Serenata @mail User Manual

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Serenata @mail User Manual

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Serenata @mail User Manual

Serenata @mail is an e-marketing tool which is integrated with your property management system (PMS) or central reservation system (CRS). Using Serenata @mail, you can instantly email confirmations, cancellations as well as pre-arrival and post-stay communication with just a few clicks directly from your PMS or CRS.

These are not simple text emails but rich, colorful HTML pages bearing the hotel message and branding, all personalized to the individual guest, filled with inviting photos of the best amenities of the property. that look professional and correspond to the corporate identity of your property.

Serenata @mail features a web-based user interface that serves as the front-end application for sending the customer documents to their recipients.

Please note that the functionality you receive with Serenata @mail depends on the access rights linked to the user ID with which you have logged in. For instance, the **Setup** option for Serenata @mail is usually reserved to the System Administrator and will not be visible for standard users.

This user manual covers the complete functionality available with the Serenata @mail web application.

In this Document

In the following, we will describe the main functionality of the Serenata @mail user interface.

Where do you want to go?

- The **Basic Skills** section will provide you with the first steps required to log into Serenata @, to log out and to introduce the main menu. See “Basic Skills” on page 6.
- The **Message Monitor** is the main control center for viewing and sending the guest emails. Please see “Message Monitor” on page 10.
- The **Test Templates** option is used for previewing the look of the template and for viewing and editing the content elements (texts blocks, images, etc.) that are used in the email template. See “Test Templates” on page 31.
- **Manual Email** – Send emails manually through @mail. Can be used for testing email addresses, email templates and other setup factors. For details see chapter “Manual Email” on page 40.
- **Content Setup:** The options **Text Module Setup**, **Label Setup**, **Link Setup** and **Image Setup** are used if you need to make changes to your template contents. These options are

reserved to the Administrator and will not be visible to standard users. See "Setting Up/Modifying the Content of Your Templates" on page 49.

- The **Statistics** option shows the number of emails that have been sent out with Serenata @mail; sorted by date, by user, by group or by template. See "Statistics" on page 42.

Basic Skills

This chapter gives you the basics on how to use Serenata @mail. It explains how to log in, how to log out, provides an overview of the available menu options and explains how to access the **Options** menu to change your password and other basic user settings.

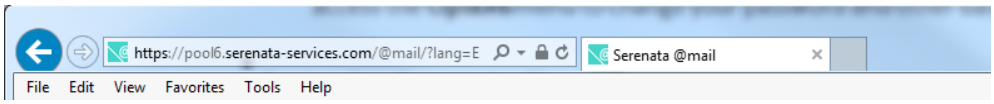
Accessing Serenata @mail

Serenata @mail is usually hosted in the Serenata IntraWare data center and will be accessible via a URL, such as https://pool6.serenata-services.com

In principle, any staff member of the hotel or hotel chain can access Serenata @mail. For security reasons, you will require a user ID and corresponding password to log into Serenata @mail.

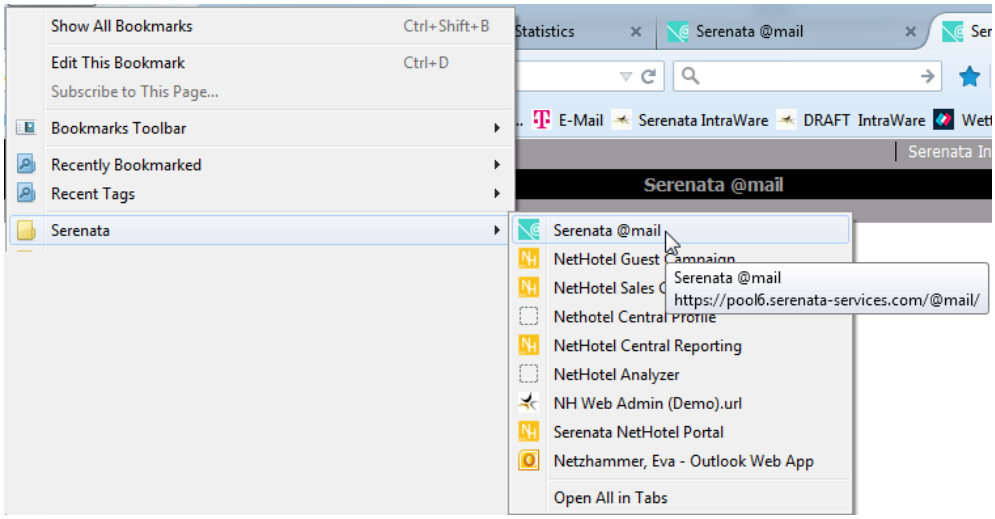
Accessing Serenata @mail:

1. In your Internet browser (Internet Explorer or Firefox), enter the URL of Serenata @mail.



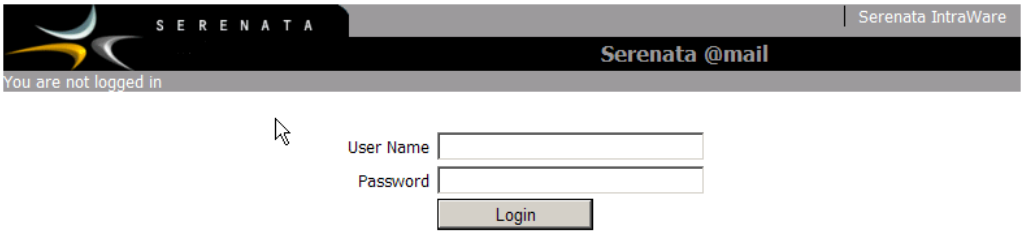
Or

Select the link to Serenata @mail from your **Favorites**.



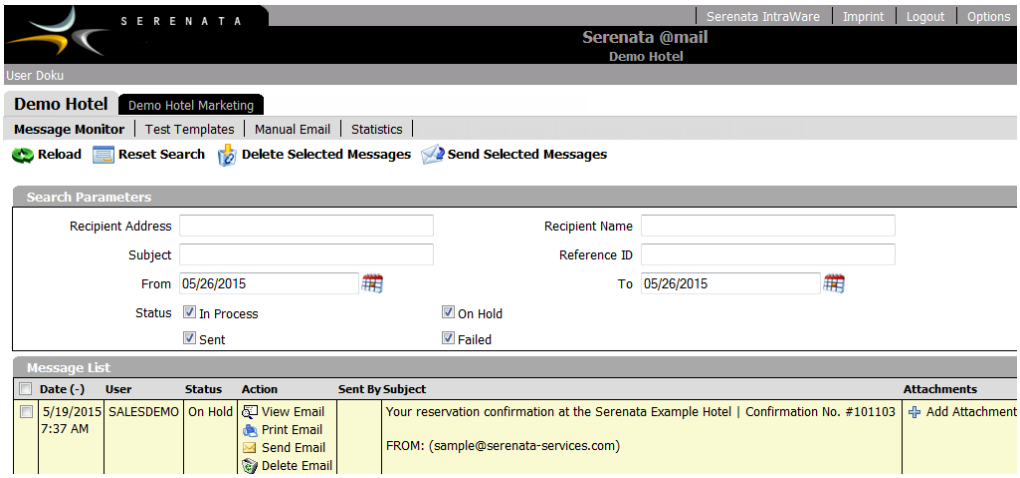
Note: This URL is just an example, there are different pools for Serenata @mail.

The system will display the Serenata @mail **Login** page.



2. Enter your **User Name** and press **Tab**.
3. Enter your **Password** and click LOGIN.

   The system will display the **Serenata @mail** main menu with the **Message Monitor**.



If you have entered an invalid User ID or the wrong password, the system will display an appropriate message and will remain on the login page.

Try to log in again by entering your **User Name** and **Password** once more and by clicking LOGIN.

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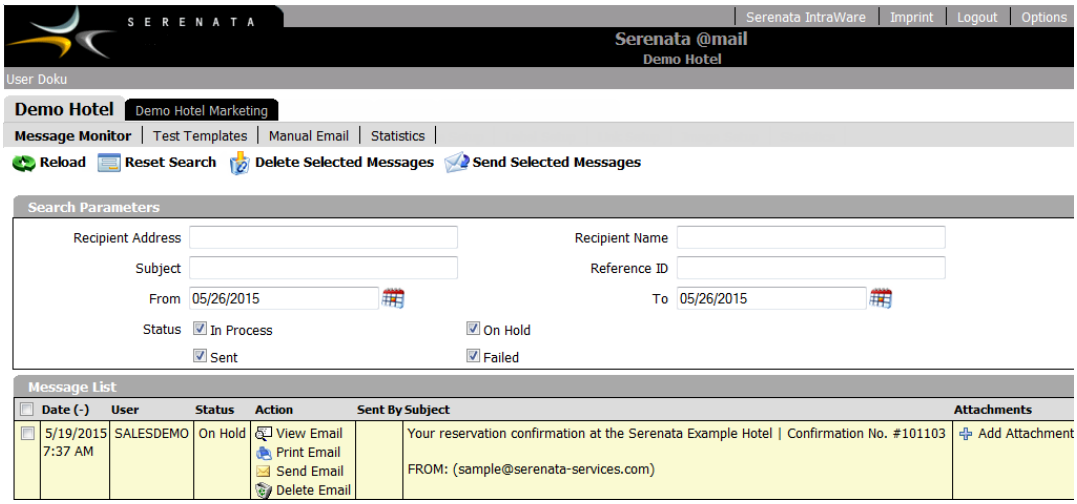
About User Rights and Available Functions

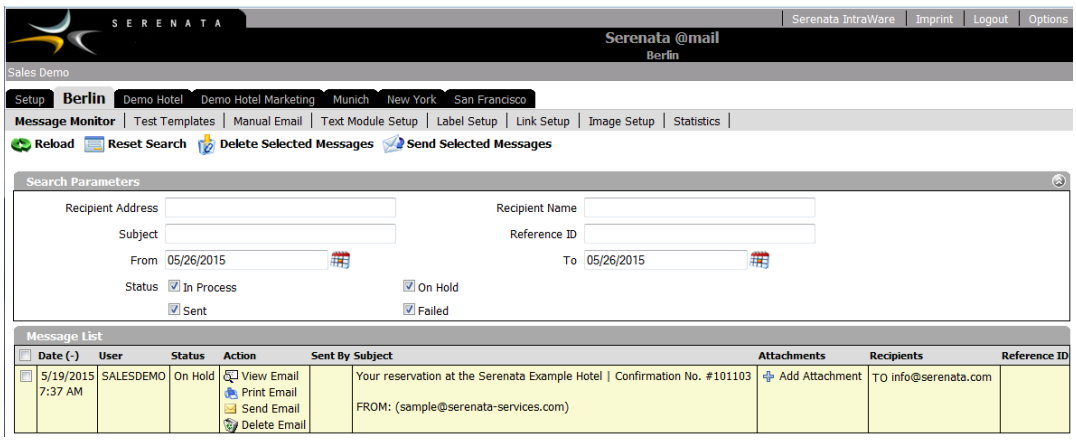
Access to functions in Serenata @mail depends on the access rights linked to the user ID with which you have logged in. Therefore, you may not be able to access all functions described in this document. In some cases, you will also not see them.

For instance, as a standard user, you will probably have access to the **Message Monitor**, to **Test Templates**, the **Manual Email** option and to the **Statistics** but not to the available **Setup** options. Therefore, the **Setup** options will not be available in the Serenata @mail screen, as in the below screenshot.



In a multi-property environment, supervisors will be able to see all available data sources (PMS), whereas for users at the front desk, the display will probably be limited to one source.

As a rule, only the manager or supervisor of Serenata @mail will have access to ALL options.



This includes the setup menu and all source-related setup options, i.e. Text Module Setup, Label Setup, Link Setup, and Image Setup.

Note: If you want to know exactly which user rights you have with Serenata @mail, please check with your supervisor.

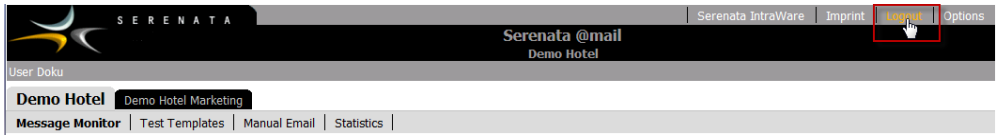
Logging Out

You can always exit Serenata @mail by closing the browser window, in which you are viewing the application. Sometimes though, for instance, if you want to log on with another user ID, it makes more sense to log out from the application without closing the windows.

We recommend loging out whenever you are away for security reasons, since this will prevent unauthorized people from accessing the system. If in doubt please check with your IT security officer for corporate policies.

Logging Out from Serenata @mail:

1. From any of the Serenata @mail screens, click **Logout** in the top-right navigation.



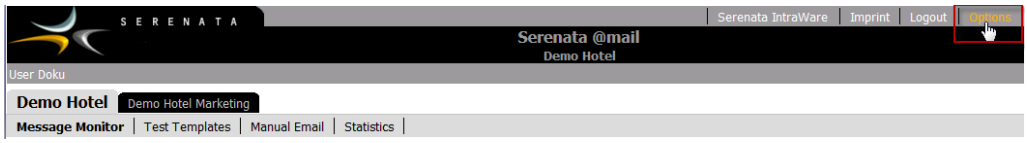
The system logs you off and displays the Serenata @mail **Login** page.

Accessing the Options Menu

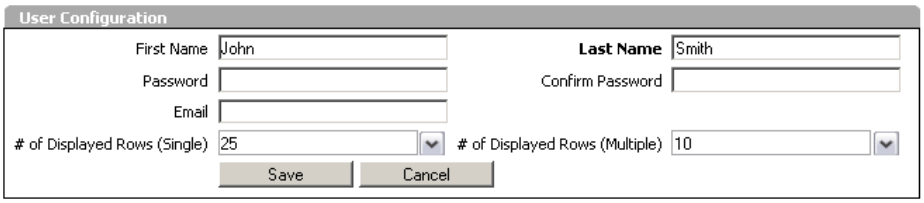
Using the Options menu, you can change your basic user and display settings, for example, you can select how many records are displayed in one window, and you can change your password.

Accessing the Options menu:

1. From any ot the Serenata @mail screens, click **Options** in the top-right navigation.



The system displays the **Options** menu:



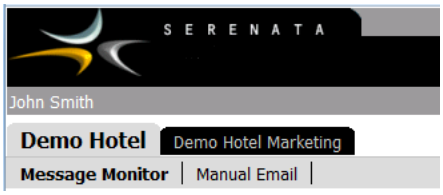
You can change your first name and last name, your password, your email address and the number of rows displayed per page here.

2. Make the required changes.

   For a description of available options, please refer to Table 1 on page 10.

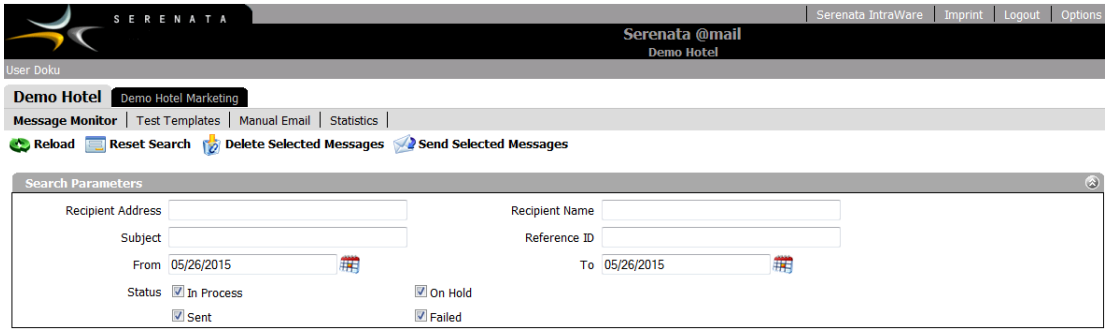
3. Click SAVE to store your changes.

Table 1: Options Menu – Description of Available Fields

Field	Description
User Configuration	
First Name	First name of the user.
Last Name	Last name of the user. The First Name and Last Name is displayed in the top-left corner after you have logged in. 
Password	In the **Password** field, enter your personal password for logging into Serenata @mail.
Confirm Password	In the **Confirm Password** field, type the password once again. Click SAVE to update your password. Note: If you have forgotten your password, your system supervisor can assign you a new one.
Email Address	Email address of the user. This is for information only and not used in the @mail sending process.
# of Displayed Rows (Single)	Specify the number of records @mail will display in single-line lists before breaking to a new page. Refers to the result rows displayed in **Statistics** and with **Mail Merge** results, where multiple lines are shown for one record.
# of Displayed Rows (Multiple)	Specify the number of records @mail will display in multiple-line lists before breaking to a new page. Refers to the result rows displayed in the **Message Monitor** and **Text Modules**, where multiple lines are shown for one record.

