www.reenio.com

GETTING STARTED ...

WE WILL HELP YOU WITH YOUR BUSINESS



“It is finding the courage to start using the system that is often the hardest step to take.”

creators of the **intuitive booking system reenio**

reenio®

Getting started with the booking system

You are now well aware that reenio is a modern intuitive tool. Still, one has to consider several aspects, especially when getting started. Here you will find the most important things to consider!



Reservation page address

Think about the address you are going to use on the reservation page. You can change it freely, but it must not be already in use. It should be short and clear in showing your business or name of the company. This address can then be also used to promote your company outside the internet. You can have your own domain or to select a domain from our list.



Reservation page content

This is very important information that will help your customers see, for instance, who you are, what services you offer, how they will reach you. Your logo is a most important feature, which should be placed as a square or horizontally on the website, ideally as a transparent PNG file.



What can be booked

This is the key point in the settings. Think twice what you offer: whether your customers will book a service or a place, whether they will book a specific event or a time frame, whether and how the particular term will be called, etc.



Creation of resources

Sources give a description of what is booked (e.g. a place in a gym, a tennis court, one hour in a beauty parlour). Information about sources is also available to customers, of course. Using appropriate images in top quality, you can also show your place or your employees (a trainer, a beautician…) to your customers, telling them in whose hands they will be or indicating your place on the map, so showing where your customers should go.



Creation of events

After you have thought through what is going to be booked and all the sources necessary are in place, you can start creating events. There are several types: they can automatically repeat, they can be differently priced, etc. Crucial is the option to set collision check. By using this function, you can offer a variety of reservations connected to sources (e.g. different sports in the same gym, or various services provided by one employee), and the function will also eliminate multiple reservations at a time.



Other reservation process settings

Here you should consider and set other items related to the reservation process. For example, you might want to know specific information, you might want to send a SMS message reminder, or you might want to send some information about the reservation also to relevant employees.

What resources are

As you have read, resources must be attended to at the very beginning when using the booking system. Resources provide a description of basic features of reservations and give customers answers regarding "what", "where", "who".

Place

By locating the particular place, your customers will get to know where the booked service will be available and where they are expected to turn up at the particular time.

Apart from the place, photo or link to the website with further information, the location on the map is most useful. This will help your customers to easily find the place or navigate towards it.

facility, venue, gym, surgery, classroom, service box, tennis court, office, bowling alley, sauna, Jacuzzi, massage room, theatre room, ...



Service

This source clearly indicates what services the customer is booking.

It is vital to provide a good title and description of the service, so as to give the customer clear information about what they are booking. A high-quality photo can also be helpful.

spinning class, massage, sauna, workshop, check-up, training, change of tyres, class with a coach, pole-dancing class, walking dogs, theatre performance, technical check, ...

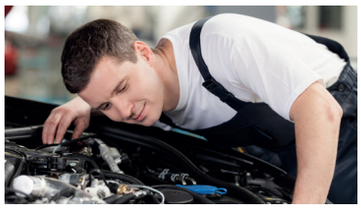


Employee

This source is recommended in reservations where it is important to know who is going to look after the client. Another benefit is that the system can automatically remind specific employees of the fact that somebody has booked their services.

You can set up the name of the employee, the photo and direct contacts, but also a description with their qualification, specialisation, or other information.

coach, hair-dresser, masseuse, wrangler, lawyer, consultant, doctor, lecturer, beautician, mechanic, ...



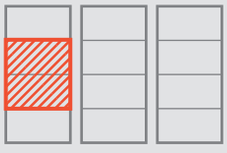
Individual Place, Services, or Employee are then used when specifying individual **Resources**. However, for specific Resources, you do not necessarily need to assign any of these basic resource types - just a name is sufficient. That said, you can also use one or more types of resources, depending on how you've decided to structure what and how you will offer customers to book. It is not always necessary or appropriate to use all resource types at once. In some cases, it may be sufficient, for example, to simply define a location and add the name of the Resource.

