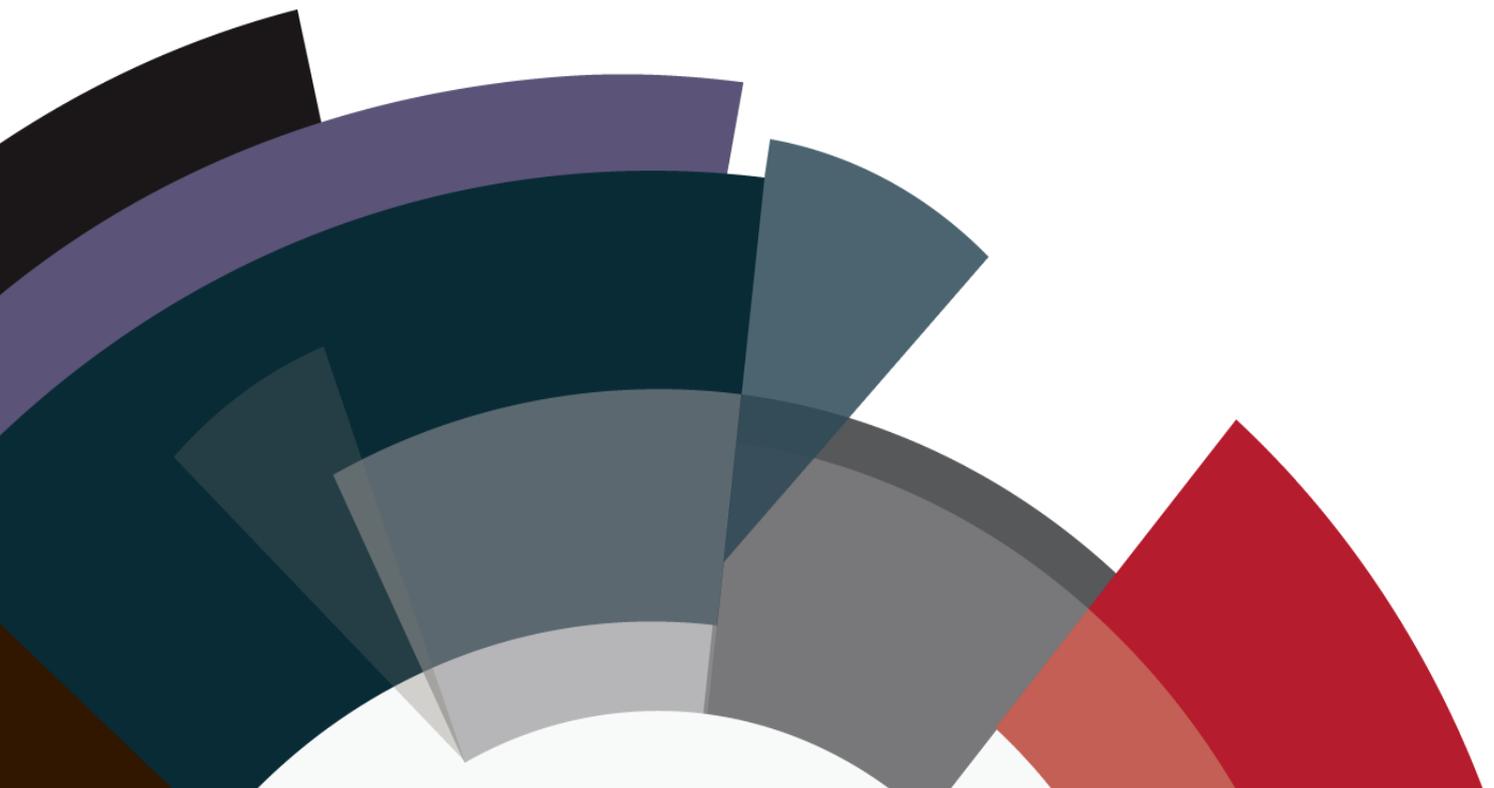




Connecting with the
Nor1 eStandby® System

eStandby Operational and Revenue Management Best Practices



Operations Management

Tighten Up Operations

- *Enlist enough Award Managers so that you have daily coverage*
- *Alert Nor1 to staffing changes so we can add/remove login credentials and provide (refresher) training when necessary*
- **Action weekend queues on Fridays**

