MASCH
SOFTWARE SOLUTIONS

CM STUDIO .GRM-CLOUD

Digital guest registration for hotels and vacation rentals in cities and regions

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From the point of view of the hotel and parahotel industry:

Which important requirements the digital guest registration system have to fulfill?

The “digitization” of the registration data must take place with the active participation of the guest.

The entire workflow until the booking record is stored must take place in a communication between guest and host.

The workflow is specified, controlled and managed by the host.

CM Studio .GRM-CLOUD allows the host to control and share the data. The host is the “master of his data”. This control is stored in the setup and all e-mail communication, which is related to the digital workflow will happen automatically or by manual interaction of the host, depending in the setup settings.

The online communication interface between the booking guest and the host or the tourist department of the destination must correspond to the CI of the host, so that it is clear to the guest that he or she is communicating with the host and not with a third party.

The exception is the communication such as Booking.com and Expedia. It can be designed differently for these exceptions.

The booking contract is between the host and the guest, but the hotel or vacation rental company has the legal obligation to pass on the reporting data to the tourist department of the destination.

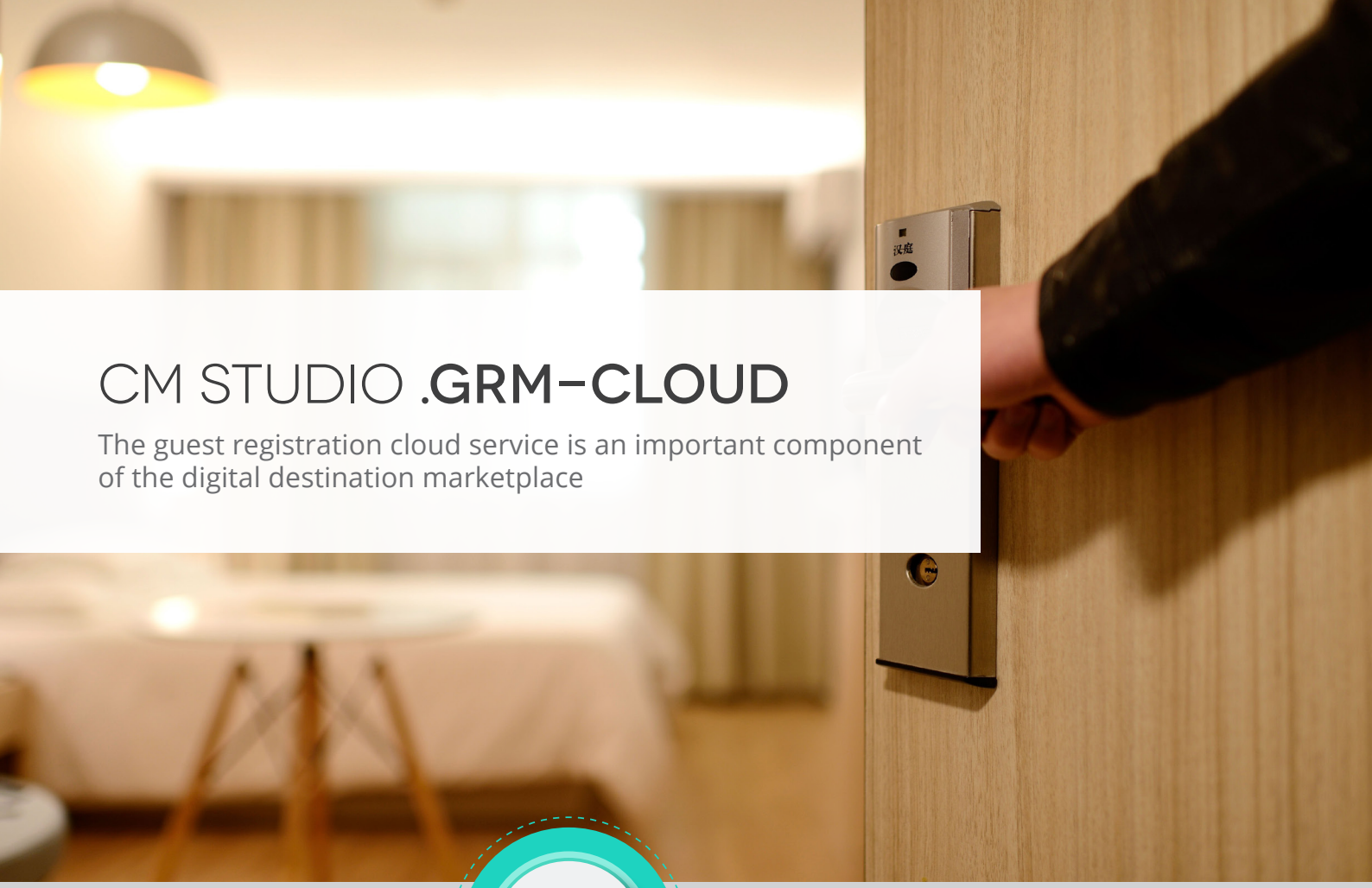
All OFFLINE bookings must also flow into the digital workflow of guest registration as simply as possible.

