With eStandby Upgrade, every upsell offer fulfilled is additional revenue.

eStandby Upgrade empowers the travel industry to monetize premium inventory and services that may otherwise go unused and undervalued—and to relieve oversold situations. More importantly, travel companies can deepen their relationships with customers by creating active, meaningful interactions that build loyalty through personalized brand experiences.

Nor1’s pre-arrival upsell solution uses the travel industry’s most sophisticated pricing and merchandising engine, PRiME™, to make dynamic, individually customized, upsell offers. The patented PRiME takes into account all the important factors in order to return the optimal upsell offer for each individual in the travel lifecycle.

Nor1’s Active Merchandising Platform:
The Upsell Manager makes it easy to realize more revenue with every eStandby offer.

- Upsell requests display in revenue maximizing order
- Hotel managers award eStandby Upgrades according to availability
- Load/change rates, set restrictions and view PRIME controls

HAPPIER GUESTS IN 10 MINUTES A DAY

Nor1 provides an intuitive system to access reports, change passwords, view training documents and most importantly, fulfill guests’ eStandby requests.

BENEFITS OF eStandby® Upgrade DATA-DRIVEN MERCHANDISING

+ Increase RevPAR
+ Boost Guest Satisfaction
+ Create Operational Efficiencies

Monetize and leverage room features outside the PMS or CRS

Offer sets are optimized to help channel demand to under-utilized inventory

+15-20% eStandby Conversion Rates
32% Average Increase in Original Booking Value for Upgraded Bookings!
+1-5% ADR Increases When Normalized Across All Bookings Exposed!
More Than 2 Million Guests Are Exposed to eStandby Offers Every Month!

Enjoy Conversion Rates Above 1.45% Industry Standard*

Key Google Advertising Metrics Q3 2012

The Technology Leader in Upsell Solutions

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