Besides, don't forget that information about sources is visible on the web and is sent as part of confirmation and reminder emails.

Thought through, well set up and used sources are the basis of effective reservations and their administration, especially when using **automatic collision monitoring**.

How events work

Events form the basis of your reservations. Events show when you want to accept customers, provide services, or hold an event. Therefore, the setup should correspond with working time or the date of an event. Events determine the way tickets are booked or purchased.



Intervals

This type is among the most frequently used, as it splits the time into several short intervals. As a result, you do not need to generate plenty of events only to enable a reservation by, say, 30 minutes.

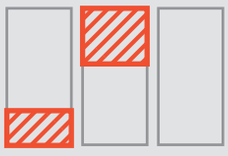
Customers clearly see which time slots are available and can select one freely. How you will divide your working time is only up to you.



One single event

As the title shows, this option enables the reservation of an event as a whole. This type is often used in connection with a higher capacity of the event. Typically, it makes it possible to book a clearly planned activity and aims at multiple clients at the same time.

Until the full capacity has been reached, the event is shown as available, and customers can see the number of available places.



Custom time

This type of event corresponds with ordinary working time the most. When setting up a specific time frame (with the possibility of repeating) you will determine the intervals when reservations can start (e.g. every ten minutes) and how long the specific reservation will last (e.g. 90 minutes). The length of the reservation can also vary, including the price.

Therefore, the customer will be able to choose the time of reservation during the day.



Seats

This type is specific because the customer can book a particular place (table, seat or another form of seating ticket) at an event. The customer can simply select a seat on an interactive map. In terms of the confirmation, tickets with a QR code can be sent to the client.

Thanks to the connection with online payments, a fully-fledged system for the selling of tickets and seats can be created.



Multiple days

Should you need to make reservations for multiple days, this is the type to choose. Thanks to the comprehensive setting, you can select the days when reservations can begin or end, what their price will be, how it will be counted, etc.

In some cases, “events merging” can be used. When following specific rules, the resulting reservation considers various parameters for different days, for instance different price during workdays and during weekends.

... more event types

Since choosing the appropriate event type is crucial for the overall and effective use of the booking system, it is important for us to cover various booking scenarios and types of businesses.

In addition to the options listed here, the system also includes, e.g. event types such as Whole Sequence or Voucher.

Examples of different event types can be found at **https://demo.reenio.com**.

Application of types of events

As mentioned above, it is very important to consider the way of providing reservations to customers. Key is the selection of the correct type of the event and its setting. For illustration, we show examples in specific situations.



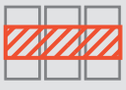
Intervals

rental of sports facilities, bowling, medical check up, change of tyres, legal consultation, use of meeting rooms, rentals, lending, cosmetic services, wellness, ...



One single event

presentations, workshops, spinning classes, fitness classes, rentals, theatre performances, concerts, trainings, ...



Whole sequence

dancing classes, pastimes for children, afterschool, educational courses, regular long-term events, rentals, ...



Custom time

types of rentals, hairdressing services, cosmetic services, rental companies, accommodation, consultation, advisory, ...



Multiple days

long-term or short-term rentals, accommodation, courses, trainings, trips, workshops with accommodation, ...



Seats

theatre performances, concerts, balls, presentations, fashion shows, events, movie projections, ...



Voucher

activities and experiences, amusement attractions, ski passes, gift vouchers, time-limited tickets, ...

By selecting the right type of an event, you will not only determine what your customers can book and how, but also the way the information about the offered events will be displayed. Depending on the type, customers can see a simple list of events (One single event), a calendar (One single event, Intervals), selection of time (Custom time), or even an interactive map of the room with seats (Seats). In some cases, customers can even change the form of visualisation, and the system will remember the preferred setting of the booking calendar.

We always recommend that you **try the particular type of event and check whether it is the right one** and if it is in line with your needs.