Message Monitor

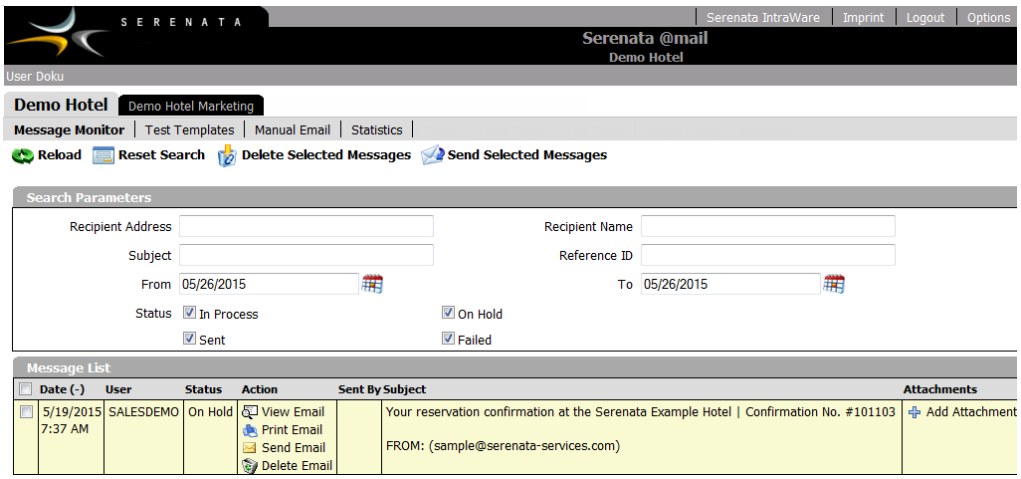
Once you have logged in successfully, you will see the Serenata @mail **Message Monitor**. The message monitor shows the **Search Parameters** for locating emails on top and the message list with all matching emails underneath.



Additionally, there will be one tab for each configured data source, typically one source for sending reservation confirmations and cancellations and another data source for sending pre-arrival and post-stay emails.

Note: The functionality you will see within Serenata @mail depends on the access rights assigned to your user ID. For details, see “About User Rights and Available Functions” on page 8.

The **Message Monitor** is the control center of Serenata @mail. From here, you can search and locate messages, check outgoing emails, delete messages, verify the email address of the recipient(s), view and change the subject line, add attachments and send emails.



The **Message List** is sorted by date and time. Click any other column to sort by the respective information instead.

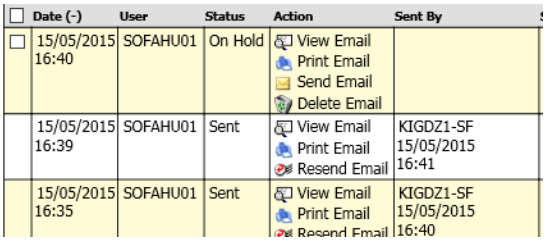
You have the following options:

- Search emails based on various criteria and display the message list with corresponding results - See "Searching and Locating Emails (Message Selection)" on page 13.
- Display emails based on status – See “Available Options Based on the Status of the Email” on page 11.
- View the messages and process them as required – See “Viewing the Message List” on page 17.
- Select multiple messages and delete them or send them – See “Sending/Deleting Multiple Messages On Hold” on page 28.

Available Options Based on the Status of the Email

Using the **Message Monitor**, you can search and check outgoing emails, verify the email address of the recipient(s), view and change the subject line, add attachments, print, send and delete emails.

The options the message monitor provides with each email depend on the status of the respective emails.



Date (-)	User	Status	Action	Sent By
15/05/2015 16:40	SOFAHU01	On Hold	View Email Print Email Send Email Delete Email	
15/05/2015 16:39	SOFAHU01	Sent	View Email Print Email Resend Email	KIGDZ1-SF 15/05/2015 16:41
15/05/2015 16:35	SOFAHU01	Sent	View Email Print Email Resend Email	KIGDZ1-SF 15/05/2015 16:40

The following status codes are available:

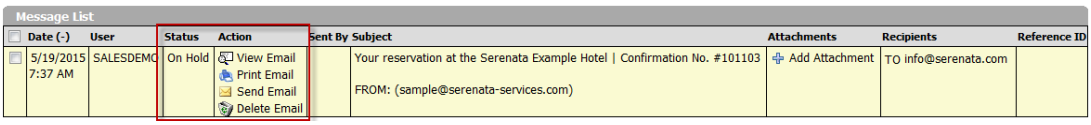
Available email status codes:

- IN PROCESS – the email has been sent by the user and is waiting for processing by the system, i.e. the system is about to send the email.
  The **In Process** status is always accompanied by an information message, for why the email has not been sent yet. For instance, "trying to connect to mail server" or another information.
- SENT – the email has been successfully sent by the system.
- ON HOLD – the email is on hold in the @mail Message Monitor and still needs to be checked or processed by the user (i.e. viewed, deleted or sent.)
  Messages **On Hold** are always displayed in the **Message List**, regardless of the selected date range.
- FAILED – the email was sent by the system but the transmission was not successful.
  The **Failed** status is always accompanied by an error message, such as "Invalid email address" or other explanation.

The message monitor offers the following options:

For all messages: Use the **Search Parameters** for locating messages based on various search criteria, such as name of recipient, part of the email address, subject or status. See "Searching and Locating Emails (Message Selection)" on page 13.

As yet unsent messages (status On Hold or In Process):



Message List

Date (-)	User	Status	Action	Sent By	Subject	Attachments	Recipients	Reference ID
5/19/2015 7:37 AM	SALESDEMO	On Hold	View Email Print Email Send Email Delete Email		Your reservation at the Serenata Example Hotel | Confirmation No. #101103 FROM: (sample@serenata-services.com)	Add Attachment	TO info@serenata.com	

- View and check outgoing emails, edit subject lines and contents.
- Add attachments to emails
- Verify email addresses, add or change recipients.
- Monitor the status of emails, print, send or delete emails.

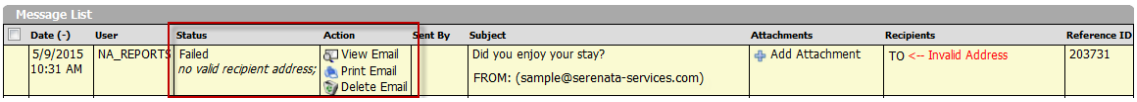
Sent Messages (Status Sent)

- View and check sent emails
- Print selected emails

- Resend emails or forward to another recipient.

Failed Messages (Status Failed)

- Check error message to see why the email did not got through (for instance unknown email address) correct problem, if possible and resend.



Searching and Locating Emails (Message Selection)

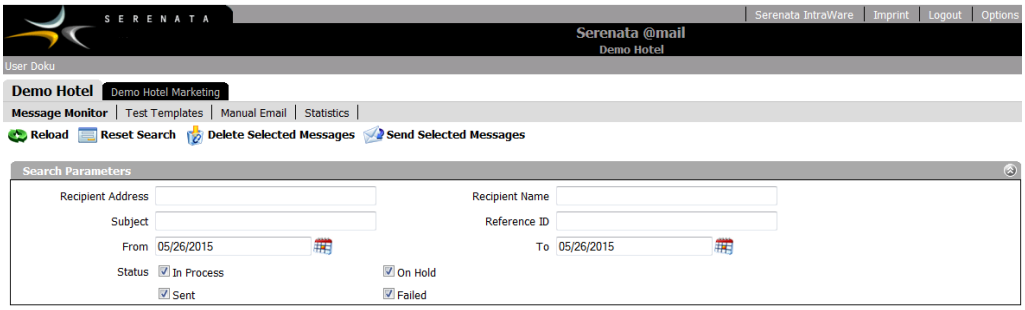
Using the **Search Parameters**, you can locate messages based on various criteria, such as the recipient's name, email address or subject line. Additionally, you can change the number of results by entering date or status criteria.

The **Search** option is always displayed on top of the **Message Monitor**.

Accessing the Search Parameters and locating messages:

1. Select the **Message Monitor** tab.

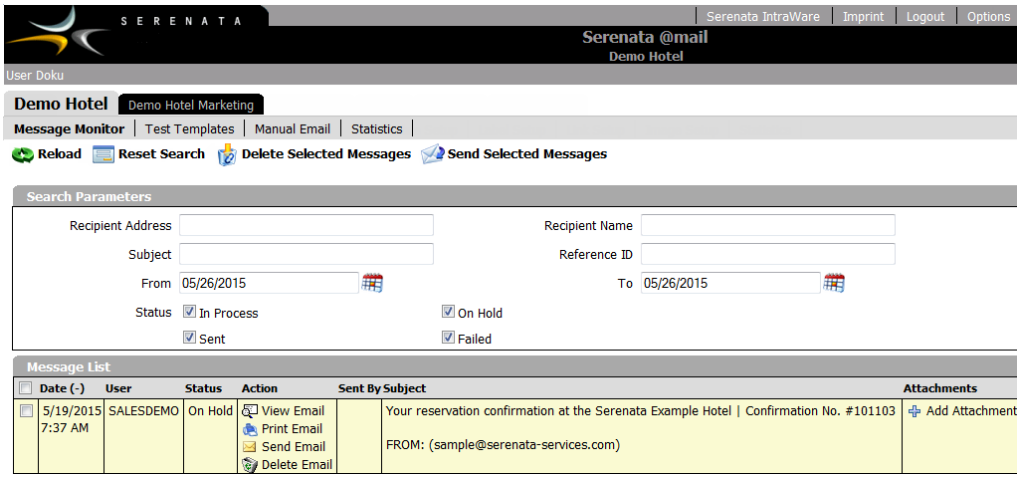
   The system displays the message monitor. On top of the list, the **Search Parameters are** displayed:



2. Enter the required search criteria and click the **RELOAD** icon to update the list of displayed emails or press **ENTER**.

   For a description of available search criteria, please refer to Table 2 on page 16.

3. Once you have made your selection, the Serenata @mail program will locate and display the required messages. Depending on the number of resulting emails this may take a moment.



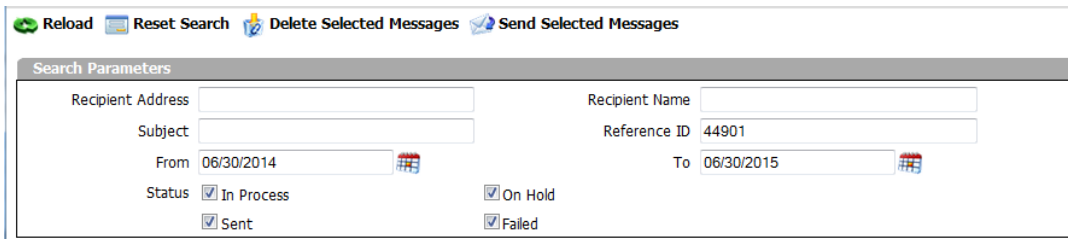
By default, the system always displays all emails from today, irrespective of status, plus ALL emails **On Hold**, irrespective of the date. This is to ensure that emails with this status are not overlooked accidentally.

The **Search** function allows a ***regular*** search, where you enter the first letters or the complete information you are looking for and a ***partial*** search, where you locate messages based on entering part of the name or address and prefacing it with a percent sign **%**.

Regular search:

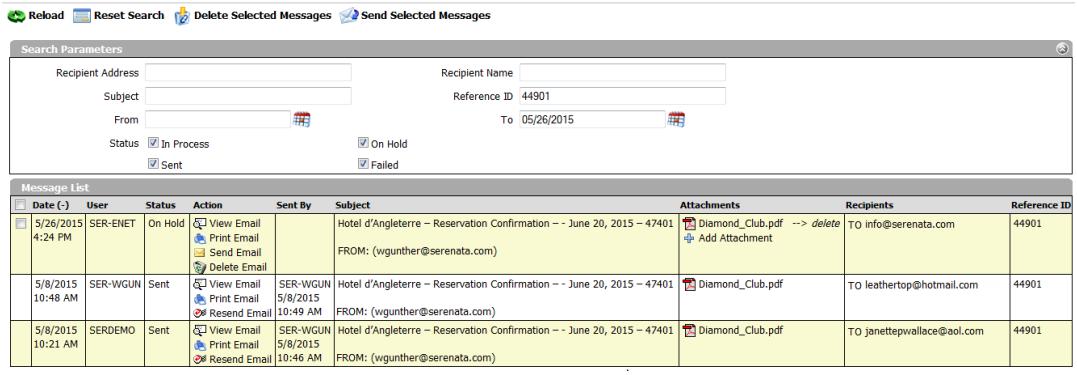
1. In the **Search** dialog on top, enter
   - The first letter(s) of the email address of the recipient, the first letters or the complete name of the recipient, the first letters of the Subject line
   - or the *complete* Reference ID.
2. Make sure that you have entered the required date range.

   The system always displays today's date both in the **From** and the **To Date** fields.
3. Clear the **Status** checkboxes as required, if you only want to see emails with a certain status.



4. Next, click the RELOAD icon.

The system displays the results, i.e. all matching emails in the **Message List**.

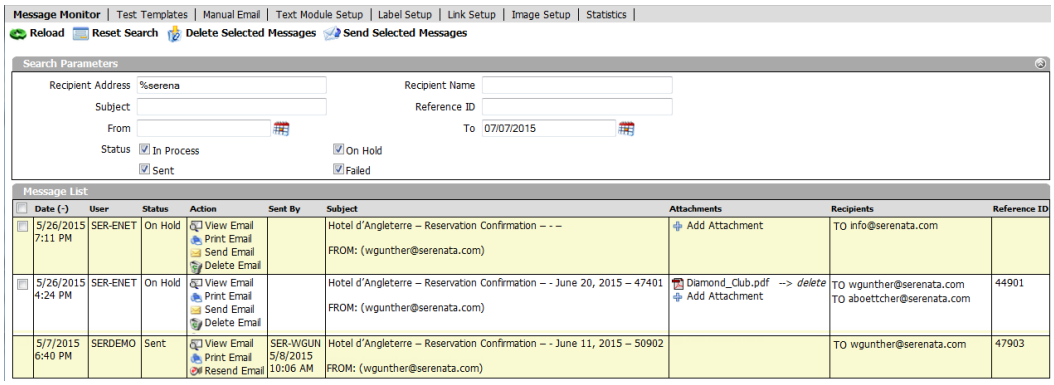


Searching by any part of the name, address or subject:

Sometimes it may be hard to remember exactly how a subject phrase begins or what kind of exact name or email address you are looking for/has been used. For these cases, you can search for a pattern or character sequence.

Tip: You can search for *any* part of a description, name or subject text simply by entering a **percent** sign **%** followed by the combination of characters you are searching for. The system will find all entries matching this phrase/word anywhere in the searched field.

For example, if we enter "%**serena**" in the **Recipient Address** field and then click RELOAD.



The system will search all messages and return all emails containing this letter sequence anywhere in the **Recipient Address** field in the **Message List**.

If you want to search for a combination of patterns in a field, you need to add an extra **percent** sign **%** in the middle. For instance, if you are looking for all email addresses with "guest" and ending with ".com", enter "**%guest%.com**" in the **Recipient Address** field. The system will locate all emails containing this letter sequence in the email address of the recipient, e.g. **guest**@serenata.**com**, other.**guest**@phiser.**com**, somebody@**guest**.booking.**com**, etc.

Table 2: Message Search Parameters: Description of Query Options

Query	Description
Recipient Address	Email address recorded for the recipient. Search by the entire email address or by parts of it. Using Serenata @mail, you can add and change recipients for the selected email.
Recipient Name	Name of the recipient. Search for any part of the recipient's name or by the entire name.
Subject	Subject line of the email. Search for any part of the subject line by entering the respective string here.
Reference ID	The **Reference ID** is the unique identifier of a reservation provided by the PMS. The **Reference ID** column displays the number whenever it is available. When you search by Reference ID, you are looking for all @mail correspondence related to one reservation. Note that you always have to enter the *complete* number when searching by **Reference ID**.
From/To	Date range for emails. By default, the system displays all emails from today. Select another date range as required by entering a date or selecting dates via the CALENDAR button. **Note**: Emails with the status **On Hold** are always displayed, regardless of the selected **From/To** date range.
Email Status	Status of the email(s). By default, the system displays all messages from today, irrespective of status. You can select to display messages with a specific status by selecting or clearing the respective checkboxes. The following status codes are available: IN PROCESS – the email has been sent by the user and is waiting for processing by the system, i.e. the system is about to send the email. SENT – the email has been successfully sent by the system. ON HOLD – the email is on hold in the @mail Message Monitor and still needs to be checked or processed by the user (i.e. viewed, edited, deleted or sent.) Messages **On Hold** are always displayed in the **Message List**, regardless of the selected date range. FAILED – the email was sent by the system but the transmission was not successful. The **Failed** status is always accompanied by an error message, such as "Invalid email address" or other explanation.
Icon RELOAD	Enter the required search criteria and click the RELOAD icon to update the list of displayed emails. Note: You can click the RELOAD icon at anytime to make the system refresh the message list.