The recording effort should be shifted as far as possible to the booking guest!

The complete entry of guest data should ideally be done by the guest before arrival, as with the flight check-in of the airlines, in order to simplify the check-in process on arrival on site.

Digital guest registration upon guest arrival is possible via a special landing page on an iPad or similar mobile device.

Guests’ smartphones can also be used for this purpose.



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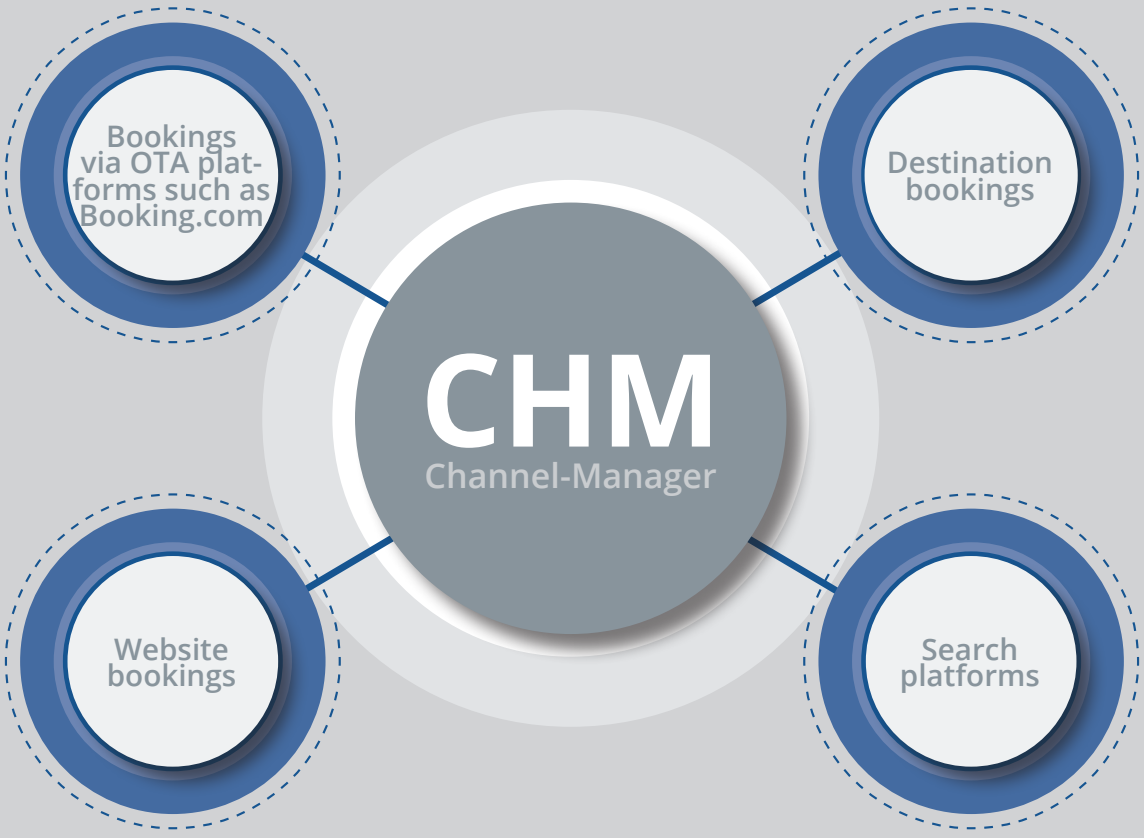
The guest registration cloud service is an important component of the digital destination marketplace

CM Studio .GRM-CLOUD offers two complementary workflows
for the guest registration process

