

EMAIL TEMPLATES

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1. Background

A new feature available from your owner account is the ability to generate email templates which not only have predefined text but you can also auto-fill with data from the booking (eg. include customer name, booking number, dates, etc). You can then use these templates for either custom emails or auto emails that can be scheduled to go out on a regular basis.

You can schedule any of your template emails to be automatically sent

- on guest booking being made
- X number of days before arrival
- X number of days after departure
- on any booking change.

This is a great feature to automate all of the routine emails you send, saving time and reducing manual errors.

For example, you could respond to an enquiry from within the booking record, which would auto-fill everything including their name, dates, payment procedure and anything else you might like to add. You could schedule request for final payment to be sent out 4 weeks before guests arrive. You could schedule check-in details to be sent out 2 weeks before guests arrive. You could create a customer follow-up email which is sent out say 4 days after departure thanking them for staying and advising of upcoming specials. Or

Sample templates have been created which you can use as a basis for creating your own email templates. You cannot make changes to the supplied sample templates.

In the following pages you can learn how to

- create customized email templates
- have emails auto-filled with details from the booking system
- send emails from within the booking record
- automatically schedule emails
- view a log of what emails have been sent to what customers

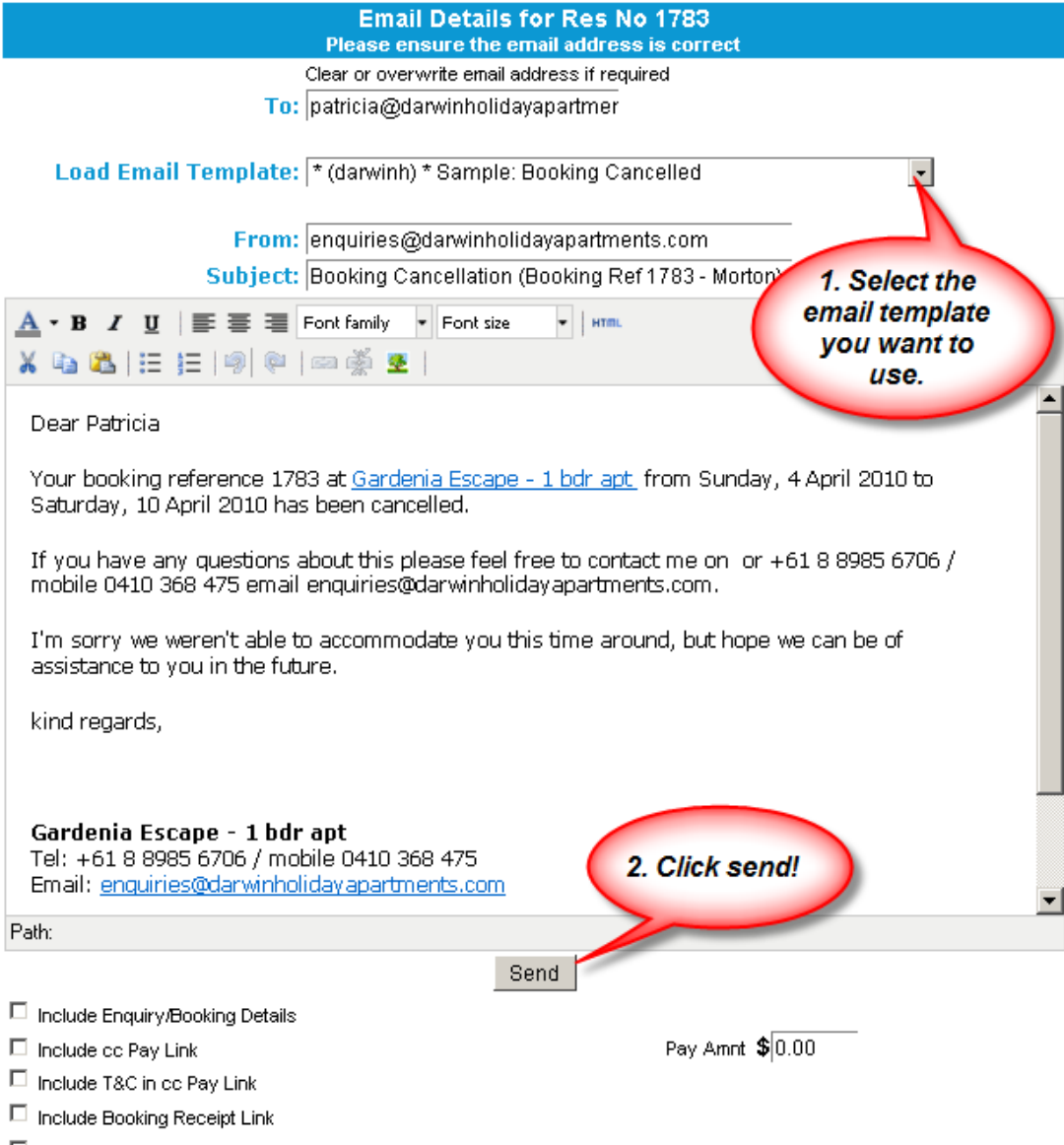


2. Send an email from an email template

Follow the instructions below to send an email to a guest using the email templates.