Award in Advance

- *Awarding transient peak nights **2-3 days ahead** captures guaranteed revenue, and acts as a safety net against non-revenue upgrades on the day of arrival due to overbooking*
- *Since all Nor1 guests come in on a standby basis, you have the flexibility to award in advance, but also remove the upgrade if needed*
- *Properties that award ahead consistently average a RRR of 60-90%*

Utilize the eStandby Portal Modules

- *The **Month View** can help you plan for high revenue days and identify causes of Expired Revenue*

Award Everything You Can

- ***Add-ons** can be awarded in conjunction with the originally booked room, other upgrade requests, and other add-ons*
- *If a guest's requested upgrade(s) are unavailable, but higher level upgrades are; then, award the higher level upgrade at the requested upgrade price*
- *Award **PAYING requests over FREE** requests from loyalty guests*

Avoid Expired Revenue

- *Expired revenue means that no **one took action** on that particular day (the team should go back to the previous days and deny the upgrade requests if not available)*
- *Please deny the upgrades that are not available instead of letting the pending revenue "expire"*
- *On the reporting, expired revenue implies that the property was not engaged with eStandby and "**left money on the table**" (which is often untrue!)*

Revenue Management

Implement additional Add-ons

- Give you more flexibility to award guests as they **can be awarded in conjunction** with other upgrades
- They are generally **not limited by room inventory**, so even at high occupancy a guest can still be awarded

<p>High Floor Best seller</p>	 <p>\$25 \$15 Extra per night Save \$10 per night</p>	<p>High Floor. 20th Floor and Above</p> <ul style="list-style-type: none"> • Enjoy Panoramic Views from a room on a higher floor(20th floor and above) • Enjoy more privacy and stunning views of the surrounding local area • Selecting High Floor Request can be awarded in conjunction with other requests if made
<p>View City - Mountain Lake – River - Pool</p>	 <p>\$30 \$10 Extra per night Save \$20 per night</p>	<p>Pool / Courtyard View</p> <ul style="list-style-type: none"> • Enjoy stunning views of our relaxing pool area along with views of the scenic courtyard area from the comfort of your room. • View based on availability of eStandby request.
<p>Early Arrival</p>	 <p>\$25 Extra for the entire stay</p>	<p>Early Arrival Opportunity, 8am - 12 pm</p> <ul style="list-style-type: none"> • By selecting this option, you may be able to check-in between 8am and 12pm if a room is available. • Enjoy the convenience of up to seven (7) additional hours in your room • Unpack, relax, and then enjoy the splendors of the property *Note: the standard check-in time is 3pm. If awarded, this request will be fulfilled upon arrival.
<p>Oversized Corner Quiet</p>	 <p>\$20 \$11 Extra per night Save \$9 per night</p>	<p>Oversized Room</p> <ul style="list-style-type: none"> • This option will allow you to be located on the third floor where the rooms are around 100sq. ft. larger • if selected and awarded, this option can be added on to your originally booked room or to any of your eStandby Upgrade Requests

Increase exposure by enabling Nor1 for Passkey bookings (through GroupMAX)

- Activate the **Nor1/Passkey Interface**
- Enable eStandby on the confirmation pages of Passkey bookings
- Enable eStandby on your confirmation and pre-arrival email campaigns

Leverage the Nor1 Team

- support@nor1.com is a clearinghouse for your support needs, especially user/password issues
- Nor1's knowledgeable Regional Account Revenue Managers (ARMs) are a great resource to analyze your property and identify opportunities

Manage Seasonal pricing and offer set

- **Increase upgrade prices** during oversold dates, High season, special events (please feel free to send over the date ranges or high compression periods)
- This will reduce the number of requests, but each awarded request will have a much more **substantial revenue** impact

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