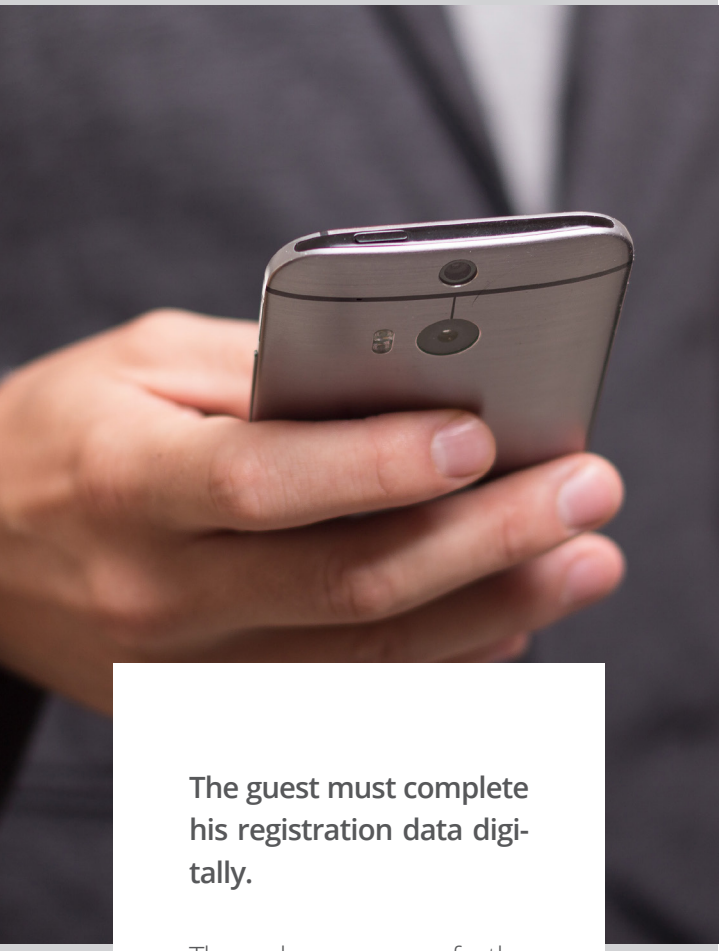
1. CONVERTING BOOKINGS VIA CHANNEL MANAGER OR PROPERTY MANAGEMENT SOFTWARE INTO REGISTRATIONS



The central module for online bookings is the Channel Manager (CHM).

The digital guest registration with the CM Studio .GRM-CLOUD is based on this.

In addition, the API Server can be connected with individual PMS software of hotels or vacation rental businesses



CHM

CHANNEL-MANAGER

The Channel Manager does not automatically have all the necessary data.

Name, address and place of residence are usually available.

The travel period and the number of guests are generally available.

E-mail addresses and telephone numbers are blocked at some OTAs.

Direct communication with the guest is usually possible via the e-mail address, except with OTAs such as Booking.com.

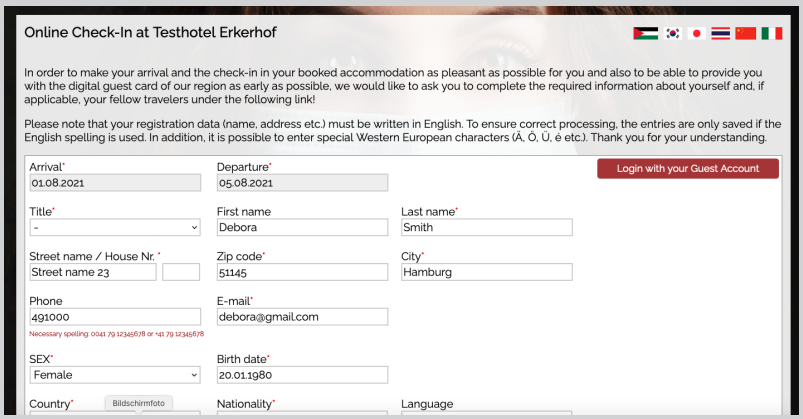
Date of birth and, if applicable, passport data are not requested for all bookings and must be entered subsequently.

The guest must complete his registration data digitally.

The observance of the GDPR rules is important for this stage of the step of the workflow process:

Communication as part of the registration process basically takes place between the host and the guest.

When completing the registration data by the guest, the host is able to transmit those information, if necessary or required to the tourism organziation of the destination.

