

Oracle Hospitality Web Booking Engine Cloud Service



TAKING HOTEL E-COMMERCE TO THE NEXT LEVEL

KEY FEATURES

- Customizable template design
- Content and workflow management
- Personalized and targeted promotions
- Booking and reservations functionality
- E-mail communications
- Support for multiple languages

KEY BENEFITS

- Create personalized experiences for guests
- Provide targeted marketing initiatives
- Upgrade the guest by offering packages and ancillary services

Oracle Hospitality Web Booking Engine Cloud Service is the first e-commerce platform to leverage hotel and customer data from Oracle Hospitality OPERA Property Cloud Service to attract, persuade, and convert online travel consumers. Serving smart content to customers based on their web origins, history, and preferences, Oracle Hospitality Web Booking Engine Cloud Service addresses every phase of the buying funnel. The result is a truly integrated web presence that drives revenue and makes your hotel more competitive.

Template Design Customization

For individual hotels, Oracle Hospitality Web Booking Engine Cloud Service provides one out-of-the-box design template that offers a choice of design styles. The template can be customized using images, rich media, and a variety of color and font motifs to project the unique brand and personality of the hotel.

Experience Manager

The Experience Manager tool within Oracle Hospitality Web Booking Engine Cloud Service enables hoteliers and website managers to create personalized experiences for guests. The tool leverages two kinds of information—anonymous clickstream behavior (that is, how a user moves from the organic search or from an external website to the site) and known user profile (for example, guest membership and preferences). The tool provides an effective way to dynamically deliver information to guests based on their choices, preferences, and actions.

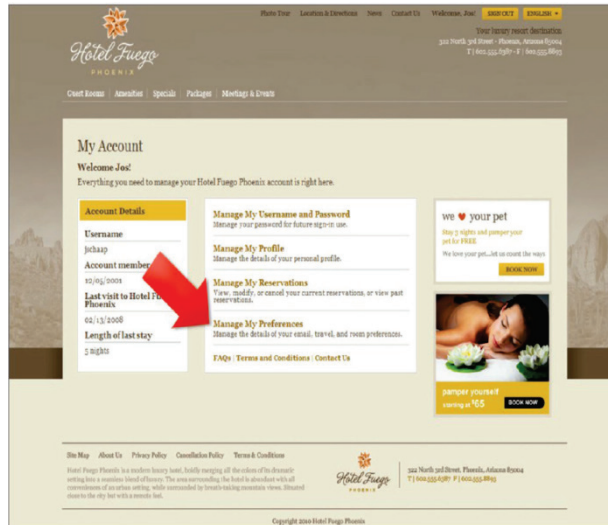
Booking Engine

The integrated web booking engine within Oracle Hospitality Web Booking Engine Cloud Service guides guests through a step-by-step process that enables them to check availability based on dates, room type, and rate. Throughout the booking process, the guest can access room descriptions and view photo and video galleries. Plus, targeted merchandising/up-selling is presented to the guest based on the guest's profile. The booking engine collects customer information and payment details, allowing the guest to review the reservation and make any necessary changes before finalizing the booking. A confirmation can then be automatically e-mailed to the guest or sent to the guest's mobile phone.

RELATED PRODUCTS

The Oracle Hospitality OPERA suite includes

- Oracle Hospitality OPERA Property Cloud Service
- Oracle Hospitality OPERA Mobile Cloud Service
- Oracle Hospitality OPERA Room Reservation System
- Oracle Hospitality OPERA Customer Loyalty Tracking Cloud Service
- Oracle Hospitality OPERA Advanced Reporting and Analytics Cloud Service
- Oracle Hospitality OPERA Sales and Catering Cloud Service
- Oracle Hospitality Web Proposal Cloud Service
- Oracle Hospitality OPERA Web Self-Service Cloud Service
- Oracle Hospitality Web Booking Engine Cloud Service
- Oracle Hospitality OPERA Gaming Cloud Service
- Oracle Hospitality OPERA Vacation Ownership System Cloud Service



With Oracle Hospitality Web Booking Engine Cloud Service, guests can manage their memberships and preferences so that you can provide them a personalized experience.





Once the reservation is confirmed, Oracle Hospitality Web Booking Engine Cloud Service supports reservation changes and cancellations (with e-mail confirmation), and check-in/check-out services.

CONTACT US

For more information about Oracle Hospitality Web Booking Engine Cloud Service, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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Hardware and Software, Engineered to Work Together

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