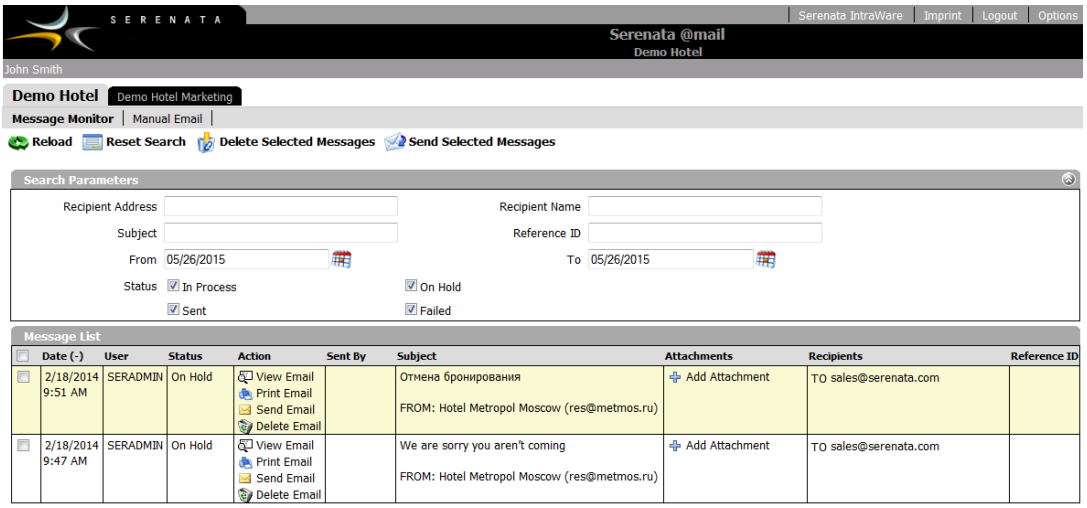
Viewing the Message List

Using the **Message Monitor**, you can search and check outgoing emails, verify the email address of the recipient(s), view and change the subject line, add attachments and send emails.

Accessing the Message List:

Select option **Message Monitor** from the Serenata @mail main menu.

The system displays the list of emails. On top of the list, the **Search Parameters** are displayed:



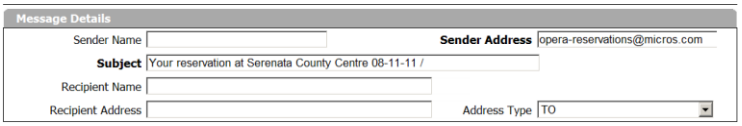
By default, the system always displays all emails from today, irrespective of status, plus ALL emails **On Hold**, irrespective of the date. This is to ensure that emails with this status are not overlooked accidentally. The columns display the date and time the email was sent, the user, the status, possible actions (send, resend, view, delete), the email subject, and email recipients.

The **Message List** is sorted by date and time. Click any other column to sort by the respective information instead. The number of records displayed on one page is determined in the **Options** menu.

From the **Message List**, you have the following options:

- View and edit the message details – see "Viewing and Modifying Message Details" on page 19.
- Add or change the recipient details – see "Adding and Changing Recipient Details" on page 20.
- Add or delete file attachments – see "Adding Attachments" on page 22.
- Use the **Action** icons: View the outgoing email, print, send or delete the message, resend the message – see "Viewing, Editing, Sending or Deleting Outgoing Emails (Action Column)" on page 24.

Table 3: Message List: Description of Available Information Columns

Column	Description
Date	Date and time on which the email was processed
User	User ID of user who processed/sent the message.
Status	Status of the email(s). IN PROCESS – the email has been sent by the user and is waiting for processing by the system, i.e. the system is about to send the email. The **In Process** status is always accompanied by an information message, for why the email has not been sent yet. For instance, "connecting to mail server" or another information. SENT – the email has been successfully sent by the system. ON HOLD – the email is on hold in the @mail Message Monitor and still needs to be checked or processed by the user (i.e. viewed, deleted or sent.) Messages **On Hold** are always displayed in the **Message List**, regardless of the selected date range. FAILED – the email was sent by the system but the transmission was not successful. The **Failed** status is always accompanied by an error message, such as "Invalid email address" or other explanation.
Action	Available actions per message: VIEW EMAIL: Click the VIEW EMAIL icon to display the email in the format it will be/was sent to the recipient(s). PRINT EMAIL: Click the PRINT EMAIL icon to print the email in the format it will be/was sent. SEND EMAIL: Click the SEND icon to actually send this message off. (Only available for messages **On Hold**.) RESEND EMAIL: Click the RESEND icon to email this message one more time. (Only available for **Sent** messages.) DELETE EMAIL: Click the Delete icon to delete the message. (Only available for messages that have *not yet* been **Sent**.)
Sent By	Time the email was actually sent.(always empty for messages with the status On Hold, In Process or Failed). This is usually a few minutes after the SEND EMAIL action was carried out. Especially with larger mailings, it may take some time, till this process is completed. As long as the messages have not been processed yet, the Sent By column will remain empty and the Status will be IN PROCESS.
Subject	Subject line of the email. You can search for any part of the subject line (by prefacing the string with %). Clicking the **Subject** line opens the **Message Details**, which you can edit as required. (Only available for messages that *have not yet* been **Sent**.) 

Column	Description
Attachments	The **Attachments** column in the **Message List** displays any file attachments that will be or have been sent with the message. If there are no file attachment, you will only see the ADD ATTACHMENT icon for the message. For details, see "Adding Attachments" on page 22.
Recipients	Email address recorded for the recipient. You can search for any part of the email address (by prefacing the string with %). Using Serenata @mail, you can add and change recipients for the selected email.
Reference ID	The **Reference ID** is the unique identifier of a reservation provided by the PMS. The **Reference ID** column displays this number whenever it is available. Note: When searching by **Reference ID**, you always have to enter the *complete* number.
From/To	Date range for emails. By default, the system displays all emails from today. Select another date range as required by entering a date or selecting dates via the CALENDAR button. **Note**: Emails with the status **On Hold** are always displayed, regardless of the selected **From/To** date range.
Icon RELOAD	Whenever you click the RELOAD icon, the system refreshes the displayed message list to include ALL new messages and to include any new search criteria.

Viewing and Modifying Message Details (Subject, Email Address etc.)

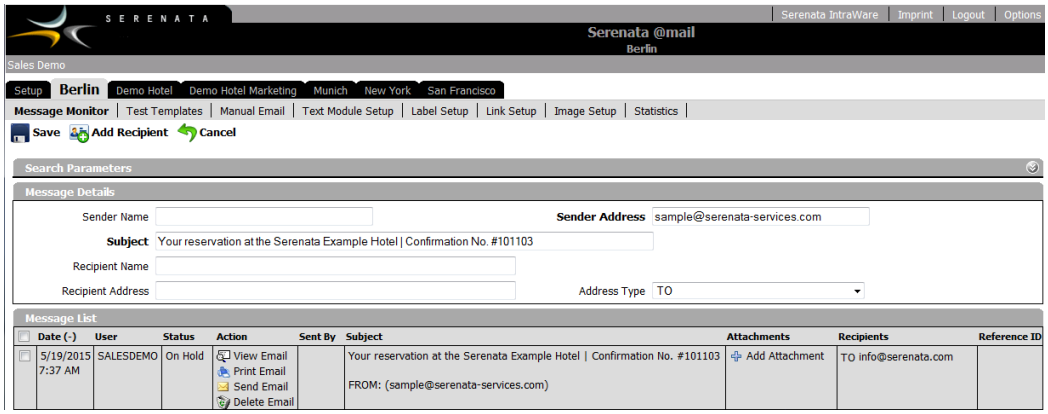
For emails that have **not** been sent successfully (i.e. status On Hold, In Process or Failed) you can open and edit the **Message Details**. They include the

- Sender Name
- Sender (Email) Address
- Subject Line
- (Optional) Recipient Name
- Add Recipient Address(es) (including Copies and Blind Copies)

Viewing and editing message details:

1. In the **Message List**, click into the **Subject** column of the respective email.

   The system displays the **Message Details** for the selected email.



In the **Message Details**, you can

- Change the sender name, the email address of the sender and the subject line.
- Add modify the recipients for the email. For details, please see "Adding and Changing Recipient Details" on page 20.

2. Modify the **Sender Name** and the **Sender Address**, if you want to use another than the email sender default address.

Note: As a rule, the system uses a default address for sending @mail messages and you are not required to change the email address of the sender.

---

3. Modify the **Subject** line if required.
4. Make any other changes.
5. Click SAVE, when you are finished.

   The system saves the modified information, closes the **Message Details** and displays the message **Search Parameters** again.

Note: If you need to change the details of a SENT message, it is necessary to send the message one more time. In other words, you need to click the RESEND icon for the message, change the details for the *new* message, and send the new message.

Adding and Changing Recipient Details

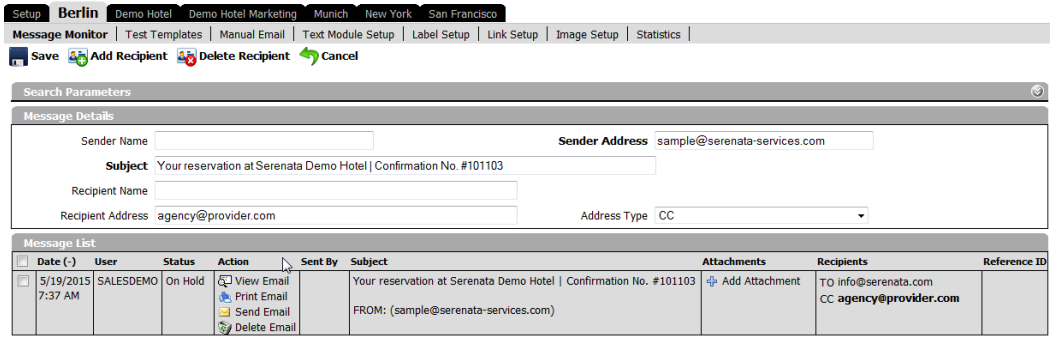
The **Recipients** column in the **Message List** displays all current recipients of the email. You can

- **Modify** the email address of a recipient or delete recipients.
- **Add** recipients, for instance if you want to send a reservation confirmation to the guest in addition to the agency which booked the reservation.

Modifying or deleting a recipient:

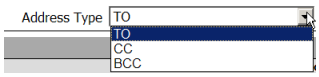
1. For modifying or deleting a recipient, click the respective name and email address in the **Recipients** column.

The system displays the **Message Details** for the selected email and displays the name and email address of the selected recipient in the respective fields:



2. For modifying the name or email address, simply change the **Recipient Name** and/or the **Recipient Email** address in the respective fields, as required.

3. You can also click the down arrow next to the TO field and select CC or BCC respectively, if you want to change the send mode accordingly.



4. Click the SAVE icon when you are finished.

   The system *overwrites* the previous data and saves the modified name and/or address with the email record, closes the Message Details, and displays the message search parameters filters again.

Or

Delete the recipient from the list by clicking the DELETE RECIPIENT icon.

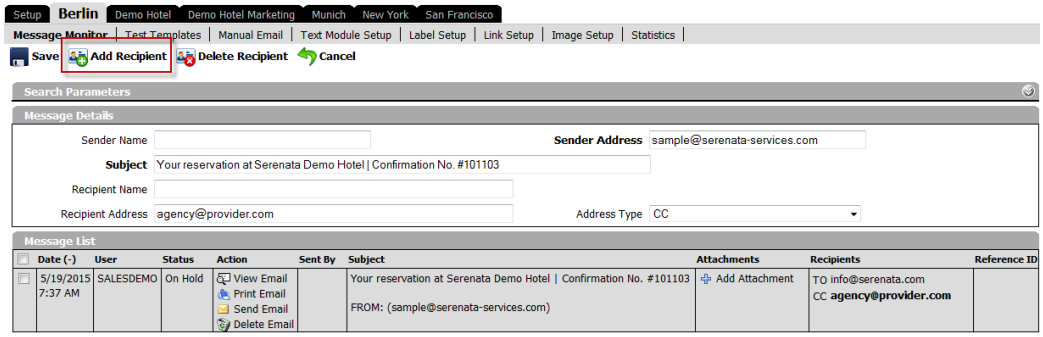
The system removes the recipient from the **Recipients** column, closes the Message Details, and displays the message search parameters again.

Adding recipients to a message:

1. In the **Message Details**, type in the new **Recipient Name** and the respective email in the **Recipient Address** fields.

2. Click the down arrow next to the TO field and select CC or BCC respectively, if you want to send a copy or a blind copy to the new recipient.

3. Click the ADD RECIPIENT icon, when you are finished.



The system adds the new recipient and displays it in the **Recipients** column, closes the **Message Details**, and displays the message **Search Parameters** again.

Caution: Please take care to click the **ADD RECIPIENT** icon and ***not*** the SAVE icon, since otherwise, you will overwrite the existing recipient data.
Note: You can add as many recipients as you want. Just make sure to click ADD RECIPIENT each time (and not Save or Send).

Adding Attachments

The **Attachments** column in the **Message List** displays any file attachments that will be or have been sent with the message.

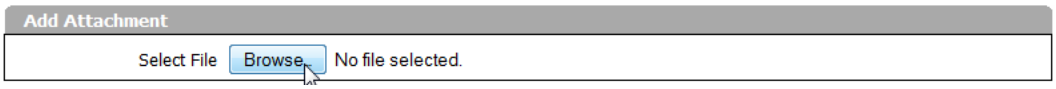
- **Add** file attachments
- **Delete** file attachments

Note: These options are only available for emails that have not been sent yet.

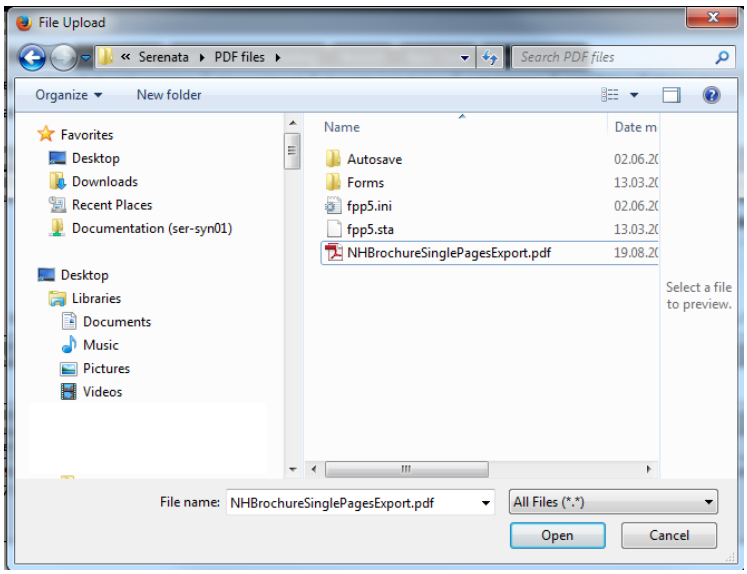
Adding or deleting a file attachment:

1. For adding a file attachment, click the ADD ATTACHMENT icon / link in the respective message row.

The system displays the **Add Attachment section** for the selected message.



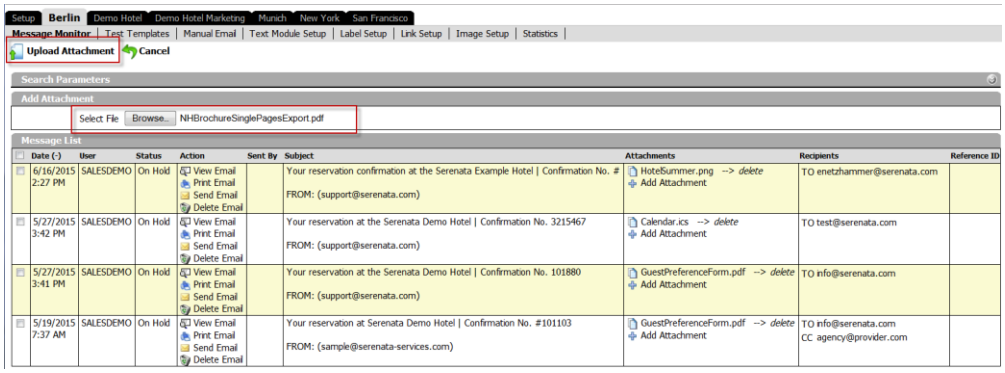
2. Click the **Browse** button and select the required file in the file display.



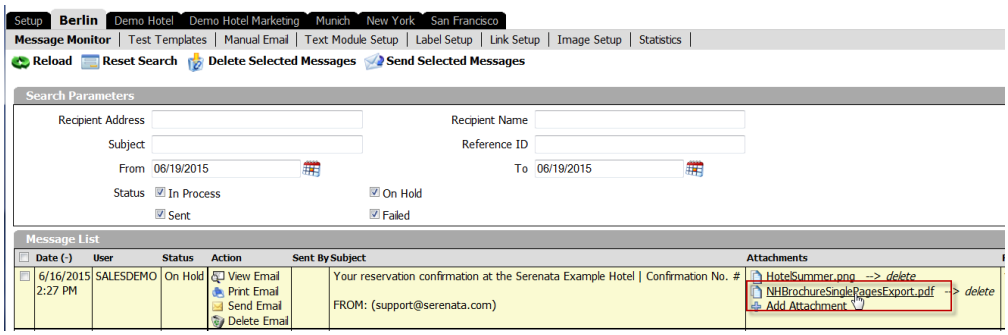
3. Click the **Open** button once you have selected the required file.

   The system returns to the @mail messages and displays the selected file in the **Add Attachment section**.