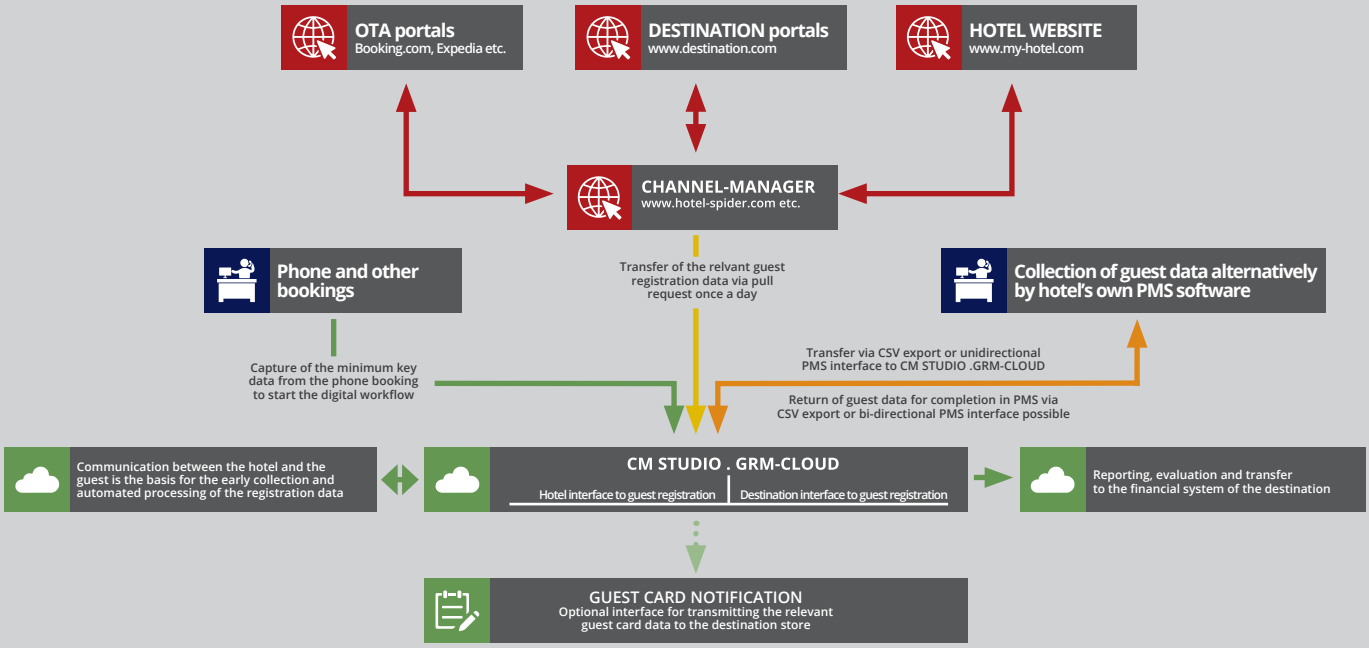


Requirements and processes

THE DIGITAL DATA FLOW

WORKFLOW 1

The path of guest data from booking to check-in and reporting for registration and visitor tax using a certified Channel Manager program:



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Unfortunately, PMS and channel manager vendors are not very cooperative in providing interfaces

For this purpose, MASCH has integrated a second, complementary alternative workflow that does not require interfaces to PMS and CHM software

Interfaces to channel managers or PMS software are not a necessary prerequisite for the use of CM STUDIO .GRM-CLOUD.

The host can pre-register the guest via a quick entry mask.

Nevertheless, every booking enters the digital workflow of the guest registration system. Cancellations can be removed with a mouse click.

