

## Transmission rules for protel Messenger



**protel Messenger** is a Cloud module designed to centralize and simplify the communication between the hotel and the guest. The comprehensive interface is supposed to send emails and short messages (texts) for many protel modules, e.g. the Web Booking Engine (WBE) or the guest app Voyager.

### Features (brief selection)

- One-time, repeating or event controlled sending of short messages and HTML mails.
- Automatic sending of personalized emails by using replacement codes.
- Specifically directed addressee selection by means of numerous filtering options.
- Completely formatted templates for HTML mails: no web designer is required. Texts and images can simply be replaced.
- Automatic mail attachments (booking confirmations and invoices currently only from the protel WBE 4.0).
- Sending short messages as direct messages from protel Navigator.
- Sending texts/forms via email from the protel guest profile's text history.
- Sending surveys using protel Survey: e.g., automatically two days before or after a stay.

### ▼ More Information

If you require further technical information about a specific interface mentioned in this document, please send an e-mail to the [protel WBE support](#) or [protel Cloud support](#).

### Setup

The settings for the protel Messenger can be accessed via the [protel Cloud Center](#). This document familiarizes you with the most important transmission rules by means of popular examples.

Level	Transmission rule/ Event	Dispatch route		Dispatch trigger			Attach survey	Filter	Attach documents	Recipient (Recommendation)
		Mail	SMS	one-time	repeating	event-based				
SPE/MPE/HQ										
Hotel (SPE only) HQ (MPE only)**	Hotel- Newsletter or Mailing	x	-	x	-	-	(x) see below	several filter, at least on filter is required recommended: Contact options	-	filtered recipients
<b>Additional information:</b> useful for newsletter, Christmas greetings,...										
<b>**Additional filter for hotels in a MPE:</b> reservations in the current period										
Hotel	Hotel – Deposit Reminder	x	x	-	x	-	-	Days to arrival, Current reservation status, Contact options	-	filtered recipients
Hotel (SPE only) HQ (MPE only)**	Hotel – Birthday Mailing	x	x	-	x	-	-	Birthday, Contact options	-	filtered recipients
<b>**Additional filter for hotels in a MPE:</b> reservations in the current period										
Hotel	Hotel - Contact booker of optional reservation	x	x	-	x	-	-	Days since booking; Current reservation status; Contact options	-	filtered recipients
Hotel	Hotel - Post-Stay	x	x	-	x	-	(x) see “Survey - Post-Stay”	Days since check-out; Contact options	-	filtered recipients
Hotel	Hotel - Pre-Stay	x	x	-	x	-	(x) see “Survey - Pre-Stay”	Days to arrival; poss. Survey; Contact options	-	filtered recipients

# protel Messenger



Level	Transmission rule/ Event	Dispatch route		Dispatch trigger			Attach survey	Filter	Attach documents	Recipient (Recommendation)
		Mail	SMS	one-time	repeating	event-based				
Hotel	Hotel - Upselling Breakfast (HB, FB)	x	x	-	x	-	-	Days to arrival; Rate (e.g. negating all rates except stay incl. breakfast); Contact options	-	filtered recipients
Hotel	Upselling room type (e.g. from Std to Dlx)	x	x	-	x	-	-	Days to arrival; Room type; Contact options	-	filtered recipients
<b>Caution:</b> The real availabilities are not considered, it is an overall mail.										
Hotel	protel FO - Sending a confirmation upon reservation being created in protel	x	x	-	-	x	-	Reservation created in protel	x (for mail only)	guests and manual recipients
Hotel	protel FO - Check-in "to the guest"	x	x	-	-	x	-	at Check-in	-	filtered recipients
<b>Example:</b> Welcome Mister XXX, the happy hour starts at 6pm in our lounge ....										
Hotel	protel FO - Check-in "internal" (e.g. for VIP check-in)	x	x	-	-	x	-	at Check-in	-	manual recipients
<b>Example:</b> Hello banquet team, the speaker has just arrived ...										
Hotel	protel FO - Check-out "to the guest"	x	x	-	-	x	-	at Check-out	-	filtered recipients