4. Click the UPLOAD ATTACHMENT icon to upload the file.



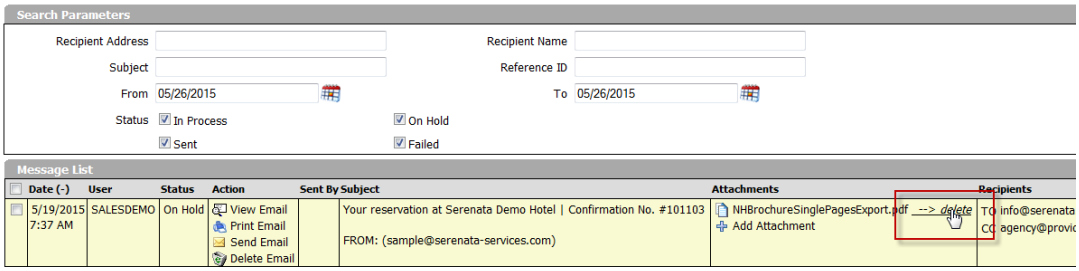
The system uploads the attachment and closes the attachment section. Additionally, you can now see the name of the attached file in the **Attachments** column:



You are ready to send the message or select another message in the message list.

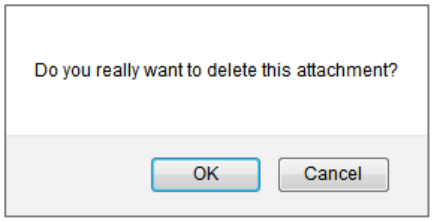
Deleting file attachments:

You can quickly recognize messages with file attachments, since the name of the attached file is listed in the **Attachments** column.



1. For deleting such a file attachment, simply click the **Delete** link next to the file name in the **Attachments** column.

   The system displays an appropriate confirmation message.

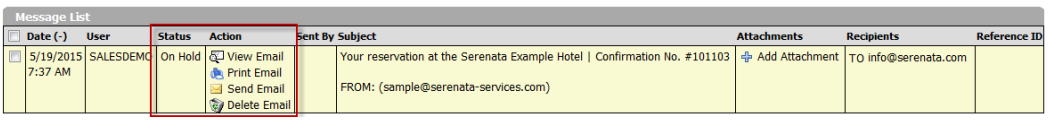


2. Click Ok.

   The system removes the attached file from the message.

Viewing, Editing, Sending or Deleting Outgoing Emails (Action Column)

The **Action** column in the **Message List** is used to control outgoing emails. You can view, print, send or delete outgoing messages.



The displayed and available actions depend on the status of the respective message.

The following actions are available:

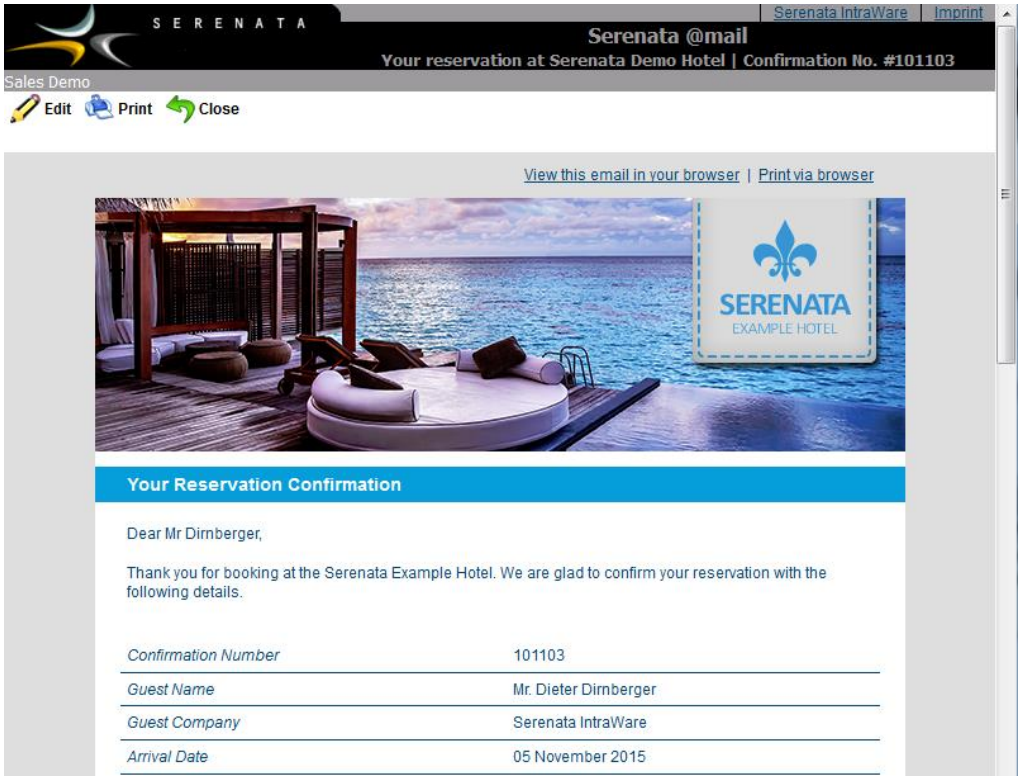
- VIEW EMAIL: Click the VIEW EMAIL icon to display the email in the format it will be/was sent to the recipient(s). See below for more details.
- PRINT EMAIL: Click the PRINT EMAIL icon to print the email in the format it will be/was sent.
- SEND EMAIL: Click the SEND icon to actually send this message off. (Available for messages **On Hold**.)

- RESEND EMAIL: Click the RESEND icon to email this message one more time. (Available for **Sent** messages.)
- DELETE EMAIL: Click the Delete icon to delete the message. (Available for messages that *have not yet* been **Sent**.)

Viewing the Message

1. Click the VIEW EMAIL icon to display the message in the format it will be/was sent to the recipient(s).

   The system displays the email. Here is a sample corner of a reservation confirmation.



   Depending on the setup of your @mail installation, the system may offer an **Edit** option for the message. In this case, you can change details of the contents before sending the message off (see below).

   If the EDIT icon is not available and you find that something is wrong with the message, you need to go back to the source system (for instance your PMS application) and carry out the required changes there.

   In this case, you would click the DELETE EMAIL icon for this message.

2. When you have finished viewing and checking the email, you can close the window again by clicking the CLOSE icon.

Or

   If you clicked the EDIT icon and have edited contents in the message, you need to save your changes by clicking the SAVE icon.

Editing the Message

You can **edit** a guest email via the **View Email** link before sending it to the guest.

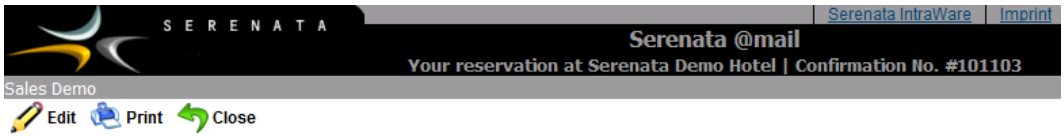
Caution: Please keep in mind that changes here do NOT GO BACK to the PMS. Therefore, for changes regarding the reservation details, such as arrival and departure dates, number of nights, rate, etc. please go back to the PMS, carry out the change there and resend the confirmaton with the new details.

Please also note that all changes to the contents may affect your layout directly or indirectly and may break the look of the email, in particular the optimization for responsive email design.

The **Edit** option should only be used for rare changes that have no reflection on the reservation and guest details stored with the PMS.

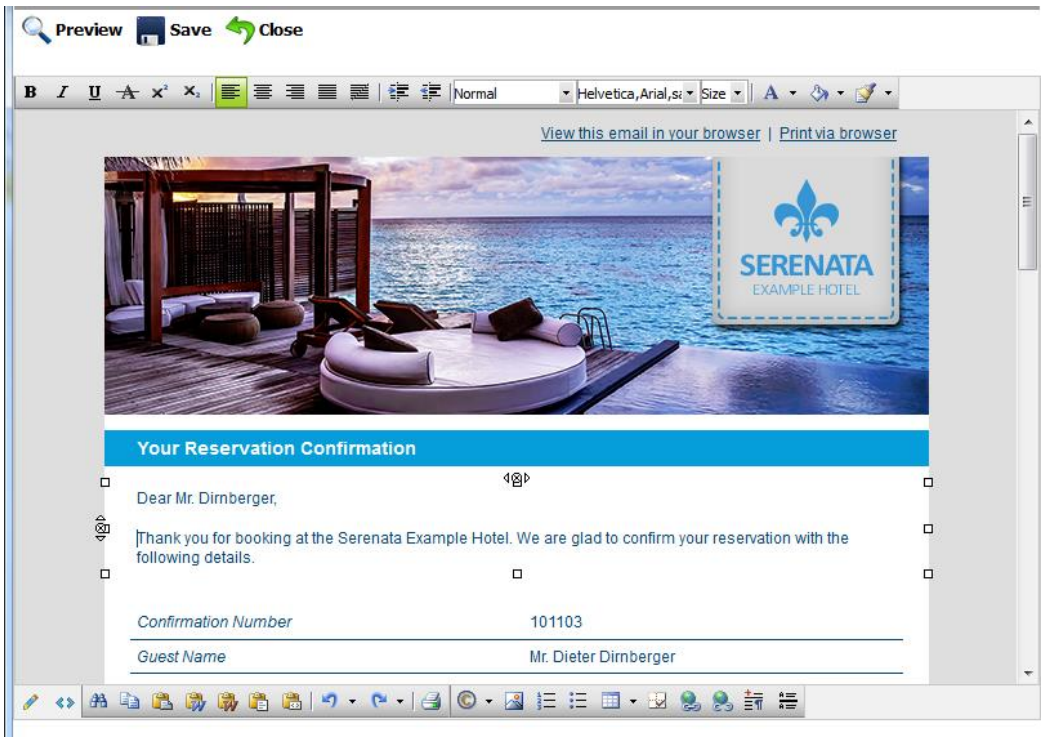
1. Select the email which you would like to edit and click the **View Email** link.

Note: The **Editing** option is only available for guest correspondence with the status **On Hold**, i.e. for emails that have not been sent out yet. Emails with any other status (sent, failed, in progress) can be viewed but NOT edited.



2. Click the **Edit** icon in the top-left corner.

   The system will display the email in **Edit mode**.



3. You can add and delete entire lines, and change existing text as required. The Toolbar on top offers the basic formatting functions required to change font family, sizes, colors, etc.

Caution: Please remember that the template look and feel has been determined by the management; this should not be “undermined” by spontaneous font changes or other such modifications.
Please also note that manual changes to the email may cause improper formatting, especially for emails using responsive email design. This might result in the email not being correctly displayed in some email clients.

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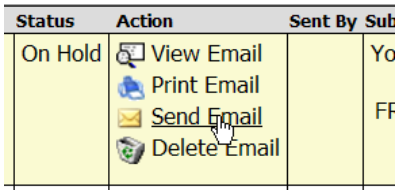
4. If required, you can also make use of the Text Editor Toolbar at the bottom of the screen. If you have the rights to do so, you can access the message in HTML mode and edit it.
5. Click the PREVIEW icon when you are finished to make sure that you have **not** interfered with the layout.
6. Click the SAVE icon when you are finished.

   The system closes the window and returns to the message list.

Sending the Message

1. Send a message by clicking the SEND icon.



The system prepares to send the message to all recipients listed in the **Recipients** column.

The Status of the email will change accordingly from **On Hold** to

- **Waiting** – the system is preparing to send the email but has not done so yet.
- **Sent**– the email was sent successfully.
- **Failed**- the email was sent but something went wrong with the transmission and an error message was returned.

Deleting a Message

By deleting a message, you withdraw it from the sending process.

This is recommended, for instance, when you need to change a detail regarding a reservation in the PMS. In this case, you would delete the confirmation email in Serenata @mail, go back to the PMS, access the reservation there, make your change(s) and send a NEW confirmation.

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1. Delete a message by clicking the DELETE icon.

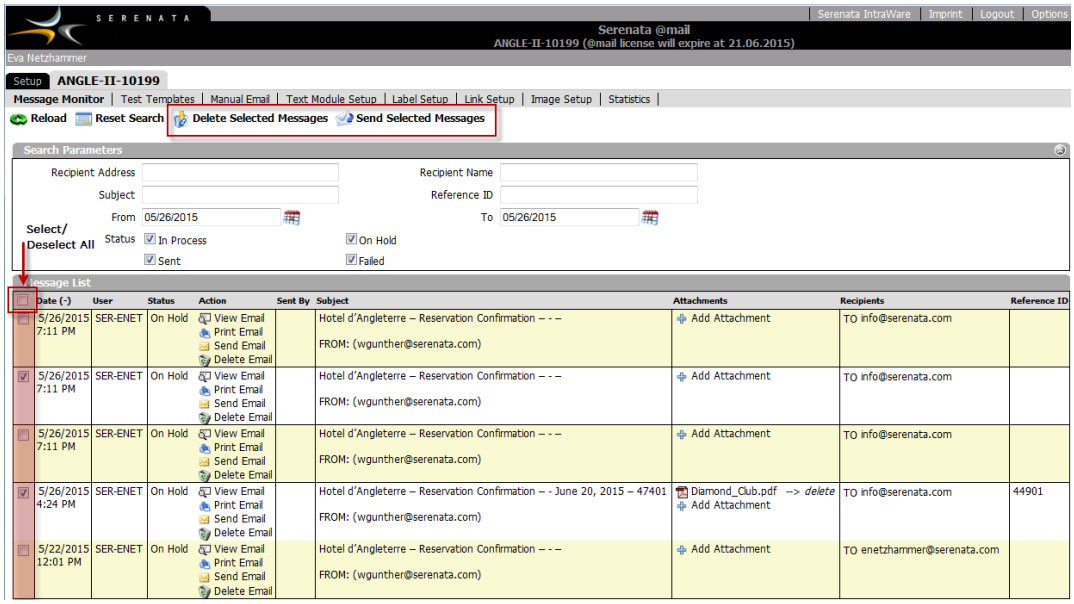
   The email record is deleted and no longer is displayed in the **Message List**.

Sending/Deleting Multiple Messages On Hold

The **Icons** menu in the **Message Monitor** features two functions to deal with several checked messages with the **On Hold** status:

- **Delete Selected Messages** from the **Message Monitor**
- **Send Selected Messages**.

Select one or more messages in the **Message Monitor** by marking the checkbox on the left or use the TOGGLE button to check or clear all records displayed **in the current page**.



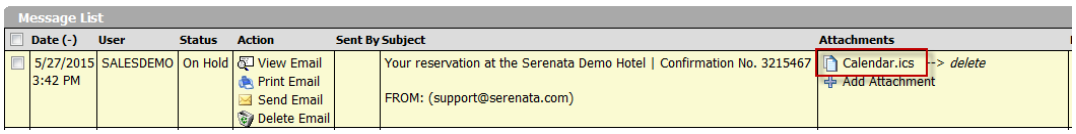
This is quite helpful in combination with a status search. For instance:

- Show me all messages **On Hold.**
- Select all (Click **Toggle** button).
- Click SEND SELECTED MESSAGES.

Note that clicking the **Toggle** button to **Select All/Deselect All** messages only applies to the messages displayed in the current page. If there are more pages with messages, they will not be affected.

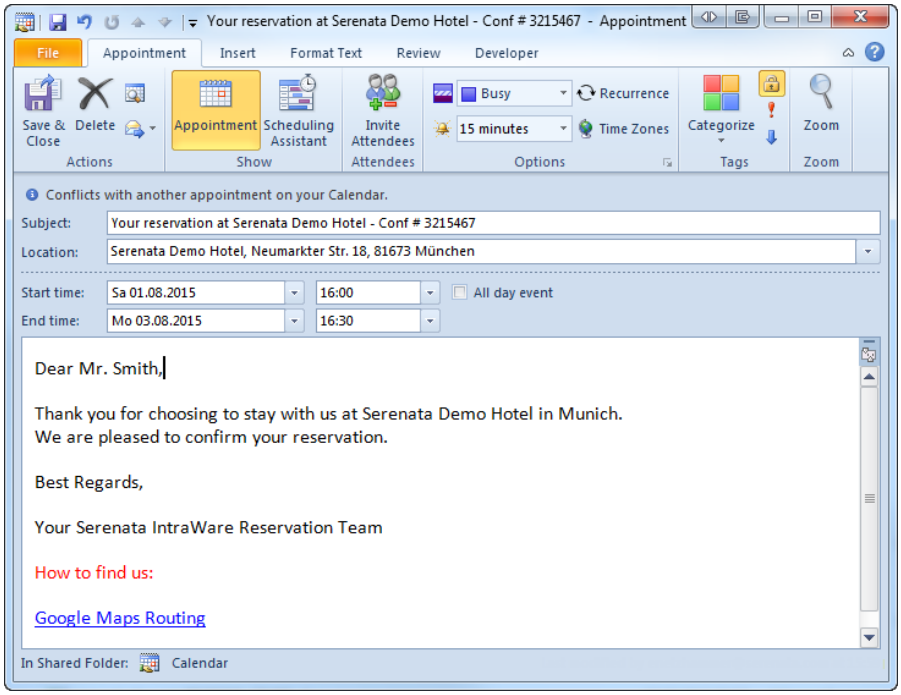
Working with the Automatic Calendar Integration

If your hotel works with the automatic calendar integration, hotel guests receive calendar entries with the reservation details as attachments to their @mail reservation confirmation. In the @mail Message Monitor, you can identify these entries by the calendar file displayed in the **Attachment** column.

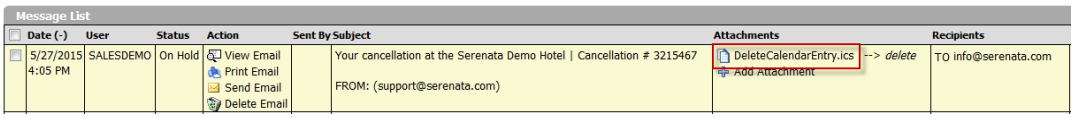


The whole process is automated. You can view the attachment but do not need to do anything.