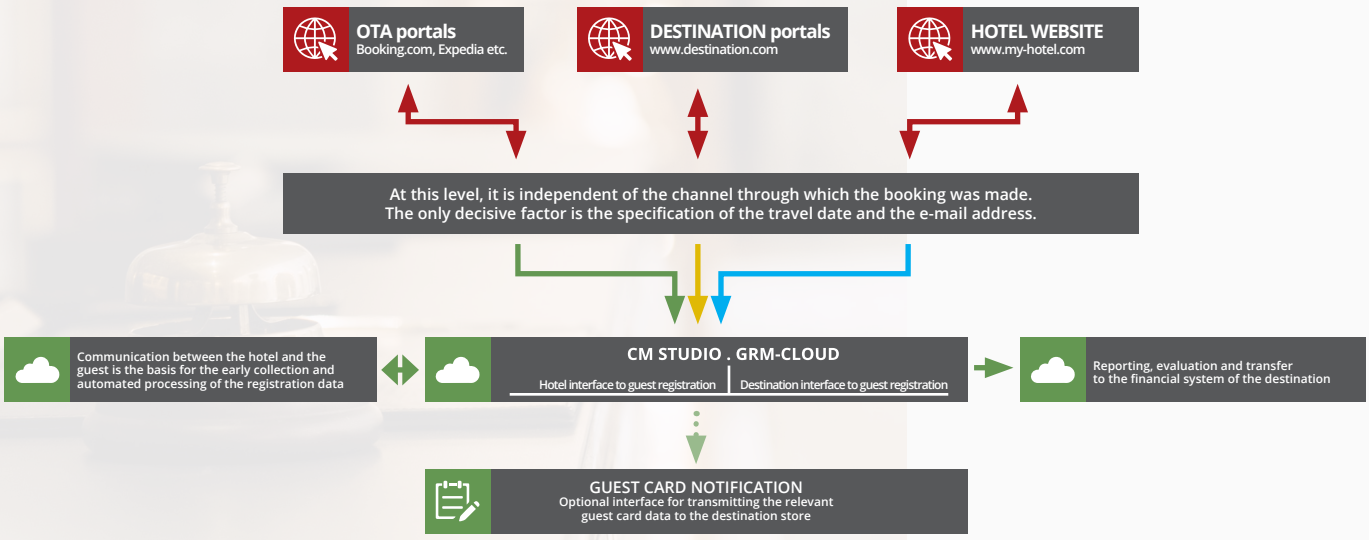
The guest has to pay slightly more attention within the alternative workflow because the registration database does not keep the guest data in advance as the Channel Manager or the PMS software is doing this in workflow 1.

Requirements and processes

THE DIGITAL DATA FLOW

WORKFLOW 2

The path of guest data from booking to check-in and reporting for registration and visitor tax without the necessary interface to Channel Manager or PMS software.



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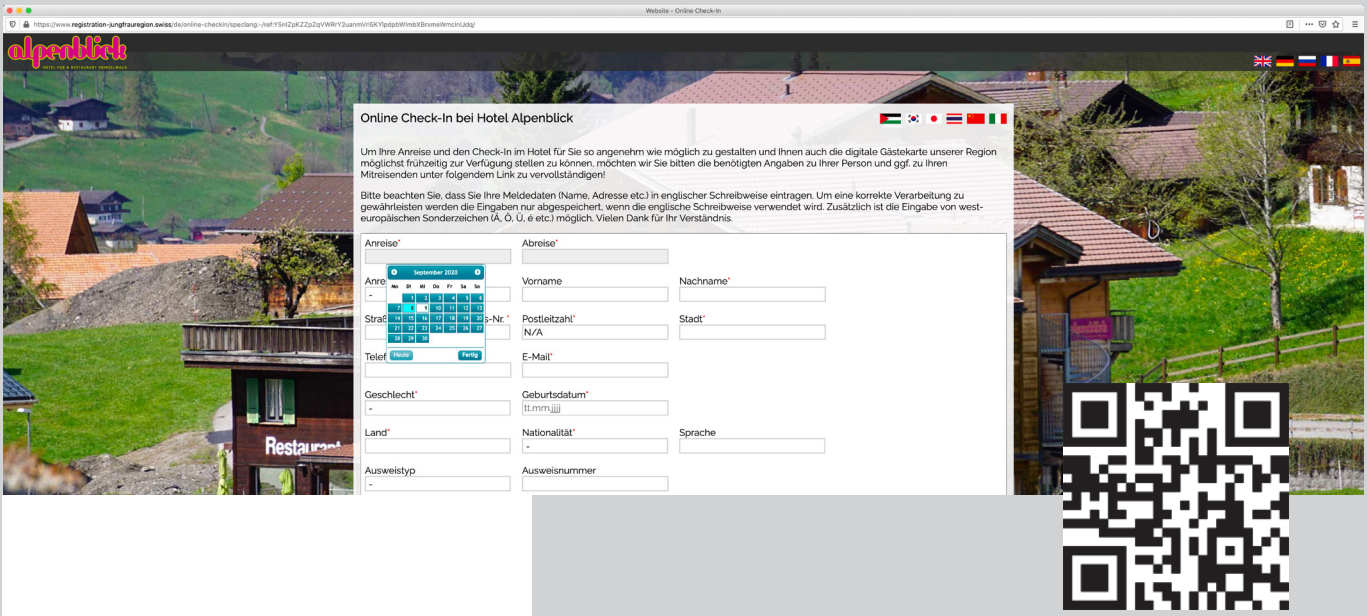
2. WALK-IN'S VIA QR-CODE TO THE DIGITAL REGISTRATION FORM LINK



