

AT FULL THROTTLE ...

WE WILL HELP YOU WITH YOUR BUSINESS



“Think about how modern online tools can help your business grow.”

creators of the **intuitive booking system reenio**

Making the most of booking

*You have probably tried reenio and you are already using it as booking software for your customers. Below you will find a short list of functions and tips that will help you make an even better use of your system, or will make it easier for you to decide whether and how you should start with online booking. **Do you know, that ...***

1 // ... you can select multiple days in your calendar with your mouse in reservations?

You will get information about an extended period of time and you can also set a necessary filter. If you want to export the information about reservations, you can do it simply and apply a whole range of parameters. Remember that **reservations of alternates and cancelled reservations** are hidden in the default setting.

2 // ... you can expand your customer database regardless of registrations or reservations made?

If you have contact details of your customers, you can feed them into the system **manually or by importing them**. If the customer happens to register using the same email address, all information will couple with the customer's account. Besides, all records about customers can be joined (in case duplicates should occur).

3 // ... you can add prices for reservations?

If you set the price as 0, it will show that the reservation is FOR FREE. If you don't fill the price, the price item will not show at all. If you set a specific price, it will become part of the **"price-forming" process** with respect to the capacity of the reservation, discount, additional fees, etc. The same applies in pricing variations, which you can also use.

4 // ... you can define the capacity that limits reservations?

You can influence several parameters of a term: **total capacity, capacity for one reservation or limitation to a single reservation**. By combining these parameters, you can easily limit the number of booking customers or enable a single reservation up to a certain number of booked places.

5 // ... also alternates can make a reservation?

If your services enable it and require it, also alternates can make a reservation. Events of the type "One single event" enable a **specific number of alternates**. They will automatically receive a reservation if a capacity for a specific date and time becomes available.

6 // ... you can provide a detailed description or add an image or a location next to sources?

Customers see this information on the reservation site and in confirmation emails. We recommend that you fill in the information in an **understandable manner, correctly without typos**. Photos should be uploaded in good quality (ideally landscape layout).

7 // ... you can ask the customer for additional information while the customer is making the reservation?

You can create various forms in the system and then assign them to events. Then, when making the reservation, the customer sees other input fields depending on your needs. This is useful when information about the **length of hair or the type of car** needs to be provided. Using forms, you can also adjust prices with respect to discounts or additional fees (rental of gear, child discount, etc.).

8 // ... that reenio system can send SMS messages to clients?

Depending on the setting, the system can automatically send SMS messages with confirmations or reminders of upcoming reservations. If you need to announce something specific, you can send a message to your **customers, to all of them, or individually, directly using the system**.

9 // ... you can assign a color to each event?

This color will also stick with the created reservations for the particular event. This will give you a better picture of the reservations made (colors are not visible in customer calendars).

10 // ... you can create reservations in the administration regardless of events?

This is useful when the customer makes a reservation by the phone. You can select an available event in the administration, but you can also create a reservation for the particular time by using relevant sources. At the same time, you can block sources for other reservations (collisions monitoring). The special feature is the option to make such a reservation **even without defining a specific customer**.

Choose based on what you need

Every business is in a way specific. This does not include only the service, the customers or the area, but also the amount of customers and the communication with them. For the booking system to be effective, its parameters and available functions must be selected properly.

		
FREE	BUSINESS	PREMIUM
NO FEES and forever	starting 9.50 € /month less than 1 cent per single reservation	starting 24 € /month less than 0.3 cent per single reservation

You know that you can use reenio system **for FREE for an unlimited period of time**. If you are self-employed or a company with several dozens of reservations per month, this free plan is an adequate solution. But if you take your business, namely online reservations and selling of online tickets, more seriously, you will find it most welcome if the amount of orders and services will grow. What can help you is an effective integration of an online booking system using one of the paid packages.

IS THE FREE PACKAGE REALLY ENOUGH?

Have a look whether your current plan is not reaching its limits and if an extension might not come in useful, even in the form of a paid package.

The FREE package is limited in the number of reservations and available sources. In the more advanced pre-paid packages, you can use a monthly credit free of charge, you can link the system to the Google Analytics, you can sync your work calendar, you can send reminders to your employees, you can have a reservation page on your own domain, and many other functions and extensions.

You can purchase the subscription for good prices and for different periods of time. You can easily count how much money one reservation will cost you and how you will integrate this modern form of communication with customers in your business plan.

HOW MUCH DOES A RESERVATION COST

Using the most popular plan, BUSINESS, one reservation can cost less than one euro cent. So approximately 100 reservations can be made at the price of a croissant.

If you add one text message that reminds the customer of the coming reservation, you need to factor in less than **10 euro cents**, and you have a perfect, modern, innovative and cost-effective way of communication your customers will certainly appreciate.



croissant **1 €**

How to communicate

One of the main practical benefits of the booking system is automation of some online activities using up-to-date channels of communication. Flawless communication is the key to successful business and satisfied customers. Reenio supports two main channels for communication with clients.

EMAIL

This is a standard form of communication available in all versions of reenio.