Guests receive their reservation confirmation with the calendar entry and can save the entry into their personal Calendar, i.e. Microsoft Outlook, Apple iPhone, Android and other smartphones as well as Google Calendar. In Outlook 2010, for instance, the entry could look as follows:



If the reservation is cancelled, @mail sends a cancellation confirmation with a **Remove Calendar Entry** attachment. In the Message Monitor, the respective message will look something like this.

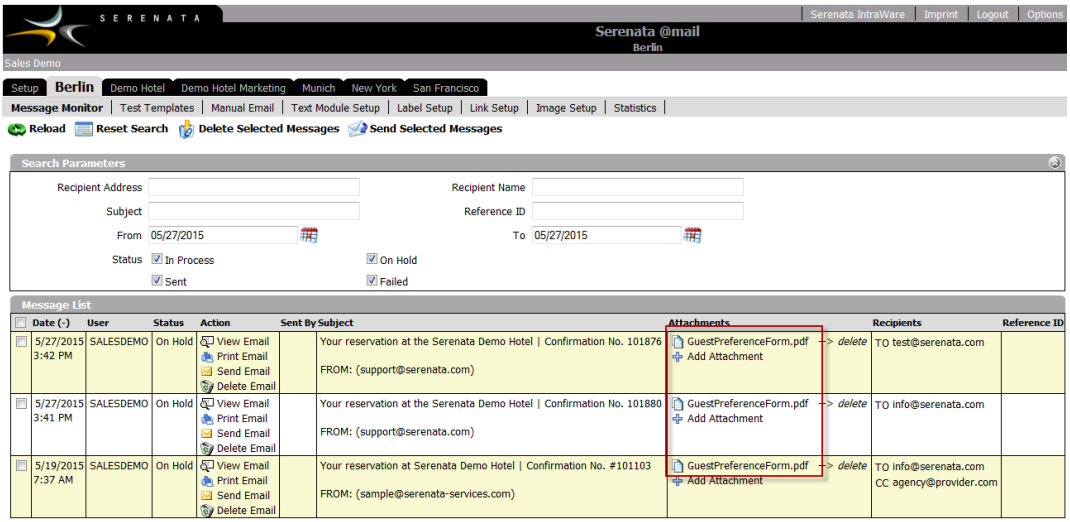


Again, this is an automatic function that requires no interaction.

After opening the attachment, the guest has the option of removing the calendar entry by clicking the REMOVE FROM CALENDAR button.

Working with Automatic PDF Attachments

If your hotel works with automatic PDF attachments, you may see attached PDF files in the **Attachments** column of the **Message Monitor** with most emails.



Using this function, the hotel can create a predefined document and have @mail attach and send it automatically with the standard reservation confirmations and/or pre-arrival and post-stay emails. These might be guest surveys, guest preference sheets, special event invitation, etc.

Editable/form PDFs are emailed to the guest as straight-forward PDF attachments. The guest can open and print the file, or fill it in directly on the screen and send it back. The whole process is automated. You can view the attachments but do not need to do anything.

Please note that we recommend a maximum file-size of 5 MB in total for emails sent with Serenata @mail. With larger emails, you risk the guest not receiving the email because the acceptable size is exceeded or that they eat up expensive roaming data volume when traveling abroad.

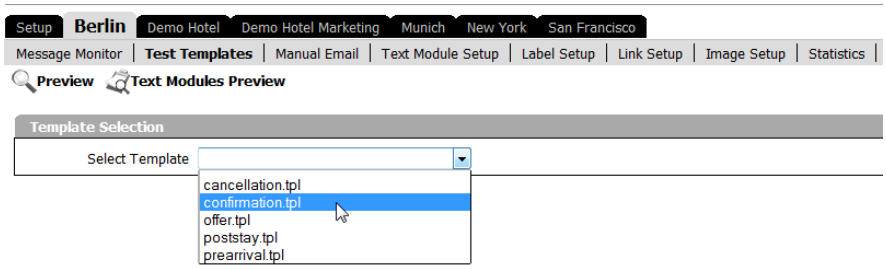
Test Templates

Use the **Test Templates** option for previewing the look of the template and for viewing and editing the template components (texts blocks, images, etc.) that make up the template.

1. Click the **Test Templates** option for the respective data source.

   The system displays the **Template Selection** dialog.

2. Select the required template from the **Select Template** drop-down.



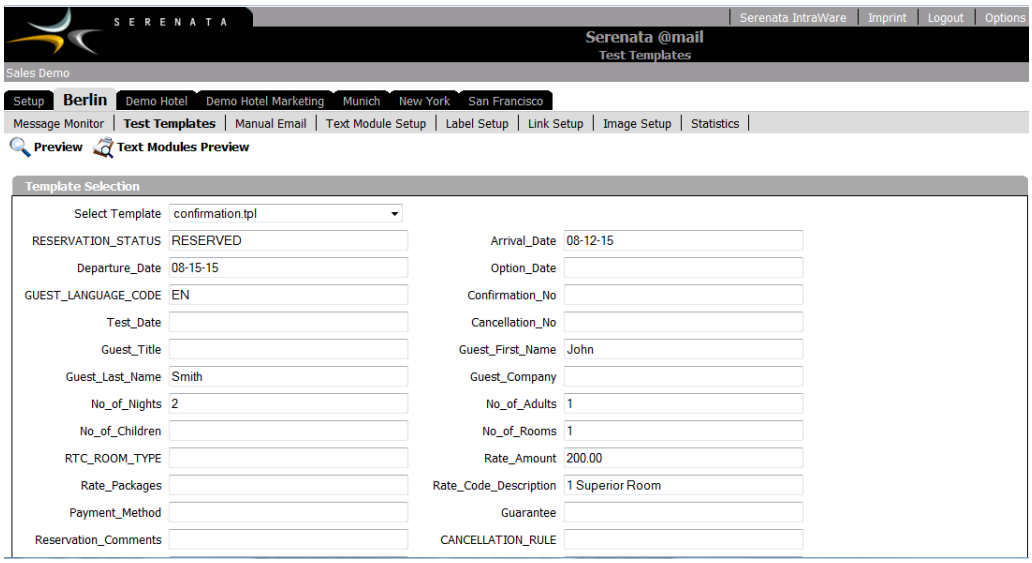
You have the following options:

- **Preview:** Fill in the required data and click the PREVIEW icon to display the merged template the way it will be sent to the recipients.
- **Text Modules Preview:** Displays all components of the template that make up your chosen template. You can use this option to check and add all required texts and translations (including text blocks, images, and links).

Preview Icon

The preview is ideal for seeing the final email as it will be sent to the recipient. After selecting the template you want to view, the system displays all the placeholders/variables that are used to generate the dynamic content with the selected email template (salutation, arrival and departure dates, etc.)

Each field displayed here is used as a placeholder or variable somewhere in the template. Make an entry in any of the displayed fields to preview them in the template.



1. Fill in the placeholders to test the resulting look of the template, especially when using dynamic content (for instance different promotional image per arrival date). The following variables are often used.

Variable	Value / Format	Result/Comment
Arrival_Date	Date format as used in the PMS, e.g. 08-30-15; 30.08.15	Displayed in the reservation details and used as a criterion for dynamic content
Departure Date	Date format as used in the PMS	Displayed in the reservation details
Guest_language_code	EN= Englisch DE= German	Always fill in so the system knows which language to display the template in.

Variable	Value / Format	Result/Comment
Guest_First_Name	Normal name	Always fill in so you can see whether the saluation together with the name is displayed properly.
Guest_Last_Name	Normal name	Always fill in so you can see whether the saluation together with the name is displayed properly.

In our example, we are viewing a reservation confirmation and checking some of the reservation details, such as guest name, arrival and departure dates, and rate.

2. Click the PREVIEW icon when you have made your selection.

   The system opens the selected template, merges all the information you have entered here and displays the resulting email on the screen.

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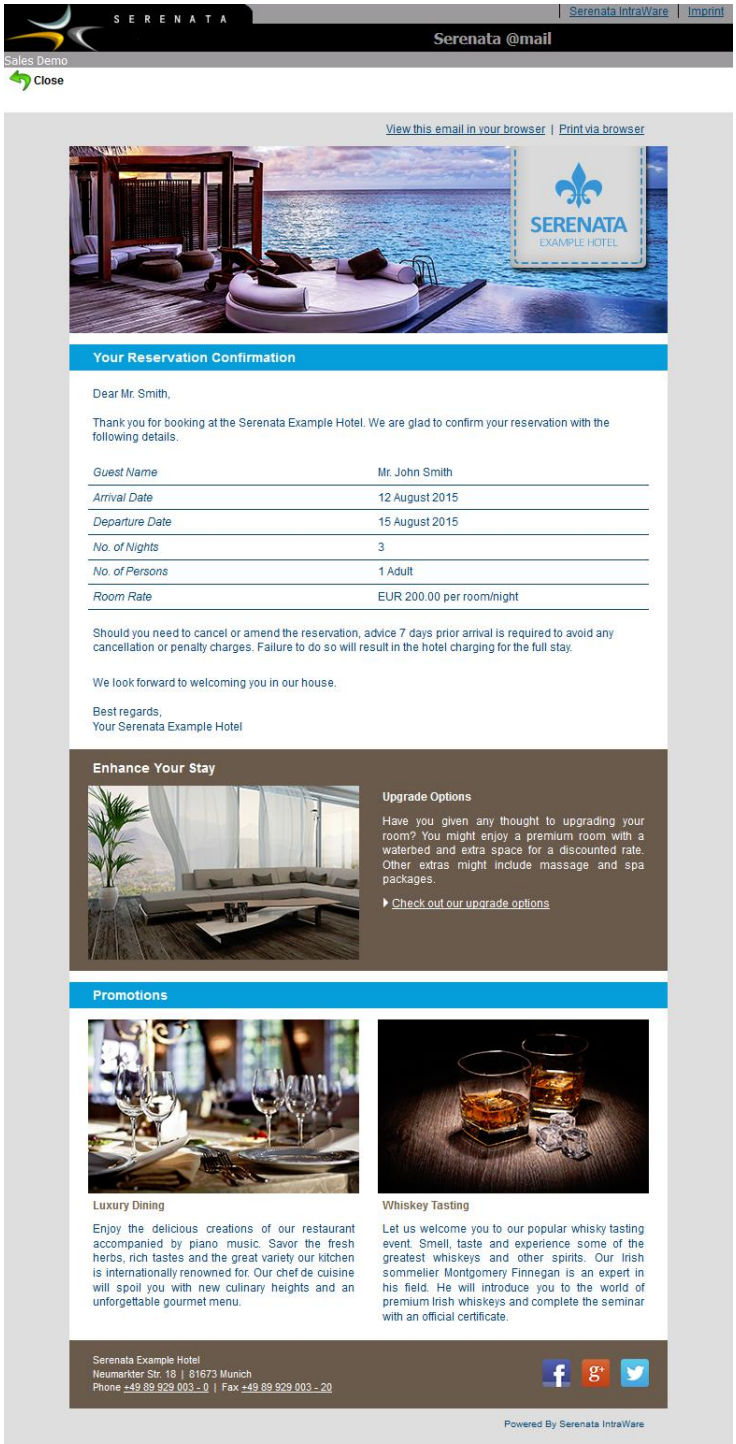
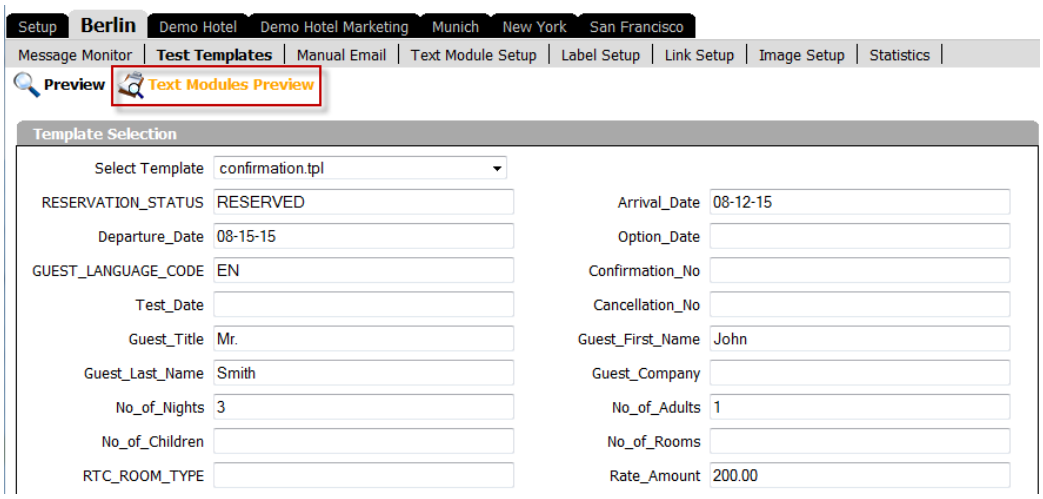


Note: You can close the window again and go back to the **Test Templates** page and modify your test entries as required and as often as you need to. The system will remember your settings while you stay in the session, so you do not have to reenter them every time.

Text Modules Preview Icon

The **Text Modules Preview** displays all content elements that make up your chosen template. You can use this option to modify or translate all required texts, images, links in a "What You See Is What You Get" screen.

1. Click the **Test Templates** option.
2. Select the required template from the **Select Template** drop-down.



3. Click the TEXT MODULES PREVIEW icon.

   The display will show you all content elements available in the template. You can access, view and modify the individual elements displayed in the templates by adding/changing the text, adding links and images.

   Each text module, image or link is named with a fairly intuitive name, such as "textblock: confirmation_intro" for the introductory text module to the reservation confirmation or "Image: confirmation_promotion-02" for the image used with the second promtional text.

   Click into the respective text block, image or link to view and modify it.

Tip: If you are not sure what is what, it is a good idea to preview the selected template and possibly print it out or display it along on a second screen.

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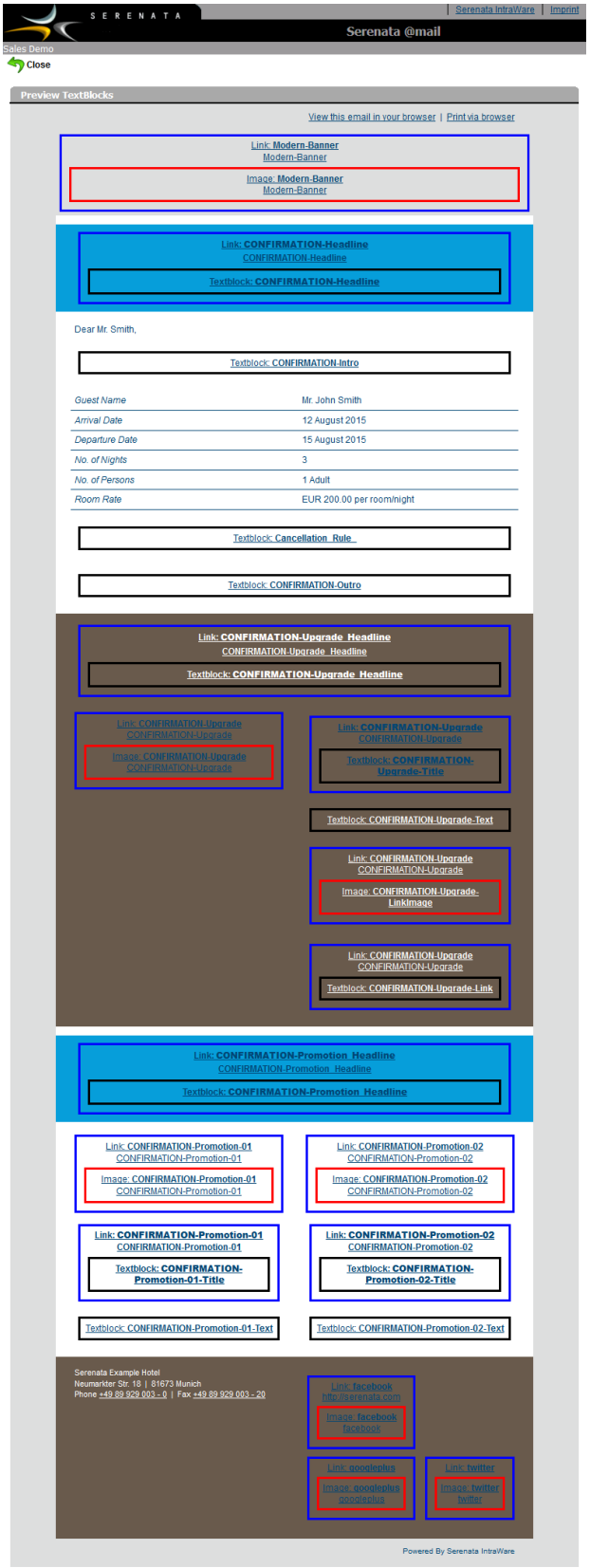
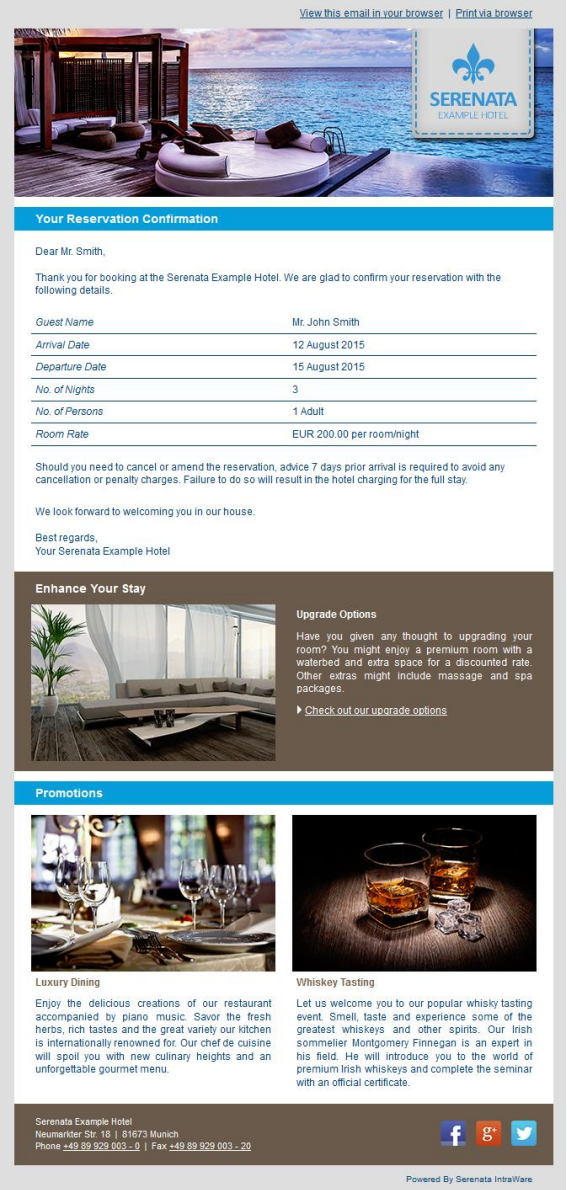
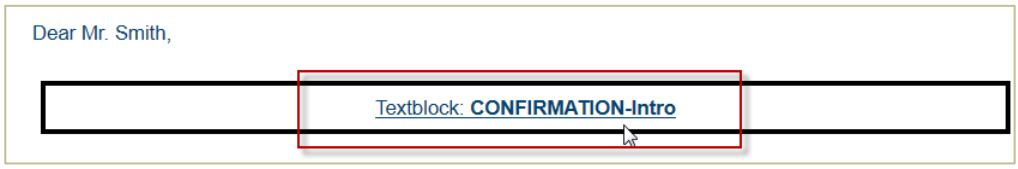

