



iBookedOnline.com

Voucher Information Pack

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01264 326436

Who are we?

My name is Daniel Vant and I'm the owner of Book Online. Book Online is fast becoming one of the leading voucher fulfilment companies offering hotels like yours an additional revenue stream. But not only will our voucher system increase your cash flow, it'll make you happier too!

Okay, hear me out...

Using our voucher system in your hotel means that you won't have to worry as much about getting customers in, as the system does that for you. And as we offer a completely 'done for you' system, we'll do all the hard work and you'll gain a lot more new customers without having to sweat blood and tears to get them in!

What's more, we won't hold any of your money until the voucher is redeemed – you'll get the money upfront; no fuss, no hassle.

Since our start in 2011, we've been implementing our voucher systems and have helped over 300 hotels massively boost their revenue each year. It is this continued growth and commitment to our customers that has cemented our excellent reputation. We were even finalists for Small Business of the Year in the Test Valley Business Awards, coming in the top three. So, it's a really exciting time for you join us and develop your hotel alongside our expanding business!

We might be small, but we're **mighty!**

Why do you need our voucher system in your business?

There's one simple answer to that question: it will **get you more customers and get existing customers to buy from you more often.**

Do you want more and more people to visit your hotel and use your facilities that you've heavily invested in?

Do you want to see your Sundays filled with Afternoon Tea guests rather than empty tables and a labour bill that's killing your profit margin?

Do you want your spa to be booked up every day of the week?

Do you want a full house dining in your restaurant every weekend for the foreseeable future?

Then Book Online is the answer!

Using Book Online will guarantee a boost in revenue for your hotel, ensuring that more and more people will visit your hotel and use its facilities.

What's more, we'll do all the hard work and take care of everything – from implementing the voucher system on your website to printing and posting all the vouchers – **leaving you free to run your business and reap the rewards!**

Why are our vouchers so great?

- **Your account is set up in a matter of minutes:** This is not only FREE to do but we'll have your account set up and ready to go instantly so you can start selling vouchers and generating revenue straight away!
- **Money in the bank for you:** You'll receive the money for the voucher sales upfront. This means that your hotel will get revenue coming in BEFORE your customers even come in.
- **No set-up, start-up or monthly costs:** And absolutely no hidden charges. We just take a small commission on each voucher sale.
- **Gain more customers and keep the ones you've got:** The great thing about gift vouchers is that not only do they get your current customers to visit your hotel more, but they bring in clientele who might not usually frequent hotels. Therefore, using gift vouchers will expose your brand to different demographics, boosting your visibility and profit in the process. On that note, we'll give you the purchasers email addresses and contact information so you can stay in touch with these customers and keep them coming back.
- **Bespoke vouchers that are tailored to you:** You can choose from multiple voucher template styles and layouts, meaning you can personalise the vouchers to your hotel. What's more, all emails sent from Book Online to your customer are branded as if they've come straight from you enabling you to maintain your hotel's branding and make sure that your vouchers stand out from the crowd!
- **Customise your sales pages:** Your vouchers will be displayed on a sales page and you'll have the choice of two different designs. You'll be able to customise your sales page to really make it personalised to your hotel. Then all you have to do is place a link on your website which will direct people to your personal sales page where they'll be able to purchase their vouchers.
- **It's a completely 'done for you' system:** We'll take care of everything; we'll print and post your vouchers for you and if you don't have any voucher stationary, we can provide it for you free of charge! We can also provide gift boxes, bows and ribbons to really add that special something. We'll put in the elbow grease, so you can leave your staff to get on with the bigger stuff!
- **Add a personal touch:** Purchasers have the option of adding messages to the vouchers at the time of payment, adding that 'personal touch' and making it a truly special gift.
- **Discount codes:** You can also set up discount codes for your voucher(s) which allows purchasers to receive a reduction on the cost of the voucher(s) when they pop the code in.
- **Promotional Vouchers:** You can also set up promotional vouchers and put a limit on the number of promotional vouchers you want to sell (e.g. 50). The great thing about this is that it gets people through the door and once they're there you can up their value and get them to spend money on other things. What's more it's a new customer that you wouldn't have had before and is therefore a new lead that you can market to.