Walk-in guests are an unknown category of guests for the host. Neither booking nor registration data are available.

CM STUDIO .GRM-CLOUD offers the host a QR code generator.

Via the printed QR code, the guest can access the digital registration form and the registration system with his smartphone.

THE WAIT LIST OFFERS A MAXIMUM OF FLEXIBILITY

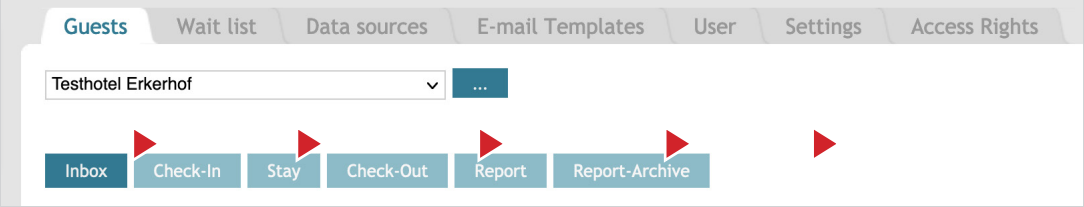
All guests who have filled out the digital registration form via QR code or who have been invited to submit their digital registration via the wait list are not automatically transferred to the digital registration database.

These pre-registrations can first be checked by the host and synchronized with an existing registration record in the PMS by visual inspection.

The wait list assigns its own reservation number if the host has not explicitly specified his booking reference. This can be matched by the hotel with the reservation in the PMS and then transferred to the reporting database with a mouse click.

From the point of view of the admin console of the hotel or the vacation rental business

THE WORKFLOW OF THE GUEST REGISTRATION



The Inbox:
It includes all incoming online bookings and offline entries with arrival dates in the future

Check-In:
All reporting records automatically change from Inbox to Check-In on the day of arrival

Stay:
For multi-day stays, the reporting records automatically change to Stay on the day after check-in

Check-Out:
All reporting records automatically change to Check-Out on the day of departure

Report:
One day after check-out, the reporting data records automatically change to Report. Report collects all reporting records until the end of the month. With the visitor tax report, the data records are then transferred to the destination's reporting archive.

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FROM THE PRINTED GUEST CARD TO THE PAPERLESS AND/OR PERSONALIZED DIGITAL GUEST CARD ON THE SMARTPHONE

THE GUEST APPLY FOR THE GUEST CARD ALREADY AT THE ONLINE CHECK-IN

You will automatically be given a guest card that also enables the QR code CHECK-IN at participating restaurants in the Jungfrau Region.

☑ **I would like to apply for an individual digital guest card for the following persons travelling with me.**

In order to issue the guest card for you and your fellow travellers, we need the details. Please fill them out carefully!

Guest #2 X

Title*	First name	Last name*
-		Schneider
SEX*	**Birth date***	**E-mail**
-	tt.mm.jjjj	
Nationality*	**Document type***	**Document number***
-	-	

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THE PAPERLESS GUEST CARD IS DEPENDING ON THE SETUP SETTING, ALREADY DELIVERED BEFORE ARRIVAL

Dear guests,

herewith you receive the guest card you have applied for your stay in Testhotel Erkerhof.

Martin Schaarschmidt

DATE OF BIRTH
04.08.1963

VALIDITY PERIOD
18.08.2021 22.08.2021

HOTEL	**RESORT**
Testhotel Erkerhof	Köln
NUMBER OF PERSONS	**GUESTCARD ID**
4	339-478-565-822

A

Download your guest card to your Apple Wallet.

Download your guest card into your Google Pay app.

Attached to this email you will receive your 'analog' guest card as a PDF document.

This ensures the possible use of the guest card already on the day of arrival.

The guest can conveniently use the advantages in advance and make reservations, for example.

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