SERENATA
Serenata IntraWare | Imprint
Serenata @mail
Sales Demo
Close
Preview TextBlocks
View this email in your browser | Print via browser
Link: Modern-Banner
Modern-Banner
Image: Modern-Banner
Modern-Banner
Link: CONFIRMATION-Headline
CONFIRMATION-Headline
Textblock: CONFIRMATION-Headline
Dear Mr. Smith,
Textblock: CONFIRMATION-Intro
Guest Name | Mr. John Smith
Arrival Date | 12 August 2015
Departure Date | 15 August 2015
No. of Nights | 3
No. of Persons | 1 Adult
Room Rate | EUR 200.00 per room/night
Textblock: Cancellation_Rule
Textblock: CONFIRMATION-Outro
Link: CONFIRMATION-Upgrade_Headline
CONFIRMATION-Upgrade_Headline
Textblock: CONFIRMATION-Upgrade_Headline
Link: CONFIRMATION-Upgrade
CONFIRMATION-Upgrade
Image: CONFIRMATION-Upgrade
CONFIRMATION-Upgrade
Link: CONFIRMATION-Upgrade
CONFIRMATION-Upgrade
Textblock: CONFIRMATION-Upgrade-Title
Textblock: CONFIRMATION-Upgrade-Text
Link: CONFIRMATION-Upgrade
CONFIRMATION-Upgrade
Image: CONFIRMATION-Upgrade-LinkImage
Link: CONFIRMATION-Upgrade
CONFIRMATION-Upgrade
Textblock: CONFIRMATION-Upgrade-Link
Link: CONFIRMATION-Promotion_Headline
CONFIRMATION-Promotion_Headline
Textblock: CONFIRMATION-Promotion_Headline
Link: CONFIRMATION-Promotion-01
CONFIRMATION-Promotion-01
Image: CONFIRMATION-Promotion-01
CONFIRMATION-Promotion-01
Link: CONFIRMATION-Promotion-02
CONFIRMATION-Promotion-02
Image: CONFIRMATION-Promotion-02
CONFIRMATION-Promotion-02
Link: CONFIRMATION-Promotion-01
CONFIRMATION-Promotion-01
Textblock: CONFIRMATION-Promotion-01-Title
Link: CONFIRMATION-Promotion-02
CONFIRMATION-Promotion-02
Textblock: CONFIRMATION-Promotion-02-Title
Textblock: CONFIRMATION-Promotion-01-Text
Textblock: CONFIRMATION-Promotion-02-Text
Serenata Example Hotel
Neumarkter Str. 18 | 81673 Munich
Phone +49 89 929 003 - 0 | Fax +49 89 929 003 - 20
Link: facebook
http://serenata.com
Image: facebook
facebook
Link: googleplus
Image: googleplus
googleplus
Link: twitter
Image: twitter
twitter
Powered By Serenata IntraWare

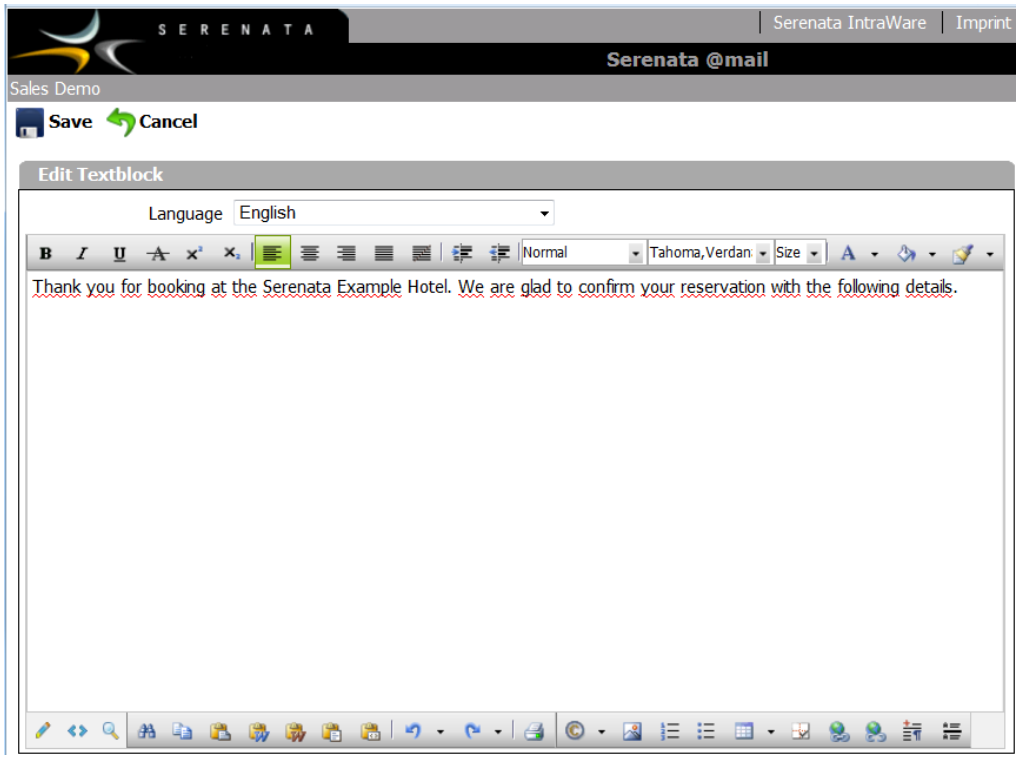

View this email in your browser | Print via browser
SERENATA
EXAMPLE HOTEL
Your Reservation Confirmation
Dear Mr. Smith,
Thank you for booking at the Serenata Example Hotel. We are glad to confirm your reservation with the following details.
Guest Name | Mr. John Smith
Arrival Date | 12 August 2015
Departure Date | 15 August 2015
No. of Nights | 3
No. of Persons | 1 Adult
Room Rate | EUR 200.00 per room/night
Should you need to cancel or amend the reservation, advice 7 days prior arrival is required to avoid any cancellation or penalty charges. Failure to do so will result in the hotel charging for the full stay.
We look forward to welcoming you in our house.
Best regards,
Your Serenata Example Hotel
Enhance Your Stay
Upgrade Options
Have you given any thought to upgrading your room? You might enjoy a premium room with a waterbed and extra space for a discounted rate. Other extras might include massage and spa packages.
Check out our upgrade options
Promotions
Luxury Dining
Enjoy the delicious creations of our restaurant accompanied by piano music. Savor the fresh herbs, rich tastes and the great variety our kitchen is internationally renowned for. Our chef de cuisine will spoil you with new culinary heights and an unforgettable gourmet menu.
Whiskey Tasting
Let us welcome you to our popular whisky tasting event. Smell, taste and experience some of the greatest whiskeys and other spirits. Our Irish sommelier Montgomery Finnegan is an expert in his field. He will introduce you to the world of premium Irish whiskeys and complete the seminar with an official certificate.
Serenata Example Hotel
Neumarkter Str. 18 | 81673 Munich
Phone +49 89 929 003 - 0 | Fax +49 89 929 003 - 20
Powered By Serenata IntraWare

Accessing/Editing Text Blocks:

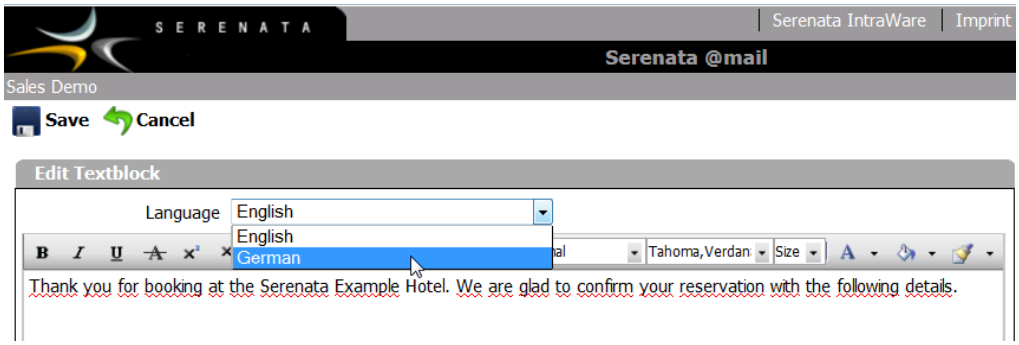
1. For instance, to view and edit the introductory text, click into the respective text block:



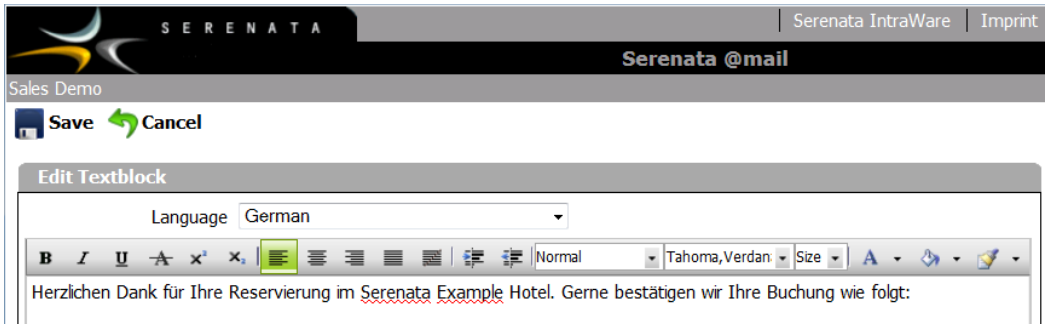
The system displays the text editor with the introductory text in the default language (English):



2. Modify the text as required and click the SAVE icon.
3. If you use more than one language, do not forget to add/modify the text in the other language(s) also.



4. Simply select the other language(s) from the **Language** dropdown and enter the required translation.

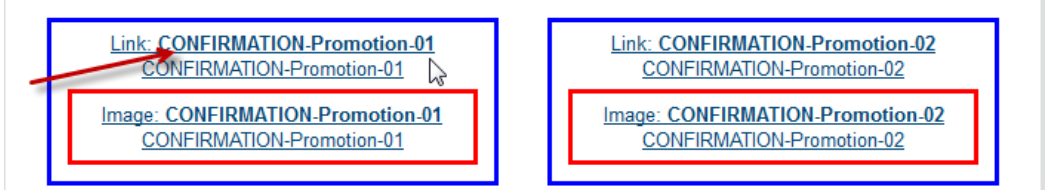


5. Click SAVE, when you are done.

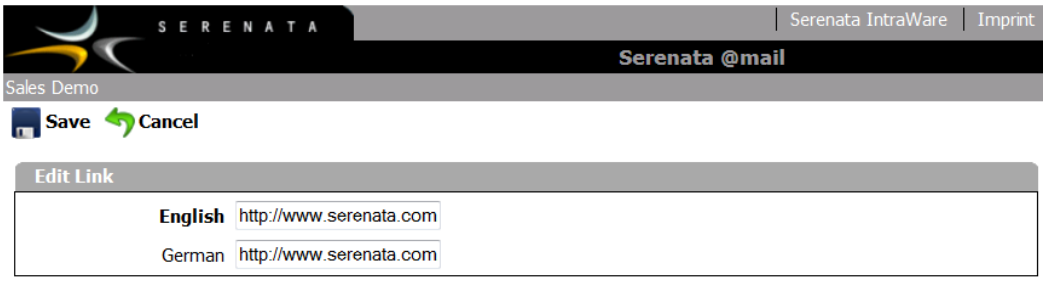
   The system closes the editor and returns to the component preview.

Accessing/Editing Links:

1. Locate the selected link, in our example link leading to the promotional text for promotion 01 on the website and click into the respective link text:



   The system displays the link editor with the introductory text in the default language (English):

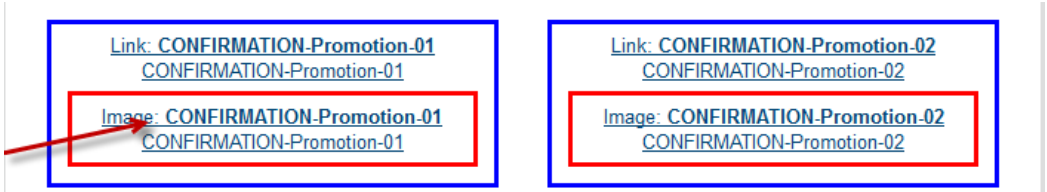


2. Edit the links for all required languages, as required.
3. Click SAVE, when you are done.

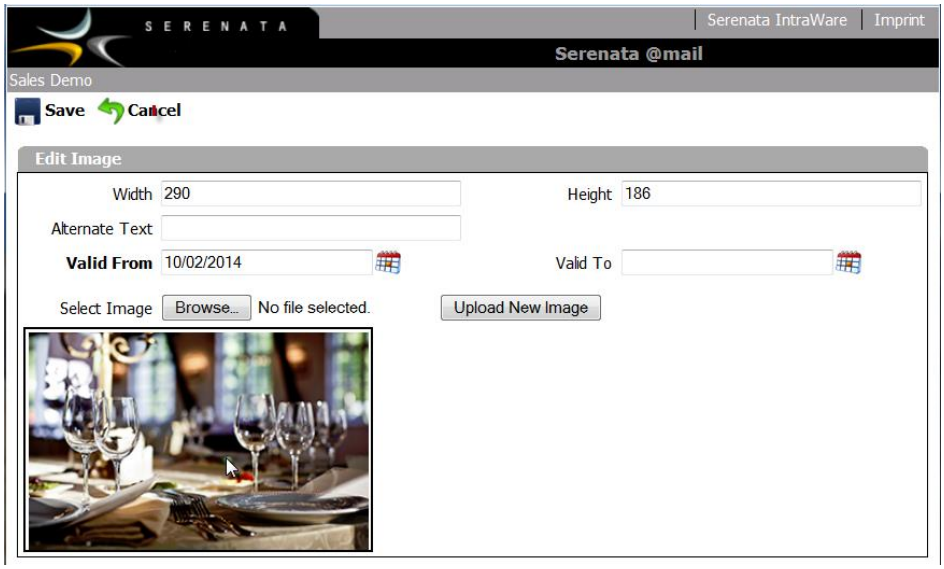
   The system closes the editor and returns to the component preview.

Accessing/Editing Images:

1. Locate the selected image, in our example the image connected to promotion 01 and click the respective “Image: CONFIRMATION-Promotion-01” box.



