Connecting with the Nor1 eStandby® System

eStandby Operational and Revenue Management Best Practices
Operations Management

**Tighten Up Operations**
- Enlist enough Award Managers so that you have daily coverage
- Alert Nor1 to staffing changes so we can add/remove login credentials and provide (refresher) training when necessary
- **Action weekend queues on Fridays**

**Award in Advance**
- Awarding transient peak nights **2-3 days ahead** captures guaranteed revenue, and acts as a safety net against non-revenue upgrades on the day of arrival due to overbooking
- Since all Nor1 guests come in on a standby basis, you have the flexibility to award in advance, but also remove the upgrade if needed
- Properties that award ahead consistently average a RRR of 60-90%

**Utilize the eStandby Portal Modules**
- The **Month View** can help you plan for high revenue days and identify causes of Expired Revenue

**Award Everything You Can**
- **Add-ons** can be awarded in conjunction with the originally booked room, other upgrade requests, and other add-ons
- If a guest’s requested upgrade(s) are unavailable, but higher level upgrades are; then, award the higher level upgrade at the requested upgrade price
- Award **PAYING requests over FREE** requests from loyalty guests

**Avoid Expired Revenue**
- Expired revenue means that no **one took action** on that particular day (the team should go back to the previous days and deny the upgrade requests if not available)
- Please deny the upgrades that are not available instead of letting the pending revenue “expire”
- On the reporting, expired revenue implies that the property was not engaged with eStandby and “**left money on the table**” (which is often untrue!)
Revenue Management

Implement additional Add-ons

- Give you more flexibility to award guests as they can be awarded in conjunction with other upgrades
- They are generally not limited by room inventory, so even at high occupancy a guest can still be awarded

Increase exposure by enabling Nor1 for Passkey bookings (through GroupMAX)

- Activate the Nor1/Passkey Interface
- Enable eStandby on the confirmation pages of Passkey bookings
- Enable eStandby on your confirmation and pre-arrival email campaigns

Leverage the Nor1 Team

- support@nor1.com is a clearinghouse for your support needs, especially user/password issues
- Nor1’s knowledgeable Regional Account Revenue Managers (ARMS) are a great resource to analyze your property and identify opportunities
Manage Seasonal pricing and offer set

- **Increase upgrade prices** during oversold dates, High season, special events
  (please feel free to send over the date ranges or high compression periods)
- *This will reduce the number of requests, but each awarded request will have a much more substantial revenue impact*