

E-mail templates



Functionality Update: December 2012 Personalised Email Templates

Resbook now offers e-mail templates for you to send out personalised e-mail messages to your guests!

New features include:

- Free control to all e-mails sent out via Resbook
- Editable e-mail messages to the guest
- Header and Footer content added for you to personalise your own letterhead
- Customisable background colours
- Ability to resend pending confirmation e-mails after you've accepted a booking request

Here's how you can achieve your customisable e-mails in Resbook : Admin > System Settings > E-mail Templates

Email Templates		Edit Theme	De-activate email templates
Adding a Reservation (Pending)	edit		
Adding a Reservation (Confirmed)	edit		
Guest books online (Confirmed)	edit		
Guest books online (Request)	edit		
Pending Confirmation	edit		
Express Confirmation	edit		
Cancelling/Declining a Reservation	edit		
Move Reservation	edit		
Amend a Reservation	edit		
Confirmation	edit		
Payment Request (ResPay)	edit		
Payment Confirmation (ResPay)	edit		
Thanking Guest	edit		

We have e-mail templates set up, just for about every e-mail action from Resbook that you can think of! We will go through the necessary details to equip you in producing your personalised professional e-mails.

There are 3 components to these e-mail templates and you will find yourself a whiz in no time.

- 1) Setting up your e-mail replies and including the appropriate tags
- 2) Editing the Theme (letterhead)
- 3) Activating your e-mail templates

All of these are summed up in 3 easy steps!

E-mail templates

To save you time, there is a \$75 administration fee + GST for Tomahawk to set up all e-mail templates with your business logo. Once we are done, we hand it back to you to touch it up with your personality!

First step: Setting up e-mail replies

Log into Resbook > Hover over Admin > System Settings > E-mail Templates. Select a template in the list.

The screenshot shows a web-based email template editor. At the top, there's a title bar 'Adding a Reservation (Pending)' with buttons for 'Cancel', 'Preview', and 'Save Template'. Below this is a dropdown menu 'Copy template from...'. The main editing area has a 'Subject:' field with the text 'Pending Reservation'. Below the subject field is a rich text editor toolbar with various icons. A red circle highlights the 'Insert a t...' button. The email body text is as follows:

Hi {guest_first_name} {guest_last_name},

Thank you for your Reservation. We have reserved these dates for you.

Please view your booking details here:

{booking_summary}

Please note that you have 48 hours to get back to us before your booking is taken off the calendar, allowing this to be bookable by someone else.

To confirm your booking, you will need to enter your credit card details before you can secure the booking in this:

- Amend the title of the subject to how you wish
- Start typing up your reply and insert tags relevant to the e-mail template
- Preview it – once you're happy with this, and save it.
- Move on to another template. 'Copy template from' means that these e-mail replies can be reused again for another template.

Tags that are inserted into the e-mail templates do require spacing between words or between paragraphs. Examples are shown in the picture above...

- Gap between words: {guest_first_name} {guest_last_name}
- Gap between paragraphs: {booking_summary}

Remember to use the preview button to display the e-mail that you have created. Please allow pop-ups for Resbook for previewing.

E-mail templates

E-mail template and Tags explanation

This is a complete explanation of all e-mail template functions within Resbook:

E-mail template	E-mail Function
Adding a Reservations (Pending)	manual entry booking: sends out a secured link
Adding a Reservation (Confirmed)	manual entry booking: sends out a secured link
Guests books online (Confirmed)	Online booking: instant confirmation
Guest books online (Request)	Online booking: request sent
Pending Confirmation	Sends out a secured link after accepting the booking request
Express Confirmation	Sends out an instantly confirmed reply after accepting the booking request
Cancelling/Declining a Reservation	Cancelling an already-confirmed booking or declining a booking request
Move Reservation	Assigning the guest to another room and informing the guest by e-mail
Amend a Reservation	Amending the Reservation
Confirmation	Re-confirming the booking
Payment Request (ResPay)	ResPay users: sends out a secured link to enter cc details for guests to pay
Payment Confirmation (ResPay)	ResPay users: sends out a receipt to guests once their credit card is charged
Thanking Guest	Welcome home mail: sent overnight soon after guests departs property