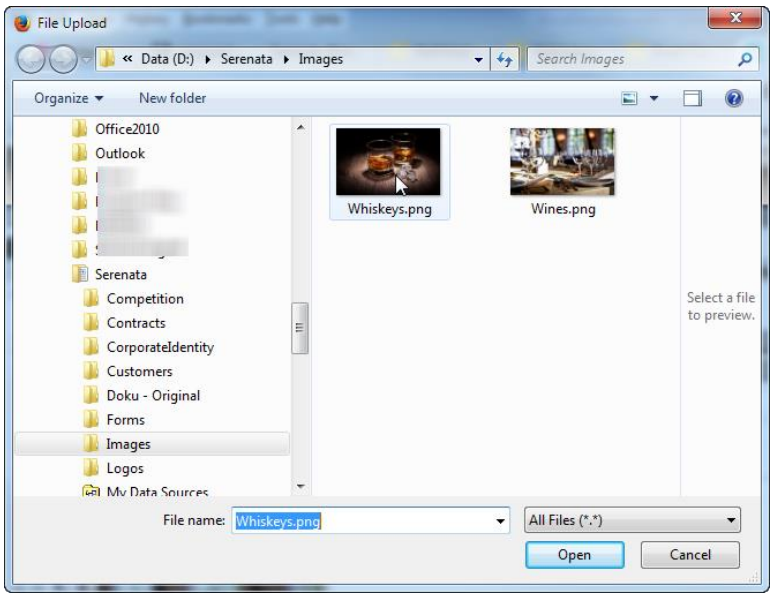
   The system displays the image editor with the current image.



2. Click BROWSE and locate the required image in the **File Upload** dialog.

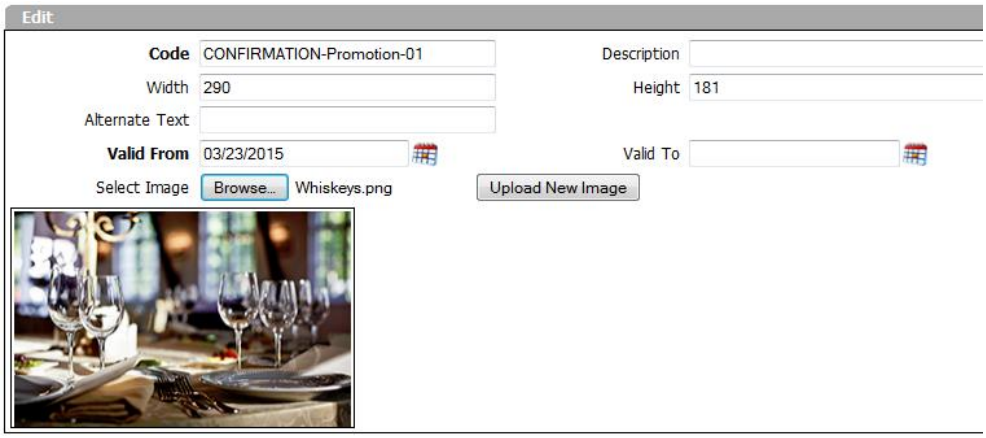
Caution: If you change images please ensure that they correspond in size (width and height), since otherwise you may end up with unsatisfactory results.
Please note that the images are shared by all languages, i.e. you cannot have different images for different languages.

Please also watch the file size of your images. We recommend the sending of emails with a maximum file-size of 5 MB in total. Otherwise you risk the guest not receiving the email because the acceptable email size is exceeded or eats up expensive roaming data volume when traveling abroad.



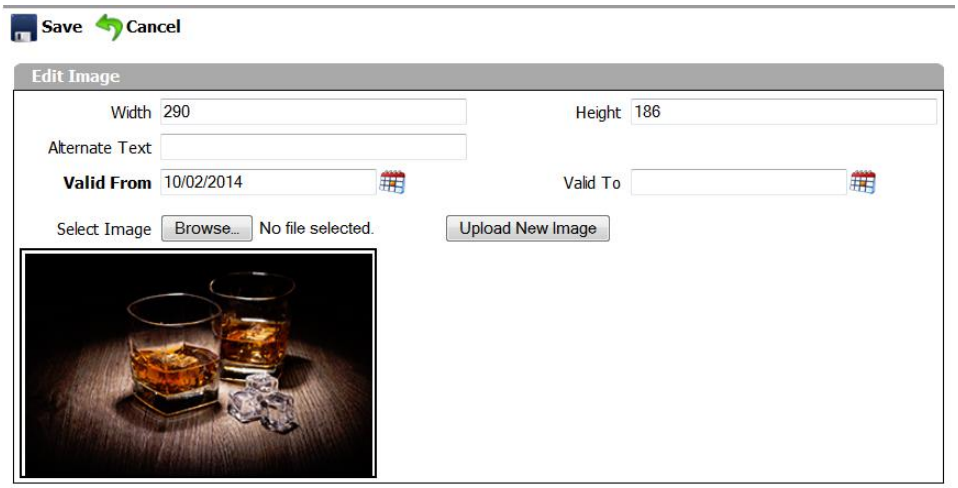
3. Select the image and click Open.

The system shows the image name next to the **Browse** button and returns to the **Edit Image** dialog.



4. Click UPLOAD NEW IMAGE.

   The new image is displayed.



5. Click SAVE.

   The system closes the editor and returns to the component preview.

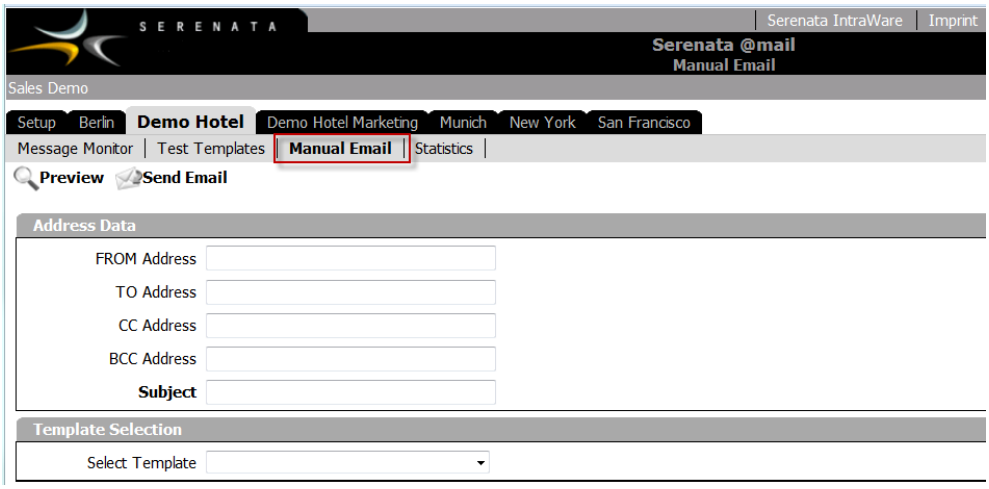
   For details on all available options regarding text blocks, images, and links please see the respective setup chapters as of page 49.

Manual Email

The **Manual Email** option can be used to send emails manually with Serenata @mail. The **Manual Email** option is mostly used for testing templates, email addresses, and other setup factors.

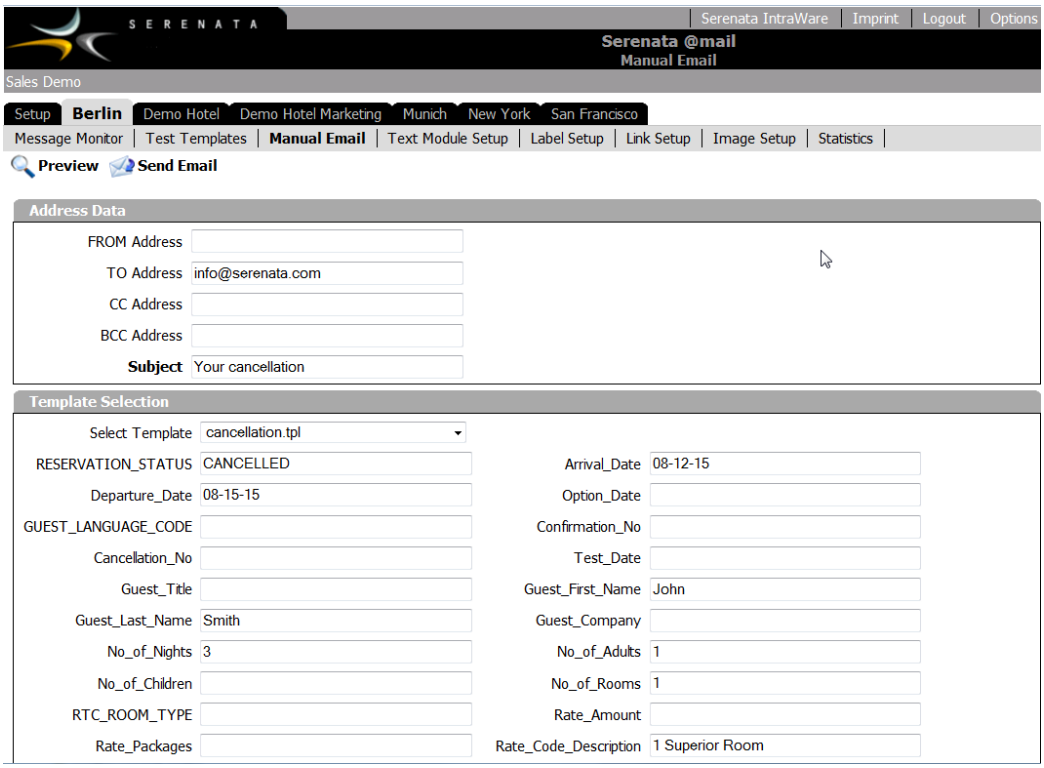
It can also be used to produce and email a template to customers without reservations. Once you have sent the email it will be displayed in the @mail **Message Monitor**.

1. Click the **Manual Email** tab for the respective data source.
   The system displays the **Address Data** fields and the **Template Selection** pickbox.



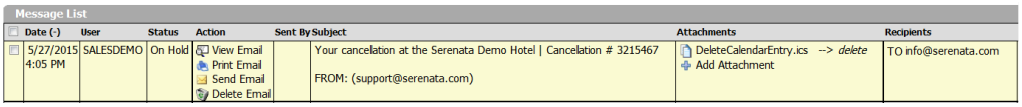
2. Use the **Address Data** fields to fill in the information you require for sending an email manually via @mail or for testing the email send function.
3. Enter (at least) the **From** and **To** addresses and select the required template. The template selection opens the variables available in the templates.
4. The **subject field** emulates the subject received from the external system triggering the email (typically PMS or CRS). As such, this is a mandatory.

   (If the template contains a subject, this will overwrite your entry here.)



5. Click the SEND EMAIL icon when you are done.

   The system sends the email and displays it in the **Message Monitor**.

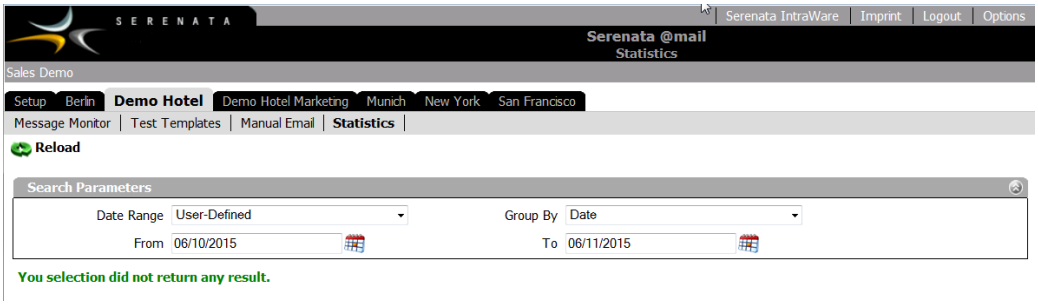


Statistics

Using the **Statistics** option, you can view the number of emails sent via Serenata @mail during an indicated time range and sorted by date, by user, by group or by template.

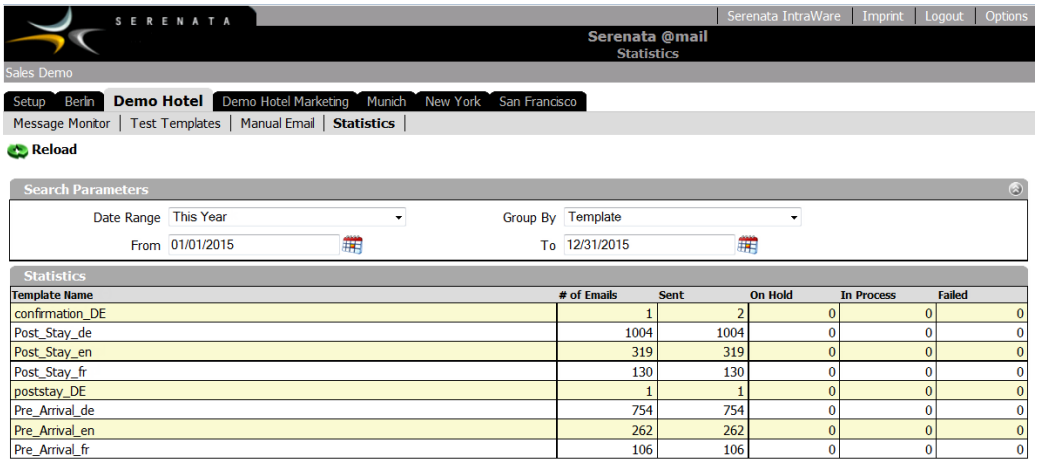
1. Click the **Statistics** tab to access the @mail statistics.

   The system displays the **Statistics** page with the **Search Parameters** on top.



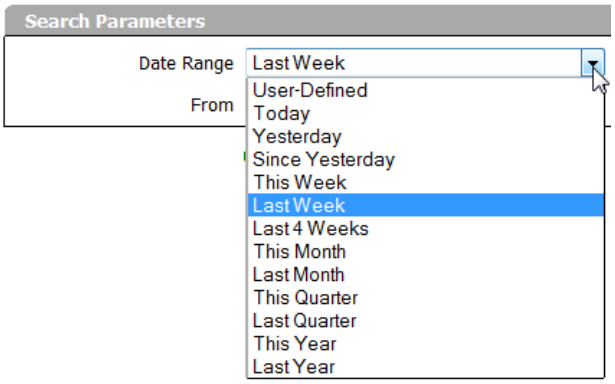
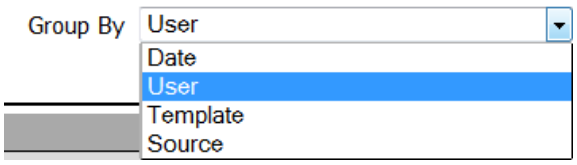
   For a description of the Search Parameters, see Table 4 on page 43.

   The columns display the number of emails that were sent (by date, by user, by source or by template, depending on your selection in the **Group By** field). By default, the display is grouped by date range (from yesterday to today's date). Here is a screenshot of the display grouped by source.



Template Name	# of Emails	Sent	On Hold	In Process	Failed
confirmation_DE	1	2	0	0	0
Post_Stay_de	1004	1004	0	0	0
Post_Stay_en	319	319	0	0	0
Post_Stay_fr	130	130	0	0	0
poststay_DE	1	1	0	0	0
Pre_Arrival_de	754	754	0	0	0
Pre_Arrival_en	262	262	0	0	0
Pre_Arrival_fr	106	106	0	0	0

Table 4: Statistics Search Parameters: Description of Query Options

Query	Description
Date Range	Select the date range for which you want to display the statistics. You have the following options: 
Group by	Break down the results by **Date**, **User**, **Source** or **Template**.  You can only view "**User" Statistics**, if you have the rights to view more than your own user. You can only view **Source Statistics,** if your @mail installation operates with several data sources and you have the rights to access all sources.
From/To Date	Date range for the @mail statistics. By default, the system displays all emails that were sent since yesterday. Select a specific date range by entering the required From and To dates or by picking them via the CALENDAR icon. You only require this if you cannot find your desired date range in the **Date Range** drop-down.
RELOAD icon	Click the RELOAD icon to refresh and update the displayed statistics.

Setup/Administrator Section

This section of the documentation contains all options pertaining to the setup of Serenata @mail and the options available for editing and changing the template components.

Note: The **Setup** option is reserved to the System Administrator of a hotel chain and is usually not visible to regular users.

The following options are described here

- **User Setup**: Add, view, and modify user accounts, view and change the access rights of users.
- **Text Module Setup/Label Setup/Link Setup/Image Setup** options are used for viewing and modifying your template contents and for translating templates into other languages.

Note: The text module, label, link and image setup options are available ONCE for each source implemented with your Serenata @mail installation and ONCE for ALL sources from within the **Setup** menu. This is unique for each Serenata @mail installation (and only visible to the Serenata System Admin). In this document, we will describe the functionality available for the individual sources.

- **Text Module Setup**:Add, view, and modify text modules used for Serenata @mail templates. Translate text modules into the other languages used for your guest correspondence.
- **Label Setup**: View and modify the descriptions and the translations used for the booking details shown in the templates.
- **Link Setup**: Add, view, and modify the links used for your templates and ensure that the respective hyperlinks are set properly for each language.
- **Image Setup**: Add, view and modify the images used for your templates.

