DIGITAL

Picasso

BOOKING, CRM & RESTAURANT SYSTEM

Picasso Digital Spring Break

Spring is here and the summer is on its way.

As we have promised before, 2019 is filled with Picasso news, and we would like to take this opportunity to present a few for you.

Do you need help, more information or just a good talk about how Picasso can help you exploit your full potential then call or write to us.

Effective Forecast Analysis Tool

Make clear comparisons with last year - in numbers and percentages.

In the spring of 2018 we began to release the latest design version of Picasso Digital.

The latest update in the Marketing module's MIS (Market Information System) tells you exactly where you were last year's revenue, and lets you compare with the current year in both Euro, Room Sold and Percentage.

Divide the forecast in to:
• Sales areas - rooms/conference rooms etc. How do they differ in earnings compared to last year?
• Are the same number of rooms sold?
• Have the average prices increased or decreased?
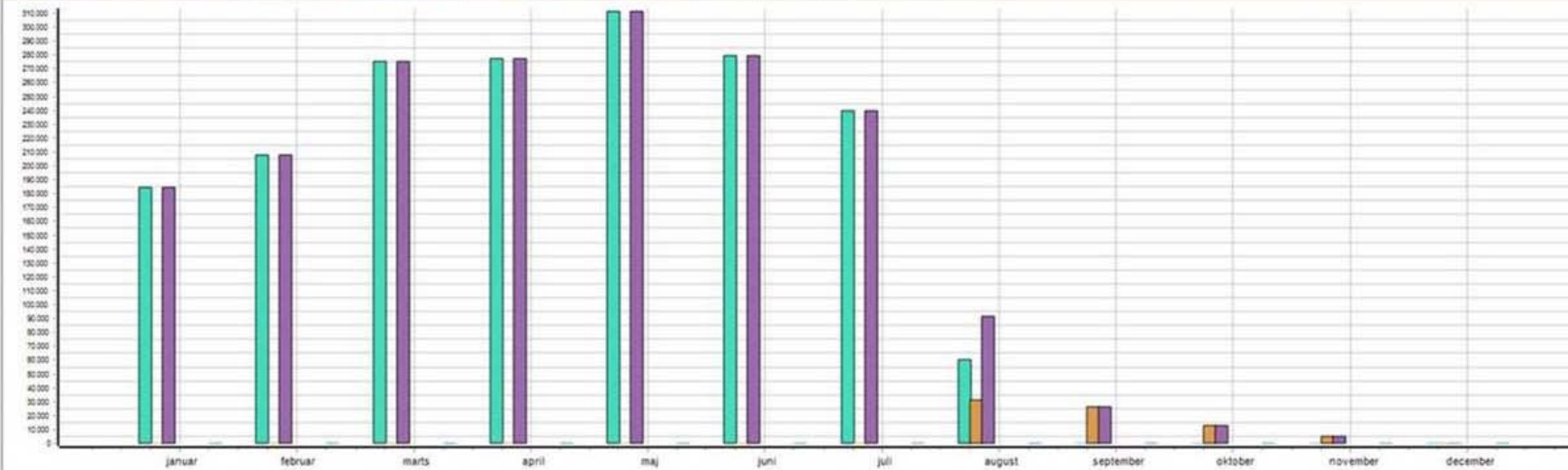• Are there any channels that under-perform compared to last year?

The updated MIS gives you a realistic picture of the hotel's development since the same time last year, and where efforts must be made to achieve even more growth in the business.
....
Tip: You can also put your budget inside MIS and make a setup so that Picasso Digital reports periodically send your numbers for this year, compared to the budget last year for you on email - for example every Monday.

Actual Booked Forecast Budget
Actual (-1Y) Booked (-1Y) Forecast (-1Y)

Monthly	Actual	Booked	Correction	Forecast	Forecast %	Actual (-1Y)	Booked (-1Y)	Forecast (-1Y)	Forecast % (-1Y)	Forecast dif. %	Budget	Index in %	09-08-2018
januar	184374			184.374	9,6	231.203		231.203	11,9	-20,3		0,00	0,00
februar	207.877			207.877	10,9	232.058		232.058	11,9	-10,4		0,00	0,00
marts	275.162			275.162	14,4	338.602		338.602	17,4	-18,7		0,00	0,00
april	277.097			277.097	14,5	233.180		233.180	12,0	18,8		0,00	0,00
maj	311.429			311.429	16,3	265.390		265.390	13,6	17,3		0,00	0,00
juni	279.237			279.237	14,6	287.807		287.807	14,8	-3,0		0,00	0,00
juli	240.082			240.082	12,6	280.295		280.295	14,4	-14,3		0,00	0,00
august	60.480	31.237		91.717	4,8	79.746		79.746	4,1	15,0		0,00	0,00
september		26.369		26.369	1,4				0,0	0		0,00	0,00
oktober		12.819		12.819	0,7				0,0	0		0,00	0,00
november		5.083		5.083	0,3				0,0	0		0,00	0,00
december		298		298	0,0				0,0	0		0,00	0,00
Total	1.835.738	75.806		1.911.544	100,0	1.948.281		1.948.281	100,0	-1,9		0,00	0,00