Let your customers know

The reenio is here mainly for you! It saves you time, and time is money. Therefore, tell your customers that you use it and that it will make it easier for them to use your services. You will see for yourself how they will get used to using online booking and you will finally get enough time to focus on your work!

1
Web
link, reservation button, web integration, ...

2
E-mail
direct message, text message, newsletter, footer of ordinary emails, ...

3
Soc. networks
post, sharing, other social networks, ...

4
Off-line
personal contact at the business location, informative stickers, ...

You can communicate with your customers through different channels. The basic one is your own location, of course. Other channels of communication are Facebook, email or text messages. And if you have your own websites, ask your administrator to place Reenio on your web. As the next step, you can have it directly integrated there as well.

You can use the following template in your newsletter, by only changing the company name and the link.

Hello,
since you are our loyal customer, we would like to inform you about some changes in reservations. No worries, it's quite simple. You can still call us, but for more comfort and better speed, we have launched an interactive booking system called reenio.

You can find it on http://... (here you will paste the link to the website you will choose in settings).

Making the reservation is a piece of cake. You only need to select the day and time (or service, place or employee), fill in information about yourself, and that's it!

Save our website in the favourites and you will have our services at hand.

We will be happy to give you a helping hand, so if you should need any advice, just let us know.

Thank you and we are looking forward to your reservations.

Your (company) name

On social networks you can copy the template, add a suitable image to illustrate your services and wait for new customers. At first, we recommend to paste the link. Facebook will then load information about the page and enable a direct link. Then you delete the link, add some text or add a photo (you can adjust what information to information to load in *Settings – Reservation page – Content*).

Important news. We have changed the booking options! You can still call us, but for the sake of your comfort and speed, we have launched an interactive booking system @reenio.system. You will find it at http://... (add the link to the booking page of your own choice). Don't hesitate and make an online reservation.



How about online payments

Modern technology brings new possibilities and opportunities. Among these are new ways of payment on the internet. You can offer to your customers to pay for the booked services or tickets by through the payment gateway.

The online payment gateway integrated in the booking system offers **a simple, safe, and up-to-date method of making a quick payment** for a booked tennis court, massage, or a concert ticket.

The system reenio only offers a technical integration of payment gateways. **We are not providers of the payment!** So it is up to you what conditions and fees you will agree upon with the provider of the payment gateway.

To reach maximum security as well as user comfort in using the payment gateway, reenio is a certified GoPay solution.

Certified partner
GoPay

The system reenio integrates mainly the **GoPay gateway**, which is among the most used Czech online payment gateways. To use it, you only need to obtain a GoPay business account, set up all parameters necessary for an integration of the payment gateway (*Settings - Payments, credits and VAT*) and set the prices of the individual events. Then it is up to the customers which method they will use.

Other supported payment gateways include global solutions such as **Stripe**, **PayPal**, and **Revolut**, all of which support primary card payments across various currencies, languages, and countries. For customers, an additional benefit can be the ability to pay through digital wallets and within familiar ecosystem environments.

You can let the customer decide whether they will pay online, or you can ask for the payment as part of the reservation. You can also use the system of **customer credits**, when customers can purchase these credits directly in the system (with a possible benefit) and then they can use this credits to pay for the reserved services. The credits can be used even without any connection to online payments!

Payment gateway

The reenio system offers even more! From the selection of payment gateways, you can choose the one that provides the best fees for you or one that you already use in another project.

Terminal

Sometimes it's necessary to accept payments in person, for example, directly during a specific event. The system can help with this as well, through the **cash register** functionality in combination with **payment terminals**.

Even here, the system offers several options and solutions. It includes terminals provided by Comgate, softpos solution GP Tom, or Sum Up.

