



SELLER'S USER GUIDE



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1. Introduction to swapsystems.com

SWAPSYSTEMS.COM has been carefully developed to meet the needs of Hotels and Apartments wishing to improve the quality of their distribution network and increase sales with Travel Agents, Bed banks & Tour Operators. Every Hotel available via swapsystems.com can make many new commercial friends and trading between Hotels and Travel Companies can begin quickly and easily in an uncomplicated environment.

Major UK online Travel Agents with combined annual holiday sales of more than 100 million pounds are keen to work directly with Hotels and want to have access to the Hotels best net rates but currently lack the technology and resources to make these new relationships.

swapsystems.com innovative technology can now provide all users in the UK and Worldwide with a system which is completely free from any development and set up charges which is a key factor in ensuring agents support. As a result, Hotels will gain quick and easy access to these key travel agents and companies who will in turn give both parties an edge over the competition whilst protecting margins and profitability.

Using a “**Face book**” type meeting forum, Hotels will be contacted by Travel Agents and other Travel Companies interested in working directly with them, they can then decide which companies they wish to sell to. This will give Hotels current much more control of which companies they work with, help reduce exposure and give the opportunity to amend room rate profiles to each customer, plus complete flexibility in terms of promotions, special offers and discounts. With a vastly increased distribution network available to Hoteliers and much more control, they can now take a massive step forward to improve occupancy levels and profitability.

To take advantage of this new and exciting sales opportunity, Hotels need to follow a simple but important process using the ebook system which is outlined in section 2.



2. Introduction to eBook, a low cost Sales and management system for Hotels

eBook offers hotel's a low cost opportunity to take full control of their sales by using a central booking platform. The system can be used for both new and existing trade clients and also for developing direct customer business via a bookable web site, therefore giving a complete distribution choice via one simple and easy to use system. Hotels can choose the amount of room inventory they wish to load and over which season or periods including any closed out dates. The unique flexibility of the eBook systems will ensure that occupancy levels and margins can be fully managed to increase profitability.

Loading Hotel Information and allocation of rooms on the eBook System

To begin selling to Travel Companies via swapsystems.com or on your own Bookable web site, Hotels need to load an allocation of rooms and rates on the eBook reservations and management tool. This will include all the available room types and all choices of board basis. Hotels must load their own descriptions and images hotel which will benefit Travel Agents, Tour Operators and Direct Customers as this information can be instantly changed ensuring the system is fully up date and that all clients can be immediately made aware of any changes that may affect their holiday.

Health and Safety/Payment Terms

The other requirements are a completion of a 2 on line forms; one is a Health and Safety Audit form which will be a standard Tour Operator form with details of all the standards and certification in this area. The second form is for the Hotels payment and cancellation terms that they offer both trade customers and individual clients. In terms of Travel Agents and Tour Operators, these can be set up as standard terms but can be amended for any individual Companies to support pre existing terms. Another set of terms can be set up for Direct Customers paying by credit.




2. Introduction to eBook, a low cost Sales and management system for Hotels *cont.*

Support & Training

Support and guidance will be given to help Hotel staff manage this system and load rooms and rates correctly. All the above set up processes are simple and straight forward although training and support will always be available. These forms will only need completing once on order to start trading with many new companies.

General

The investment by the Hotel to ensure that their staff are full conversant with the system will ensure that the full advantages of this system are taken in terms of instantly amending rates and adding offers and thus getting to the market far quicker than other systems. It is vitally important that all rooms and rates placed on eBook are fully available in order that Travel Companies/Clients do not lose confidence in the Hotel.



3. Benefits to Hotel using the eBook system

The most important feature of eBook, is that it includes a level of flexibility for Hotels not available with other systems which allows the Hotel to be in complete control of the following:

- Real Time Control of the amount our rooms available on the system with the ability to add and remove availability at the touch of a button, instantly avoiding both overbooking's and missed sales opportunities.
- Immediate Change of Rates to all companies using the system.
- Specific Allocation of rooms to different Agents/Operators
- Different pricing and payment terms to individual companies.
- Early booking discounts/Special Offers can be uploaded or removed instantly and on the dates/rooms types/Boards to suit the Hotel's own business needs.
- Any Hotel facility changes which will affect customers can be made instantly available by the hotel which will avoid further customer complaints due to miss selling by agents/operators.

More reasons why you should use swapsystems.com and eBook?

In addition to the many reasons already stated, the swapsystems.com sales tool and the eBook Hotel Reservation, Sales and Price Management tool can further assist your business by;

- Providing a Ground breaking selling system that is free from all Set Up and Training Costs
 - A comprehensive central reservation system that can be used by Travel Agents and Tour Operators across many countries.
 - The ability to add many new Industry buyers without increasing staff and overheads and provide a true " Travel industry Marketplace"
 - A monthly usage cost based on the number of transactions starting from only Euros a month
 - A choice of adding a new bookable Web Site for Direct Customers added at an extra charge.
 - Free ongoing training and Support
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4. eBook pricing structure/ Consumer Website Set up Costs

To enable Hotels and Apartments of all sizes take advantage of this system, our pricing structure is based on a monthly charge, plus based on booking transactions, with no additional costs or hidden extras. The added benefit of higher revenues from direct customers makes this option extremely cost effective and will increase your own direct sales, profitability and cash flow. Pricing structure available on request.

For Optional Online Booking System - Set up and Design Cost

There is a one off charge to cover the setting up of the Hotels own Online Booking System to a standard template design.

Please contact sellers@swapsystems.com for all pricing information.

5. Payment Terms

Payment is collected the 1st of every month for the previous month by credit card. Once you have created an account online you will be asked to enter 1 primary credit card and 1 back up credit card.

If for any reason both credit cards fail an email will be sent to you to advise to update your payment details and eBook will attempt to re-charge your account in

24 hours. If this payment fails you will be unable to continue to use eBook or distribute your products via swapsystems.com until you supply full payment of services.

All payments is taken and stored in a secure PCI DDS environment. Your personal details will be protected and will not be shared with any 3rd parties.



6. Help and Support

A customer support and training team will be available to assist with the set up of your swapsystems.com account and help with any ongoing queries; however we believe the pure simplicity of our system will enable a quick and easy integration of both processes and staff understanding of the operational use and benefits to your business.

If you require any assistance setting up your account and/or using swapsystems.com, Hotels/Apartments, please email sellers@swapsystems.com

7. What next?

To make an appointment to discuss how swapsystems.com can work for you or for further details of the many applications available via swapsystems.com technology, please email sales@swapsystems.com.

SWAPSYSTEMS.COM is a trading name of YCRS Ltd,
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