Emails are automatically sent to all your clients in connection with their registration or reservations. Customers are therefore automatically informed that their reservation has been made, that the date of the reservation is coming, or that the particular reservation has been cancelled. Apart from automatically generated emails, group emails with specific information can also be sent.

BENEFITS

The advantage of emails is their universal nature and a wide range of possible uses along with low or zero costs. Also, all one needs to know are email addresses of the customers to communicate them not only in relation to the booking system but also other marketing-related activities.

DRAWBACKS

The main drawback is the lack of guarantee about delivery or reading. The fight against spam is mounting. Due to various filters and settings from different email administrators, even harmless and expected messages are marked as spam.

Another disadvantage is the visualization of emails. There are countless applications and ways of displaying emails (webmails, smartphones, PC applications, etc.) and the technical level of these applications determines how the email and its technical features will be handled. A prime example is different visualization of the same message in MS Outlook and Gmail.

In the manual (<https://manual.reenio.com>) you can find information about the technical possibilities of better delivery rate and trustworthiness of emails sent via the booking system.

SMS MESSAGE

There are lots of applications that enable quick communication, but SMS messages still remain a dominant service and function of mobile phones.

With reenio system you can use SMS messages for quick, targeted communication with your customers. Messages can serve as an addition to or even replacement of email communication between the booking system and the customer.

BENEFITS

The main advantage is an almost 100% delivery rate. Messages are never spam and will also find a particular mobile phone or customer, who is also motivated to read the message almost instantly.

Therefore, SMS messages can be also effectively used in cases when customers need to be quickly informed.

DRAWBACKS

The main disadvantage is the price. Since messages are a form of communication off the internet, costs related to the sending and delivery of the messages must be factored in. You need enough system credit (free or purchased) to be able to send messages.

Another downside is the limited form of disseminated information and its amount (the limited length of the message).

CUSTOM MESSAGES



Ordinary system messages (confirmations, warning, etc.) are automatically sent by the system (depending on the setting) and in the format defined by the system.

Using custom messages, you can expand this form of communication and adjust it to your needs. You can define the **content of the messages to be sent during a particular event or at a particular time.**

These messages need not be composed of simple text only, but they can be linked with SmartEmailing to send comprehensive emails. In this manner, you can send **customer satisfaction questionnaires right after the end of the booked time.** The real treat are SMS messages that you can send to a specific phone number. **So turning on a sauna one hour prior to the reservation is no problem!**

Aiming for satisfied customers

Who is a satisfied customer? The answer, far from easy, depends not only on the type of business. Generally, however, it can be said that such a customer is satisfied with the service, spreads positive feedback, and comes back and uses the services time and again. Such customers need excellent treatment. System reenio can be one part of that.

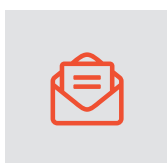
If you already use reenio, than apart from reservations, you also have an overview of your customers. A database of contacts is being created and you can make further use of it. You can divide your customers into various categories, look at their history and **export or import the data**, which enables a swift interconnection with other systems. A typical example of such interconnection is the system for sending professional newsletters to email addresses that you automatically acquire through reservations of your customers.



Thanks to the universal format you can export and import data about your customers between a variety of systems. In order to make your business as simple as possible, a **direct connection between reenio system and SmartEmailing is included**. You only need to connect both systems, and at the click of a button, you can transfer the database of contacts to the database of newsletter recipients. This connection can even be done automatically: during a registration or reservation of a new customer, reenio automatically adds the contact in the SmartEmailing database.

Visit <https://manual.reenio.com> to find out more about the connection with SmartEmailing.

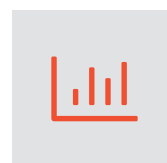
Email marketing is an efficient way of reaching customers quickly, easily and cost-effectively. You can give them information about news, you can give them a discount on their next purchase, you can send them a questionnaire for feedback – sky is the limit. But you need to think twice about sending newsletters with respect to the legislation, use of appropriate tools as well as raising interest and attention.



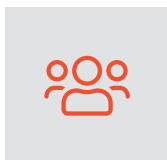
Thanks to newsletters, you can contact a whole group of your customers and share news or special offers with them.



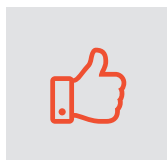
You can spread information about: sales, discounts, news in your business, changes to opening hours, or you can just remind yourself to the customers that might have forgotten about you.



You can easily follow statistics that will show when and how customers read your emails and how they respond to the information.



By making a tailored offer, you can focus on the group of customers that you need and you will enhance the effect on the future reservations.



Automatic messages are an effective tool that will enable you to receive, for example, feedback on the reservation after you have delivered the service.



Do not forget that you work with personal data of your customers and you have to handle it appropriately. We recommend that you are clear in your GDPR policy.

Enhanced effect with mobile app

An online booking system must be able to provide not only a quick and simple reservation, but also business support. This is why beside the reservation webpage and administration, you can also use a mobile application. It does not replace the complex administration of the booking system, but offers functions for easier work with reservations, especially on the day of the event.

