

## 2021 CALL YIELD MANAGEMENT LITE

It is a fact that hotel **guest telephony is declining**; however this does not mean that this potential revenue stream should be ignored, it is still the third largest earner for hotels.

Guests prefer to use in-house phones, however calls are seen as expensive and what's a unit? **Guest calls need not be yesterday's revenue**. Data Track Communications (DTC) specialise in helping hoteliers to restore revenues through telecom management. Using our services hoteliers can **improve telecoms revenue by typically 20-70%**. Our services and market intelligence help to create a powerful Call Yield Management tool to increase telecoms profitability, control costs and eliminate abuse.

Until now, sophisticated guest tariffs and cost control have only been cost-effective for larger hotels. The **2021 Call Yield Management Lite** solution (CYM Lite) is aimed at smaller hotels and lodges. It enables hoteliers, like yourself, to benefit from measuring, monitoring and managing your communications revenue and cost, across your whole estate.

The new CYM Lite service can operate across diverse legacy hotel systems and multiple site/country locations usually without any system changes. The result is one unified central view with control over telecoms revenue and cost, **often without the need for capital investment**.

The CYM Lite service has been developed over 10 years, building on DTC's experience of working with some of the worlds leading hoteliers. Our clients include Conrad, Hilton, Macdonald's, Millennium Copthorne, Moat House, Ramada Jarvis, Starwood, Marriott International and many leading independents.

### SERVICE OBJECTIVES

The **2021 Call Yield Management Lite** service allows hoteliers to:

Move to per minute guest charging and away from units

Potentially grow guest revenue



Centrally control and update guest telephone charges

Identify telephony wastage

Measure monitor and manage administrative call use/abuse

## WEB PORTAL

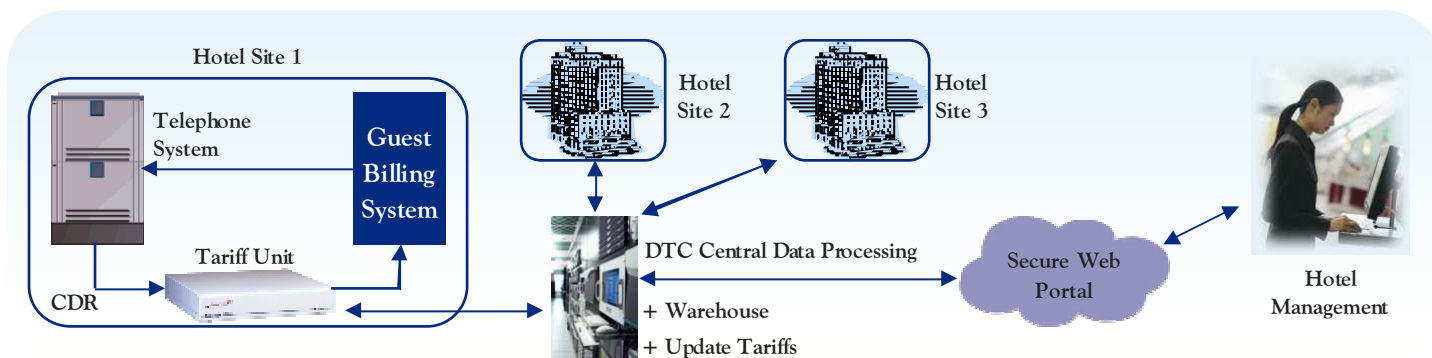
One of the most powerful aspects of the service is that it can be driven through DTC's interactive and secure 24/7 web portal. Authorised access is thus available from anywhere in the world with an internet connection. The portal, plus associated email forms, provides:

- cost management reporting tools to identify misuse/abuse and wastage
- ability to perform updates to extension details
- ability to update guest tariff from standard templates
- ability to update carrier tariff from standard templates
- help and advice
- ability to configure and register the Tariff Unit once installed

The screenshot shows a web browser window titled 'Report View - Microsoft Internet Explorer'. The page header includes 'WRG WEB REPORT GENERATOR' and a 'Log Out' link. The main content is a 'Telephone Bill Report' for 'EXAMPLE COMPANY ADMINISTRATION'. The report is a table with columns for Date, Time, Detail Number, Destination, Duration, and Cost. It lists various call records for different dates and times, including destinations like 'Beatty's', 'Crawe', 'Sweeney', 'Jersey', and 'Lusk'. A summary row at the bottom indicates 'Total Calls Made 17' and a total cost of '1.03'. Below the main report, there is a section for 'EXAMPLE COMPANY Bill 1000 - CREDIT ADV' with a table showing 'VAT' and 'Net' amounts.

## SITE CONFIGURATION

The service is available for hotels with a direct link between the switchboard and a Property Management System (PMS) or a guest billing system. To confirm a hotels compatibility with the DTC service requires only 4 simple pieces of information – the make plus model number of the telephone system, the make plus model number of the PMS, the annual guest telephone revenue and the current guest charge per unit.



Our intelligent Tariff Unit can be simply and quickly installed by either the hotelier or the switchboard maintainer; all instructions and cables are included in the box. A dedicated power socket plus either a LAN connection (for data collection via the Web) or a DDI/Direct Dial telephone line (for dial up collection) is all that is required. The provision of a local alarm can be provided as an option to alert staff to possible guest charging problems.

## ADDITIONAL OPTIONS

To further enhance the service the following additional options are available:

- A UPS to allow the tariff unit to continue operating if the power fails
- A central alarm to alert personnel to possible local guest charging problem via SMS/email
- Reports showing inbound call answering performance
- Reports showing if there are adequate but not excessive provision of telephone lines

## CONTACTS

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