This is a complete explanation of all e-mail template functions within Resbook:

Tags	Where is this 'tag' information found?
Guest First name	Manual entry/Online bookings – First name entered into Booking form
Guest Last name	Manual entry/Online bookings – Last name entered into Booking form
Booking Summary	Reservation ID Booking Name & Guest Name Arrival and Departure dates Number of Nights Guests: Adults/Children booked Rate per night Total Accommodation Price and (Tax) Status of Booking
Arrival Date	When the customer arrives
Nights Booked	Number of nights that guests' are staying for
Rate per Night	Rate per night
Total Booking amount	Rate x number of nights = Total booking amount
Services Summary	Only applies to Resbooks with the Services Module
Payment Policy	Same as the Booking and Payment Policy found on your Booking calendar
Cancellation Policy	Same as the Cancellation Policy found on your Booking calendar

E-mail templates

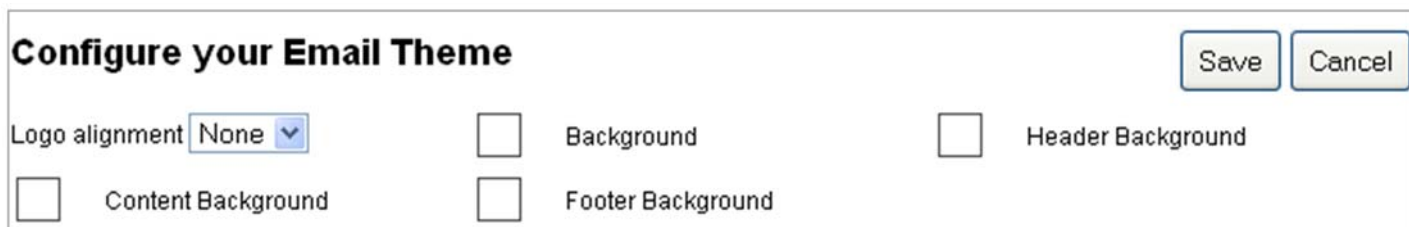
Tags	Where is this 'tag' information found?
Property Signature	Admin > System Settings > Address & Contact – anything filled her will be shown
Property Name	Found in Address & Contact, Name only shown
Property Address	Found in Address & Contact, Address only shown
Property Postal Address	Found in Address & Contact, Postal Address only shown
Property E-mail	Found in Address & Contact, E-mail only shown
Office Phone	Found in Address & Contact, Office Phone only shown
Date	The date of today will be display
Booking Number	The Booking ID
Comments to Guest	Any written comments in the booking of Resbook will be shown
Reservation Expires	Involves pending confirmation e-mails
Moving Details	When a different room is assigned to the date for a booking
Amendment Details	Details of Rates, adults/children, or booking dates are shown
Confirmation Link	Only found in Pending confirmation e-mail; a secured link sent to customers to enter their credit card details and confirm the booking
Cancellation Reason	Soon as you act on Cancelling the booking, the cancellation reason will show
Payment Request Link	Requesting a payment from the customer (only for ResPay users)
Paid Amount	Paid amount stated in an e-mail when a card is charged (only for ResPay users)
Name on Bank statement	Merchant name that appears in an e-mail when a card is charged (only for ResPay users)
Review Link	Availability website review link

E-mail templates

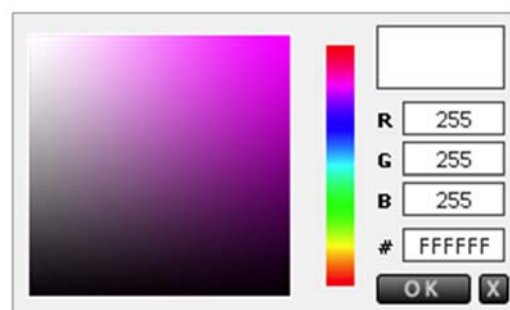
Second step: Editing the Theme

In Resbook : Admin > System Settings > E-mail Templates > Edit Theme.