1	Log into your owner account at www.darwinholidayapartments.com/user-login .
2	From the Bookings menu, select Retrieve - list
3	Click on the booking number for the booking you want to email. The booking record will open in a new window.
4	Click on the blue Email button at the bottom of the booking record. The Email Details screen will open in a new pop-out window.
5	In the Email Details window, select the template you wish to load, eg "Sample: Booking Cancelled".
6	Sample email templates can be used as-is, or you can select your own customised email template. You can type changes directly into the email before sending. You can also attach various links by checking the selection boxes at the bottom of the screen. Read through the email to make sure you're happy with it.

7 Click **Send**.



Email Details for Res No 1783
Please ensure the email address is correct
Clear or overwrite email address if required

To: patricia@darwinholidayapartmer

Load Email Template: * (darwinh) * Sample: Booking Cancelled

From: enquiries@darwinholidayapartments.com

Subject: Booking Cancellation (Booking Ref 1783 - Morton)

Dear Patricia

Your booking reference 1783 at [Gardenia Escape - 1 bdr apt](#) from Sunday, 4 April 2010 to Saturday, 10 April 2010 has been cancelled.

If you have any questions about this please feel free to contact me on or +61 8 8985 6706 / mobile 0410 368 475 email enquiries@darwinholidayapartments.com.

I'm sorry we weren't able to accommodate you this time around, but hope we can be of assistance to you in the future.

kind regards,

Gardenia Escape - 1 bdr apt
Tel: +61 8 8985 6706 / mobile 0410 368 475
Email: enquiries@darwinholidayapartments.com

Path:

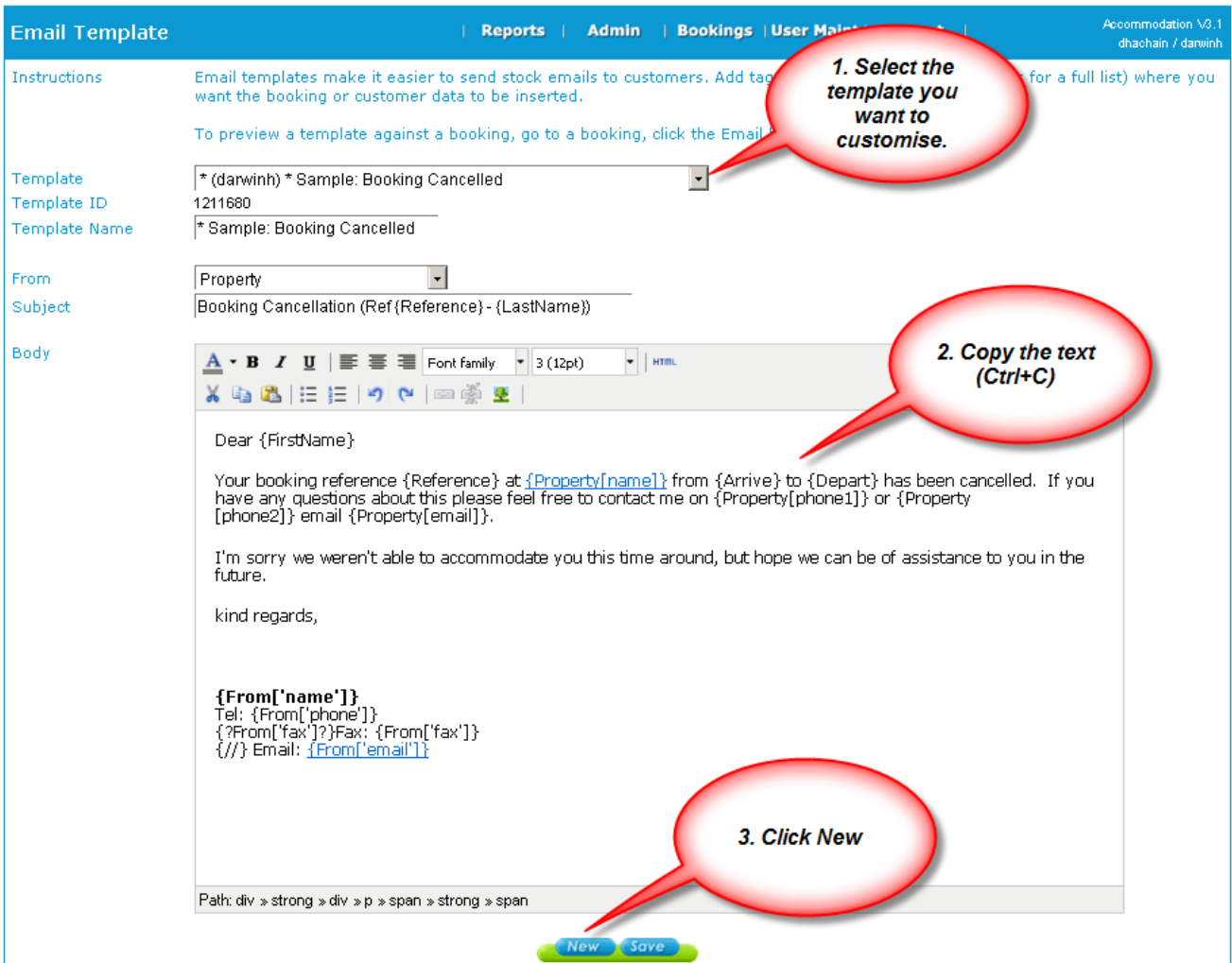
Send

Include Enquiry/Booking Details
 Include cc Pay Link
 Include T&C in cc Pay Link
 Include Booking Receipt Link

Pay Amnt \$0.00

3. Create a customised email template

Follow the instructions below to create a new email template customized to your requirements.

Step	Action
1	Log into your owner account at www.darwinholidayapartments.com/user-login .
2	From the Admin menu, select Email Template
3	<p>You can either create an email template from scratch, or copy an existing template and modify it.</p> <p>If you want to create a new email template from scratch, just click New.</p> <p>If you want to customise an existing template, select the template you want to customise, copy the text (Ctrl+C), then click New.</p> <div data-bbox="188 801 1497 1816" data-label="Complex-Block">  </div>
	Next you need to paste this content into your new email template.
4	In your new email template, enter a name (this is the name you will call it, it won't be seen by guests – for example "Post-Departure follow-up").



5	Check the Private box to prevent other owners from seeing your template (or leave it blank to share with others).
6	Select From field as being Property .
7	Enter a Subject for the email, eg "Your stay at {PropertyName}" – this is the subject of the email that the guest sees.
8	Paste the sample email that you copied into the body of your new email template (Ctrl+V).
9	<p>Customise your email however you want.</p> <p>Wherever possible use the special tags in parenthesis {likethis} to auto-fill data from the booking system. This saves manual manual typing and potential errors, for example if you change the property name in future. So, instead of making the subject Your Stay at Luxury Eight Apartment, make it Your Stay at {PropertyName} to have the property name auto-filled from the booking system.</p> <p>A summary list of available tags can be found in the template called Tags Reference. For example, using the tags {Arrive} – {Depart} would automatically fill in the guests arrival and departure dates.</p> <p>For a more comprehensive list see the template called (darwinh) Tags Reference – Complete List. You can enter any of these tags anywhere in your email template and have the system automatically fill-in the values for you when you send your email.</p> <p>Data that can be auto-filled from the booking system must be contained in parenthesis, and must be entered <i>*exactly*</i> as they are shown in the reference templates. They are both case-sensitive (ie upper/lower case) and character sensitive (a blank is a blank, an underline is an underline, a comma is a comma, and so on).</p>
10	Once you've customised your email template, click Save .
9	It's always a good idea to preview your template to make sure it works as you intended. To do this, open to a booking (by clicking on the booking number from the Retrieve Bookings list), click the Email button and select the customised template. The email, auto-filled with information from the booking system will be displayed. If you want to see how it looks when the guest receives it, overtype their email address with your email address, and click Send .

4. Schedule emails to be automatically sent

You can schedule any of your template emails to be automatically sent when a guest booking being made, X number of days before arrival, X number of days after departure or on any booking change. This is a great feature to send a final payment request, provide instructions on check in procedure, follow up with a guest survey after departure, etc.

Follow the instructions below to setup rules for scheduling email templates.

Step	Action
1	Log into your owner account at www.darwinholidayapartments.com/user-login
2	From the Users & Clients menu, select Automation rules
3	At Selected Rule field select Add new rule (if adding a new rule) or an existing rule to edit.
4	Check Rule Active field to activate
5	At Rule Name field enter a descriptive name (eg. Post Stay Survey).
6	Select from Rule type as required. <i>Options are – Send an email after guest's departure, Send an email before a guest's arrival, Send an email after the guest has made a booking.</i>
7	At Email To field check to send email to Customer and or complete Other to send email to another address.
8	At Use Email Template select as required.
9	Depending on selection made at step 6 you will have option to set email to be sent a specific number of Days After Departure, Days Before Arrival, or Days After Booking. <i>Tip: If creating your own email templates to be scheduled for booking activity (eg. new confirmed, new on request, enquiries or cancellation) we recommend you set the number of days to zero and also turn off applicable Seekom auto generated email to customer by selecting 'Manage auto-email rules' from 'Users & Clients menu'.</i>
10	If, at step 6, you selected Send an Email after the guest has made a booking you will be presented the field Applies to Bookings . Check any of 'Confirmed', 'Request', 'Enquiry', 'Cancelled' as required
11	Click Save button.