Waiting list res. not included, dayroom included. Tentative res. not includ

MIS options

Marketing Information System - Last updated: 09-08-2018

Would you like to offer your rooms at AirBnB?

YP Intelligence - also known as Yield Planet which many of our Picasso users utilise in connection with Picasso, is now certified as a data provider for AirBnB.
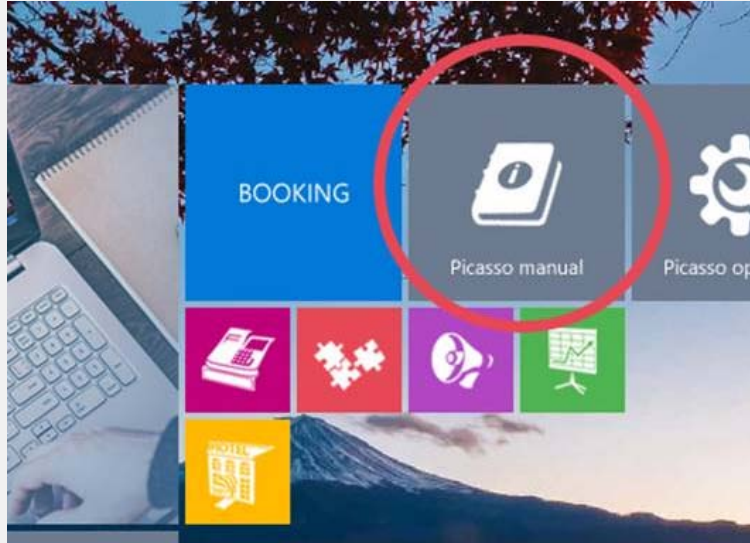
If you want to lease your rooms with AirBnB, you can with a few clicks set up YP Intelligence / YieldPlanet to provide availability and receive reservations from AirBnB. Besides the standard interaction, there are a number of practical functions that are useful in connection with sales via AirBnB.

airbnb and yieldPlanet

Read more at YieldPlanet's website

Help is near!

New updated manual in Picasso

On the new home screen of all modules you can always find a quick link to our newly updated Picasso manual.

Free training on YouTube

We have made a YouTube channel filled with videos for you with instructions, tips and tricks in Picasso Digital. Go to YouTube.com and search for "Picasso Digital"
You can also subscribe to the channel for the latest videos every time you access YouTube.
Videos will be continuously added.

More Picasso Digital News

New Picasso email editor on the way

We have developed a new Mail Client that replaces the old MS Client.
It is faster to send confirmation and reports with this new client.

Boost speed on Online booking

We have optimized the code on Online booking. Write to picassosupport@techotel.dk, order a web update and get a faster online booking

IMPORTANT! IMPORTANT! IMPORTANT!: Remember to get the Spf record corrected

We have previously written about this, but there are hotels that have still not responded to the below and so their emails risk being caught in the guests' spam filter .

Dear Customer

There are several options in Picasso to send mails to your guests, but some hotels have had the unfortunate experience that their emails ended up in the guest's spam folder and therefore were not immediately registered.

This may be because your mail is sent from Picasso's mail server, but has the hotel's domain as the sender. This can cause the recipient's mail client to see the mail as spam.
To ensure that this does not happen, we have upgraded our equipment.

It is important that you address your technician / mail provider and ask them to implement the information in the right column, which "authorizes" Picasso's server as the sender of your emails .

To your technician:

You need to fix your SPF with your DNS provider of your domain so you can send emails from Picasso without any problems.

If you already have an SPF then the following must be added:

include: mail.techosting.dk

If you do not have any SPF today then the following must be added and your own mail server must enter SPF:

v = spf1 include: mail.techosting.dk ~ all

You are welcome to contact our hardware department if you have any questions. Tel. +45 3619 2120 or email picassosupport@techotel.dk

Yours sincerely

AK Techotel Ltd.

AK TECHOTEL

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