgency Trigger for # of viewer's set at 0 will display the total # of people who have viewed any room/rate combo across all hotels in the chain.

7.1.4. If you wish to set a value for the following triggers, the value it is based off the time frame that is set under *Chain Urgency Triggers- Reference Time Frame*.

- Rooms- Number of bookings
- Rooms- # of Viewers
- Rooms- In High demand
- Hotel- # of Rooms
- Hotel- # of Bookings
- Hotel- # of Viewers
- Chain- # of Rooms
- Chain- # of Bookings
- Chain- # of Viewers

i. To set a trigger with a time frame reference you must set the **Reference Time Frame.**

ii. Under Chain Urgency Triggers, Check **Enable Urgency Triggers for Hotels.**

iii. Set the **Reference Time Frame** (in hours).

Figure 27: Image of Chain Urgency Trigger Setup Page.

7.1.5. Examples of triggers set with a time reference:

- A **Room** Urgency Trigger for # of viewer set at 5 and a Reference Time Frame of 24 will display when 5 bookers have viewed a specific room type (King, Queen, Suite) 5 times in the last 24 hours at the hotel.
- A **Hotel** Urgency Trigger for # of viewer's set at 5 and a Reference Time Frame of 24 will display when 5 bookers have viewed any room/rate at that hotel in the last 24 hours.
- A **Chain** Urgency Trigger for # of viewer's set at 5 and a Reference Time Frame of 24 will display when 5 bookers have viewed any room/rate combo across all hotels in the chain in the last 24 hours.

7.1.6. Time Elapsed Since Last Booking: This will display the time (in hours) elapse since last booking. Use the drop down to select the elapse time since last booking that the trigger will stop displaying. For Example:

- For a **Room** Urgency Trigger- **Time Elapsed Since Last Booking**, with the time set to 12:00 (hours) will display the time since the last booking up until it has been more than 12 hours since the last booking for a specific room type.
- For a **Hotel** Urgency Trigger- **Time Elapsed Since Last Booking**, with the time set to 12:00 (hours) will display the time since the last booking at the hotel up until it has been more than 12 hours since the last booking for any product at a hotel.
- For a **Chain** Urgency Trigger- **Time Elapsed Since Last Booking**, with the time set to 12:00 (hours) will display the time since the last booking at any hotel in the chain up until it has been more than 12 hours since the last booking for any product at any hotel within a chain.

7.1.7. Display
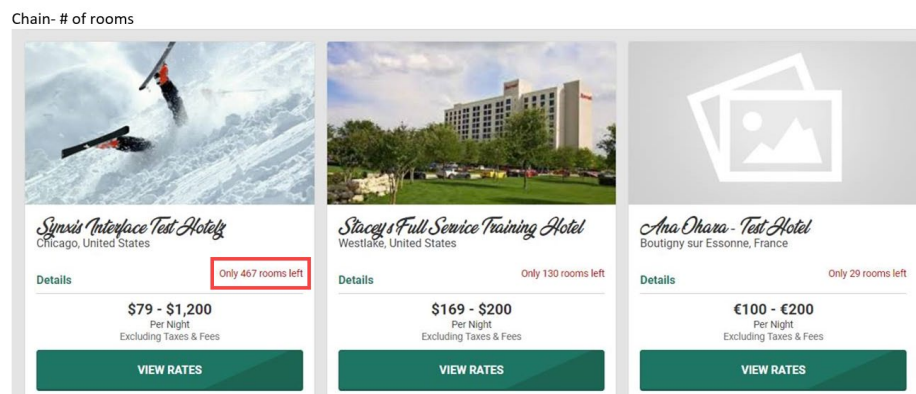**i.** Number of Rooms Urgency Triggers will display as below:

Figure 28: Example of Number of Rooms Urgency Trigger.

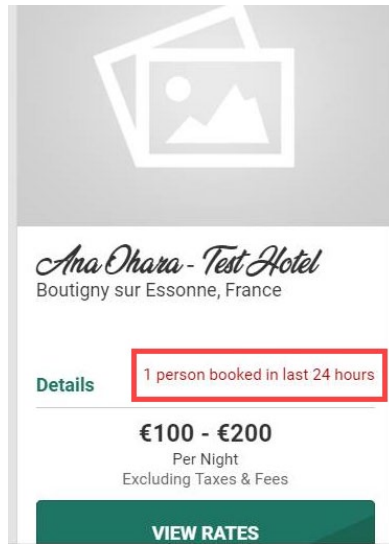**ii.** Number of Bookings Urgency Triggers will display as below:

Figure 29: Example of Number of Bookings Urgency Triggers.

iii. Number of Views Urgency Triggers will display as below:
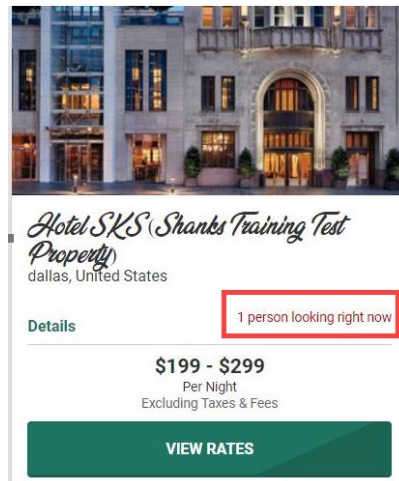

Figure 30: Example of Number of Viewers Urgency Triggers.

iv. Time Elapsed Since Last Booking Urgency Triggers will display as below:
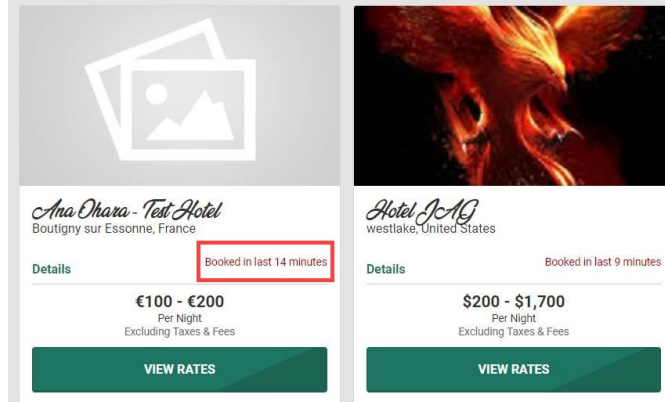
Figure 31: Example of Time Elapsed Since Last Booking Urgency Triggers.

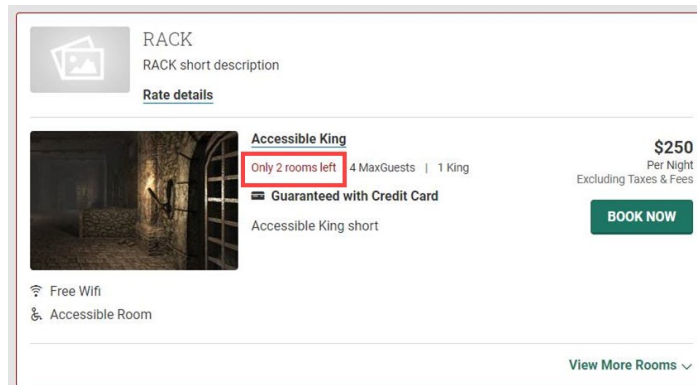**v.**   In High Demand Urgency Triggers will display as below:

Figure 32: Example of In High Demand Urgency Triggers.