Level	Transmission rule/ Event	Dispatch route		Dispatch trigger			Attach survey	Filter	Attach documents	Recipient (Recommendation)
		Mail	SMS	one-time	repeating	event-based				
Hotel	protel FO - Check-out "internal" (e.g. for VIP check-out)	x	x	-	-	x	-	at Check-out	-	manual recipients
<b>Example:</b> Hello banquet team, the speaker wants to check-out. Is there anything to sign? ...										
Hotel	protel FO – Direct message	-	x	-	-	x	-	instant message	-	filtered recipients
<b>Example:</b> Dear Mister XXX, your express delivery has just arrived ...										
Hotel	protel FO - Sending a booking confirmation from the text history	x	-	-	-	x	-	Send booking confirmation	x (for mail only)	guests and manual recipients
Hotel	protel FO - New maintenance work order created	x	x	-	-	x	-	New maintenance work order created	-	manual recipients
Hotel	protel FO - Maintenance work order reopened	x	x	-	-	x	-	Maintenance work order reopened	-	manual recipients
Hotel	protel FO - Maintenance work order closed	x	x	-	-	x	-	Maintenance work order closed	-	manual recipients
Hotel	protel FO - Room set to clean	-	x	-	-	x	-	Room set to clean	-	filtered recipients

Level	Transmission rule/ Event	Dispatch route		Dispatch trigger			Attach survey	Filter	Attach documents	Recipient (Recommendation)
		Mail	SMS	one-time	repeating	event-based				
Hotel	Survey - Free-text answers including bad words	x	-	-	-	x	-	Survey with negative words	-	manual recipients
Hotel	Survey - Post-Stay	x	x	-	x	-	x	Surveys - Finished (Post-Stay); Days since check-out; Contact options	-	filtered recipients
Hotel	Survey - Pre-Stay	x	x	-	x	-	x	Surveys – Finished (Pre-Stay); Days to arrival; Contact options	-	filtered recipients
Hotel	Survey - Survey - Attendee aborts survey	x	-	-	-	x	x	Survey - cancelled	-	manual recipients
Hotel	Survey - Attendee finishes survey	x	-	-	-	x	x	Survey - finished	-	manual recipients
Hotel	Survey - Attendee chooses alert answer	x	-	-	-	x	x	Survey – Alert answer	-	manual recipients
Hotel	Voyager - Guest sends a message to the hotel	x	x	-	-	x	-	Voyager – Email contact	-	manual recipients
Hotel	Voyager - Shop order	x	-	-	-	x	-	Voyager – Shop order	-	manual recipients

Level	Transmission rule/ Event	Dispatch route		Dispatch trigger			Attach survey	Filter	Attach documents	Recipient (Recommendation)
		Mail	SMS	one-time	repeating	event-based				
Hotel (SPE only) HQ (MPE only)	WBE - Guest requests a callback	x	-	-	-	x	-	WBE - Guest requests a callback	-	manual recipients
Hotel (SPE only) HQ (MPE only)	WBE - Guest sends a message to the hotel	x	-	-	-	x	-	WBE - Guest sends a message to the hotel	-	manual recipients
Hotel	WBE - Voucher sold successfully	x	-	-	-	x	-	WBE – Voucher sales	x (for mail only)	guests and manual recipients
Hotel	WBE - Check out shopping cart: voucher order on account	x	-	-	-	x	-	WBE - Shopping basket check-out (unpaid)	x (for mail only)	guests and manual recipients
Hotel	WBE - Check out shopping cart: voucher order via Payment Provider	x	-	-	-	x	-	WBE - Shopping basket check-out (paid via payment provider)	x (for mail only)	guests and manual recipients
Hotel	WBE - Booking completed successfully	x	-	-	-	x	-	WBE-Reservation	x (for mail only)	guests and manual recipients
Hotel	WBE – Cancellation successful	x	-	-	-	x	-	WBE-Cancellation	x (for mail only)	guests and manual recipients

Level	Transmission rule/ Event	Dispatch route		Dispatch trigger			Attach survey	Filter	Attach documents	Recipient (Recommendation)
		Mail	SMS	one-time	repeat-ing	event-based				
Hotel	WBE – Item sell	x	-	-	-	x	-	WBE – Item sell	-	manual recipients
<b>Additional information:</b> only WBE 5										
Hotel	WBE – Table reservation	x	-	-	-	x	-	WBE - Table reservation	-	manual recipients
Hotel (SPE only) HQ (MPE only)	WBE - Hotelier requests guests login	x	-	-	-	x	-	WBE - Hotelier requests guests login	-	filtered recipients

## Contact

Talk to us if you have questions or require additional information! We're happy to advise you!

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