How does it all work?

1. We'll set up your account

Unlike our slow competitors, we're quick and will have your account set up and ready to use in a matter of minutes. Once it's live, we'll send you your account login details so you can get the ball rolling right away and start to create your vouchers!

2. You design your vouchers

You can get your creative juices flowing and can choose from multiple template styles and layouts per voucher. For example, you might have an 'Afternoon Tea for Two' voucher; you'll be able to have several voucher designs for this particular offer, meaning that your customer can choose the voucher layout they prefer at the time of purchase.

3. How do people buy the vouchers?

Your vouchers will be displayed on a 'sales page' design of your choice. Your voucher 'sales page' can be customised to your brand, enabling you to change your header, footer, background and colour scheme yourself using the control panel.

There will then be a link to this sales page on your website. The purchaser will click on this link shown on your website and they'll be taken to your sales page where they'll be able to see and purchase your vouchers. We'll also list your vouchers for you on www.i bookedonline.com

4. How does the payment process work?

At the time of purchase, the purchaser can choose to add a personal message to the voucher to add that "something special". When the purchaser comes to pay, the payment is taken by your preferred payment method. An email confirmation is sent to the purchaser, your hotel and us.

5. How does the delivery process work?

There are a choice of delivery methods for the purchaser; either email or postal which includes first class, signed for and next day delivery. If the purchaser chooses email delivery, they will receive the vouchers in an easily printable PDF attachment. If they choose postal delivery, they will receive a hard copy of your vouchers and these can be gift boxed – and even tied up with ribbon! All of the vouchers have a unique code assigned to them so they can be easily tracked.

Here at Book Online, we can provide all the voucher stationery FREE of charge, including gift boxes and ribbons! We'll also print and post the vouchers for you.

6. When will you receive payment?

We don't hold on to any of the money like our competitors, so you'll get it upfront. We also accept multiple payment methods:

- **Paypal Standard** – you must have your own account set up
- **Sage pay** – you must have your own account set up
- **Paypal Professional** – you can use your own account OR we'll take the payment and transfer the money directly to you by the 10th of the following month

7. What do you have to pay for?

Absolutely nothing! There are no set-up or start-up costs. There are no monthly fees and there are absolutely no extra costs or hidden charges. We simply take a small commission on every voucher sale. This means that if you don't sell any vouchers, then you won't have to pay anything to us. We won't lock you into any contracts and you're free to leave at any time without notice.

What are you waiting for?

Still need convincing? Here are four reasons why using our voucher system is the right decision for your business:

NUMBER ONE: We're flexible – You can choose what vouchers you want, how you want them to look and how long you want to run them for. The ball is most definitely in your court! We won't keep you tied down and locked into a contract; you're free to leave whenever you want and without warning.

NUMBER TWO: We're a friendly bunch and guarantee excellent customer service so we won't just set you up on the system and leave you to it. We provide **7 days a week support**, to help you get the system working in the best way for your hotel.

NUMBER THREE: You won't have to lift a finger – we'll print and post all of the vouchers you sell and we'll even provide the **voucher stationery for FREE**.

NUMBER FOUR: We won't hold onto any of the money you make on your voucher sales to be redeemed like our competitors, **you get your money upfront**.

Seriously, what are you waiting for...? Come and be part of the growing number of clients that are using our voucher system and start making more money TODAY!

So, what's next...?

The next step is really easy. Whether you're ready to sign up straight away or you'd like a bit more information, just give me a call on **01264 326436**. If you'd prefer to chat in person over a cuppa and a biscuit then just pick up the phone and we can arrange a meeting.



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