The reenio mobile app offers basic functions to give an overview about reservations. Thanks to the app, you can find the situation of a particular reservation whenever you need. You can use the app when the customer comes, and by scanning the customer's bar or QR code, you can attend to their reservation.

BAR AND QR CODE READER

You can turn on the generation of codes in reenio setting. A bar or QR code then becomes part of the confirmation email and PDF. On scanning the code, you will receive complete information about the reservation even to the level of individual reserved places/tickets (depending on the setting of the day and time).

CHANGING STATE OF RESERVATION AND PAYMENT

You can use the application to change the state of the reservation to stay informed whether the customer has arrived and used the reservation. Similarly, you can find whether the reservation has been paid.

TICKETS FOR SPECIFIC SEATS

If the customer has reserved a specific place (e.g. a theatre seat), you can use the app to find and verify it and to help the customer find the given place.

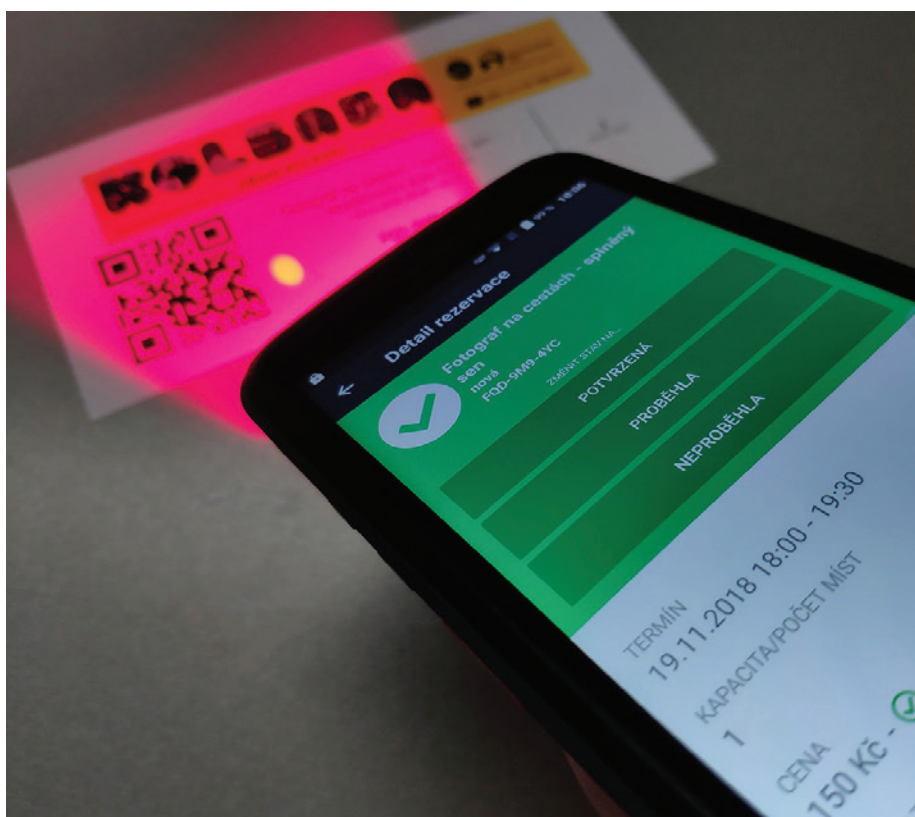
CONNECTION WITH SUMUP TERMINAL

If you use the SumUp payment terminal for payment in person, this application can generate the task to carry out a particular payment. The app is needed also when the payment via the terminal is created through administration.

WHAT HARDWARE IS NEEDED?

The application does not have high technical requirements and can be operated on any up-to-date phone or tablet. For an effective use, however, an internet connection is required.

If you need to attend to multiple reservations and codes, consider using a laser reader, which will scan the code almost instantly. Code detection and analysis with a camera can be difficult due to the power of the device, light conditions, etc.



Find out more

We have prepared user manual where you will find basic description of the functionalities, settings, points to pay attention to, etc. We update these documents on a regular basis. Help is yet another important source of information which is to be found in administration below the icon of the .

<https://manual.reenio.com>

- **NEWS**
- **HOW REENIO HELPS WITH GDPR**
- **FREQUENTLY ASKED QUESTIONS AND ANSWERS**
- **BOOKING PROCESS**
- **SETTING THE RESERVATION PAGE**
- **WORKING WITH THE CUSTOMER CREDIT**
- **HOW A BOOKING PRICE IS CALCULATED**
- **SALE OF GIFT COUPONS**
- **TYPES OF TIMES AND SOURCES**
- **INTEGRATION IN YOUR WEB**
- **HOW TO COMMUNICATE WITH CUSTOMERS**
- **WHAT THE RESERVATION FORM IS FOR**
- **...**

If you have any specific questions, or you need help or advice, do not hesitate in contacting us via the **contact form** (found on the right bottom corner of administration) or the email **helpdesk@reenio.com**.