Cancellation

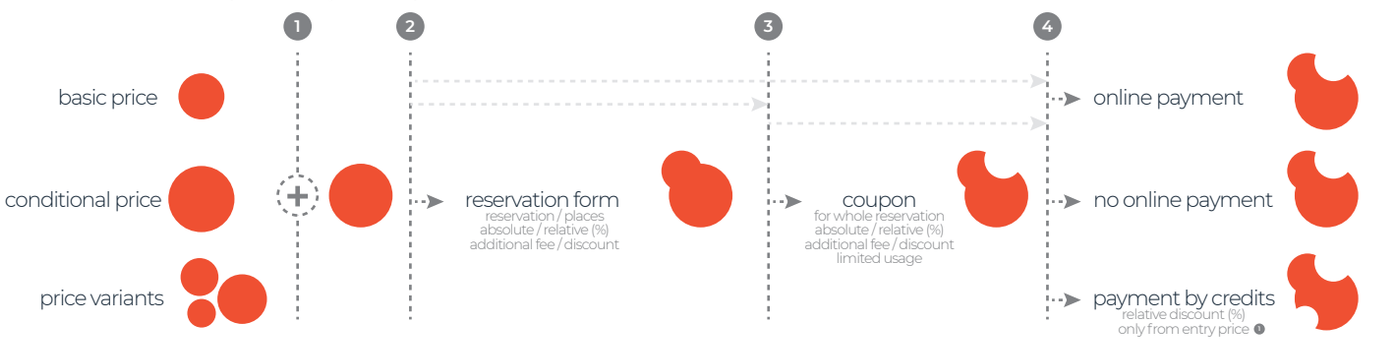
In the system, it is possible to set (globally or for individual appointments) that the reservation cost must be paid by a specific time. If the payment is not made within the set time frame, the reservation is automatically canceled. This makes it very easy to ensure that customers pay for their booked services as part of the reservation process.

This automation can also be complemented by using a **deposit system**, where the customer is required to pay only a portion of the total price online.

Price is important for customers

Whether you are going to make us of online payments or not, it is suitable to provide your customers with information about the service they are booking. The customers will know how much the service will cost them, basically how much they will need to pay via payment gateway or in cash.

Creation of prices is a significant feature in offering and the provision of any services. The resulting price for a reservation/ticket can be affected by a number of factors, and under some circumstances it can be increased or decreased. Reenio uses several techniques to define and calculate the final price. The techniques to adjust the price can be combined, and either some or all of them can be used.



1 ENTRY RESERVATION PRICE

The first step is the calculation of the total price for persons, places, etc. If only the **basic price** is used with the time frame, the calculation is based on the multiplication of the booked capacity and price. However, the system enables the definition of the **price variants**, which makes it possible to simply distinguish between different types of prices (adult, child, etc.). Here the input price equals the individual variations multiplied by the given booking capacity. Further, the **conditional price** can be used when the individual prices are adjusted with respect to the set conditions and parameters.

2 RESERVATION FORM

The reservation form is a strong tool which can be used to gather additional information and data from customers. Also, based on this data, the **price of the reservation can be adjusted**. The possibilities of setting the fields in the form vary and have an impact on the total price in different ways. **Additional fee** for special services is a case in point (positive value, absolute, per the whole reservation) or **discounts** for members (negative value, relative (%), per the whole reservation). In more complex configurations we recommend testing the price fields to maintain the expected function with respect to various combinations of values (e.g. a relative discount and an absolute additional fee).

3 COUPON

The next step that can lead to the change of the final price is the application of a coupon. **The coupons along with their parameters** are registered in the reservation system (validity, value of the discount/additional fee, possible number of applications). These coupons can be distributed among customers, and their use during the reservation leads to the **change to the total price of the reservation**. They are typically used during marketing discounts but also a controlled offer of reservations for a limited number of customers (zero-value code and one use) or **season tickets**.



4 PAYMENT METHOD

The result is a total price which can be then paid by the customer. This price takes into account the application of price-forming tools and is used only for the sake of information (without online payment) or as a basis for payment (using online payment gateway). A specific example is the payment of the reservation by using credits, which can be deducted (discounts nor additional fees in terms of the price-forming process are included in the deducted price).

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 question mark.

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**.