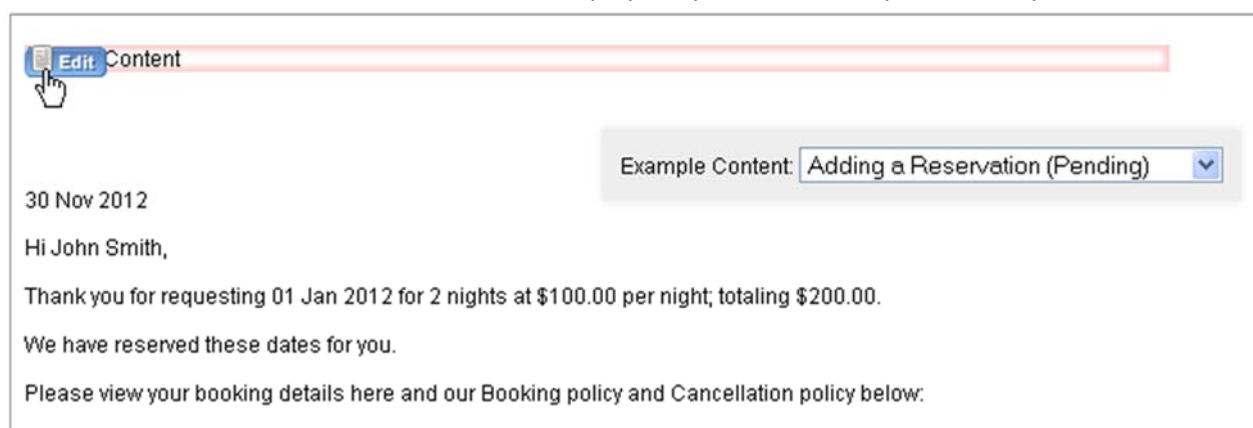
In this page, you can select the colours of the e-mails and choose your logo alignment in your e-mails.



- If you want the logo to show in Resbook (provided that you have added the logo in the 'Photo Gallery' of Resbook), choose the Logo alignment by clicking on the drop down box.
- Click on the white square, use the mouse and click on the colour of your preference in the coloured square. Click Ok.
- The changes can be seen on the previewing page.
- Save, if you are happy with it.



Header content and Footer content words are displayed by default for every e-mail template.



- Switch e-mail templates by clicking on the drop down box stating: 'Example Content'. Then, hover over the 'content' words and click on 'edit'.
- This is the perfect place to include your address details as this serves as the letterhead for you. Please ensure that you remove the 'Header content' words and start customizing your own! Remember to save your work (top right hand corner) once you are satisfied.

E-mail templates

Last step: Activating E-mail templates

Once you've completed every single e-mail template, hit the 'Activate e-mail templates' button to no longer send out Standard Replies but to send out your very own custom-made e-mails!

Email Templates

Edit Theme

Activate email templates

When you feel like your email templates are ready, click the 'Activate my Email Templates' button below.

Note: This will deactivate your [standard replies](#).

Adding a Reservation (Pending)	edit
Adding a Reservation (Confirmed)	edit
Guest books online (Confirmed)	edit
Guest books online (Request)	edit
Pending Confirmation	edit

Important notes to consider:

The Payment request link is for the Payment Request e-mail template. The confirmation link is for the Pending Confirmation e-mail template.

Tags that are embedded into email templates of your choice may not come through some links pertains to specific mail outs. Please follow the guide set above to ensure that your links will come through.

If you would like us to set up your e-mail templates, we can place in a basic model for you at \$75 in total. We will then advise you when this is completed and you can adjust the e-mail templates however you want to.

'Standard replies' will be deactivated as soon as you have activated your e-mail templates. If you decide to deactivate your e-mail templates, Resbook will resume back to sending off e-mail from 'Standard replies'.

Ensuring that all your e-mails are working smoothly, we recommend that you make test bookings in your Resbook to see how customers would receive your e-mail replies; provided that you have your e-mails activated.