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User Setup

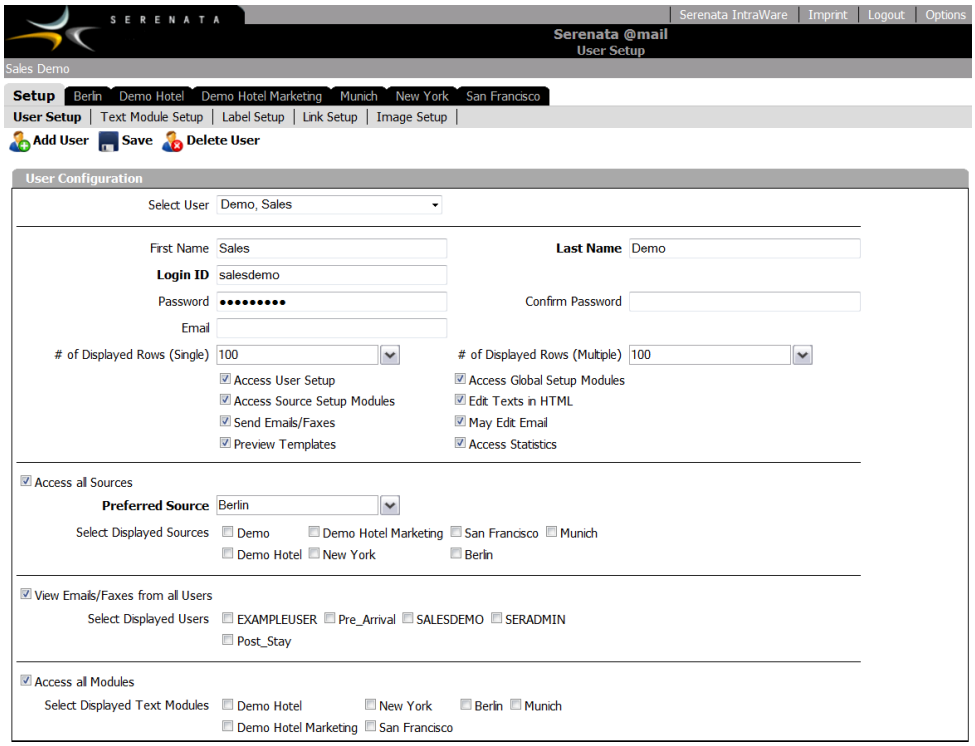
Add, view, and modify user accounts, view and change the access rights of users.

Note for hosted solutions: Please note that the **User Setup** option is reserved to the Serenata consultants and will not be visible to regular users of Serenata @mail.

Accessing the User Setup option:

1. Click the **Setup** tab from the Serenata @mail menu.

   The system automatically displays the **User Setup** page.

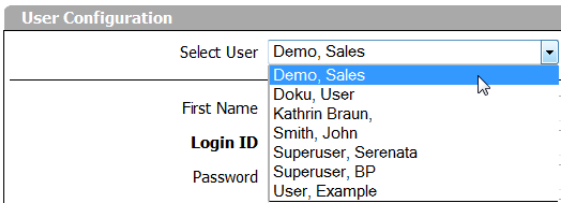
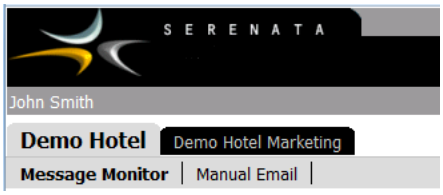


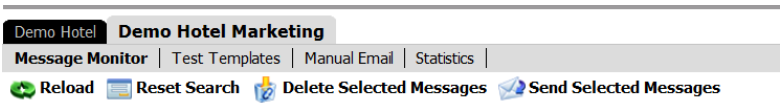
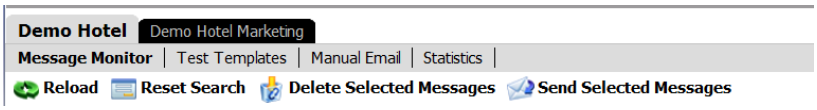
   From here, you have the following options:

   - Add a new user – Click the ADD USER icon (see below.)
   - Delete an existing user – Select the respective user from the **Select User** pickbox and click the DELETE USER icon.
   - View and change the details and access rights for an existing user – Select the required user from the **Select User** pickbox and change the access rights as required. Click SAVE.

For a short description of all available fields and rights, please refer to Table 5 on page 46.

Table 5: User Settings: Description of Available Fields

Field	Description
Select User	Pick the required user from the **Users** pickbox, if you want to modify or delete the entry for a particular user. 
ADD USER	Click the ADD USER icon to add a new user (see below.)
DELETE USER	Click the DELETE USER icon to delete a selected user.
User Configuration	**Note**: the First Name, Last Name and Password information can also be changed by users themselves from the **Options** menu. The Login ID, however, can only be changed here, in the Setup option.
First Name	First name of the user.
Last Name	Last name of the user. The First Name and Last Name is displayed in the top-left corner after you have logged in. 
Login ID	The Login ID is used in combination with the password to log into Serenata @mail.
Password	In the **Password** field, enter the password of the user. Use a simple welcome password and instruct users that they should personalize their password upon the first login via the **Options** menu.
Confirm Password	In the **Confirm Password** field, type the password once again. Click SAVE to update the password. Note: You can use these two fields to assign a new password if the respective user has forgotten his or her credentials.
Email Address	Email address of the user. This is for information only and not used in the @mail sending process.
# of Displayed Rows (Single)	Specify the number of records @mail will display in single-line lists before breaking to a new page.
# of Displayed Rows (Multiple)	Specify the number of records @mail will display in multiple-line lists before breaking to a new page.
User Rights	Use the user rights checkboxes to determine the access rights of a selected user. You have the following options:
ACCESS USER SETUP	Access to **User Setup**. This option is reserved to the Serenata System Administrator.

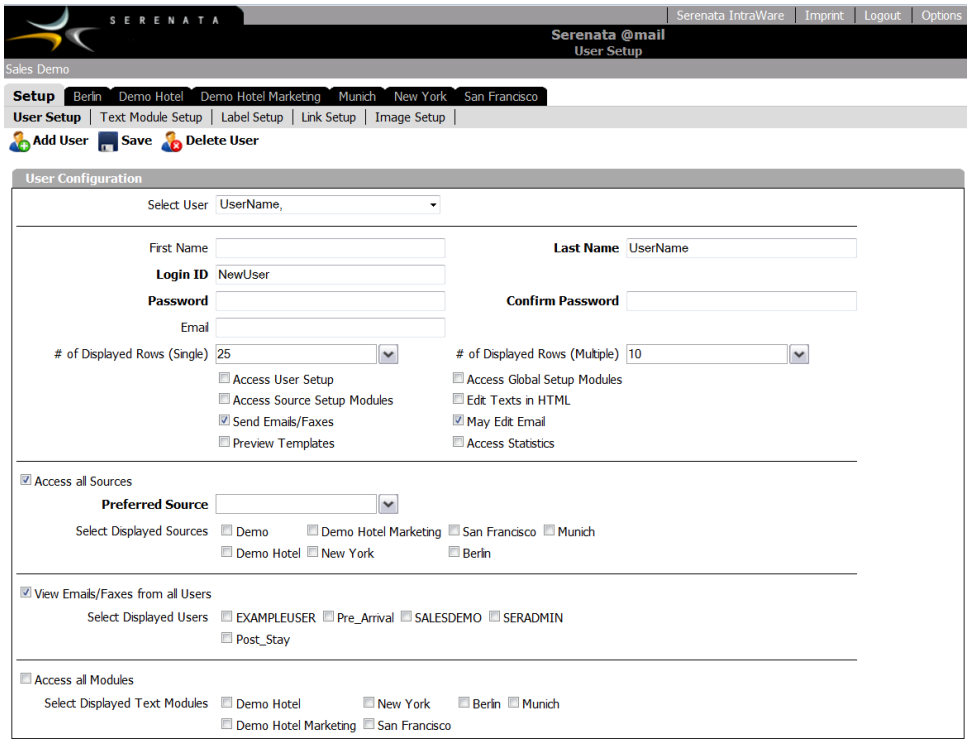
Field	Description
ACCESS GLOBAL SETUP MODULES	Access to the **Global Setup Modules** (Text Module, Label, Link and Image Setup for ALL sources): This option is reserved to the Serenata System Administrator.
ACCESS SOURCE SETUP MODULES	Access to the **Source Setup Modules** (Text Module, Label, Link and Image Setup for a selected source): This option is usally reserved to the System Administrator of the hotel.
EDIT TEXTS IN HTML	Selected: Switching into HTML mode option will be available on the Text Editor Toolbar (bottom left) for user when editing emails from the Message Monitor. Cleared: Users will not be able to switch into HTML mode.
MAY EDIT EMAILS	Edit Emails in the Message Monitor.
SEND EMAILS/ FAXES	Users with this right are allowed to SEND emails from the Message Monitor.
PREVIEW TEMPLATES	Access to the **Preview Templates** option, where you can specify user-defined reservation parameters and select an @mail template and preview the resulting email.
ACCESS STATISTICS	Access to the Statistics option, which allows you to view the number of emails sent via Serenata @mail during an indicated time range and break down the statistics in various ways.
ACCESS ALL SOURCES	This option is only required, if you use @mail with more than one data-sending application, for instance your Property Management System AND your Spa application. In this case, select the checkbox if the user is allowed access to ALL data sources and clear it, if not.
Preferred Source	Select the **Preferred Source** from the drop-down list. When you log into @mail the system will always open the Message Monitor for this data source. For instance, the Marketing tab has been selected as the preferred data source:  If no selection is made, the system displays the **Message Monitor** of the data source that comes first in ascending order, i.e. 
Select Displayed Sources	Select the checkbox for each data source to which the user is allowed access. If you have selected the ACCESS ALL SOURCES checkbox, you do not require to make a selection here.

Field	Description
VIEW EMAILS/FAXES FROM ALL USERS	Select this checkbox if the user is allowed to view emails and faxes of ALL users. Regular users will probably only be able to see emails which were created with their own user ID. Supervisors, such as for instance the reservation manager will be able to view ALL emails.
Select Displayed Users	Select the checkbox for each user whose emails this account may view.
ACCESS ALL MODULES	Select this checkbox if the user is allowed to view ALL text modules.
Select Displayed Text Modules	Select the checkbox for each text module type to which the user is allowed access.

Creating a Serenata @mail user:

1. In the **User Setup** option, click the ADD USER ICON.

   The system opens a new empty user window.



1. Enter the **First Name** and the **Last Name** of the user.

   The user name displayed in the Select User pickbox will automatically be updated according to the entry in the Last Name field.

2. Determine the **Login ID** of the new user.

   The Login ID in combination with the password is used to log in.

3. Define the password and confirm the password.

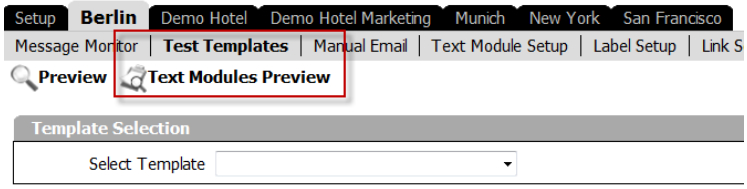
4. Enter the **Email Address** of the user.
5. Determine the access rights for the user by clicking the respective checkboxes. We recommend leaving the **Setup** option in exclusive use of the system administrator.
6. Click SAVE.

   The system confirms the creation of a new Serenata @mail user. If there are invalid entries or missing information, you will receive an appropriate message.

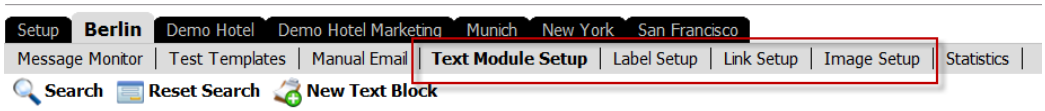
Setting Up/Modifying the Content of Your Templates

The Serenata @mail templates have a modular structure and are built with the use of components.

- Using the option **Text Modules Preview** from the **Test Templates** menu, you can view the individual text boxes, links and images your template is composed of and you can modify the content there. This is very useful for small changes regarding minor text items or images.



- Using the options **Text Module Setup**, **Label Setup**, **Link Setup**, and **Image Setup** (described below), you can systematically search for and modify groups of text modules, for instance, for creating dynamic content, labels, links, and images



Overview

All templates are made up of the following content elements:

- Text modules
- Images
- Links
- Labels

The **Text Modules**, **Links** and **Images** are each equipped with a **valid date range**, based on which the varying contents will become active. The point of reference is always the arrival date.

Once your email templates have been configured, you can use the **Text Modules**, **Links** and **Image Setup** options to change the respective text and edit the contents like any other document.

Thanks to the template preview options, the changes can immediately be checked.

Note: Use Firefox or Explorer for editing your template modules. Do not use Chrome, since Chrome causes problems when saving content.

Searching and Locating Items (Text Modules/Labels/Links/Images)

Using the **Search** in each of the setup options you can locate text modules, labels, links and images by text **Code** and **Description**. The search can be quite helpful when you work with several templates and have to manage a multitude of text modules or other items.

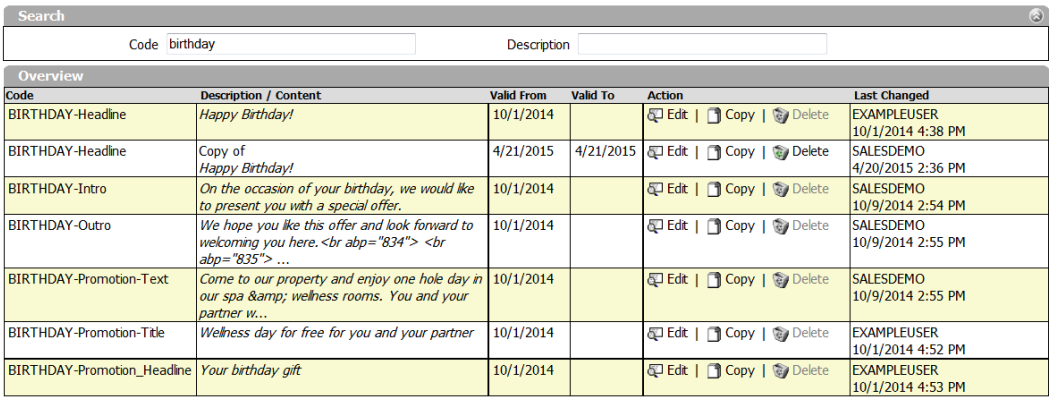
The **Search** function allows a ***regular*** search, where you enter the first letters or the complete information you are looking for and a ***partial*** search, where you locate messages based on entering part of the code or description and prefacing the character sequence with a percent sign %.

Regular search:

1. In the **Search** dialog on top, enter the first letter(s) or the complete code and/or description of the text module.
2. Next, click the SEARCH icon or the **Enter** key.

Note: In any of the searches, you can hit the **Enter** key to start a search (instead of clicking the SEARCH icon) and the **Esc** key to go back one step and clear the search parameters again (instead of clicking the RESET SEARCH icon) again.

The system displays the results accordingly.



Search

Code birthday Description

Overview

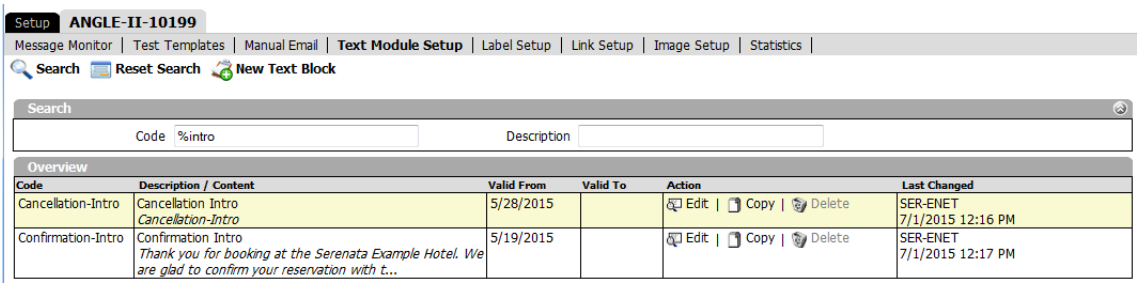
Code	Description / Content	Valid From	Valid To	Action	Last Changed
BIRTHDAY-Headline	*Happy Birthday!*	10/1/2014		Edit | Copy | Delete	EXAMPLEUSER 10/1/2014 4:38 PM
BIRTHDAY-Headline	Copy of *Happy Birthday!*	4/21/2015	4/21/2015	Edit | Copy | Delete	SALESDEMO 4/20/2015 2:36 PM
BIRTHDAY-Intro	*On the occasion of your birthday, we would like to present you with a special offer.*	10/1/2014		Edit | Copy | Delete	SALESDEMO 10/9/2014 2:54 PM
BIRTHDAY-Outro	*We hope you like this offer and look forward to welcoming you here. <br abp="834"> <br abp="835"> ...*	10/1/2014		Edit | Copy | Delete	SALESDEMO 10/9/2014 2:55 PM
BIRTHDAY-Promotion-Text	*Come to our property and enjoy one hole day in our spa & wellness rooms. You and your partner w...*	10/1/2014		Edit | Copy | Delete	SALESDEMO 10/9/2014 2:55 PM
BIRTHDAY-Promotion-Title	*Wellness day for free for you and your partner*	10/1/2014		Edit | Copy | Delete	EXAMPLEUSER 10/1/2014 4:52 PM
BIRTHDAY-Promotion_Headline	*Your birthday gift*	10/1/2014		Edit | Copy | Delete	EXAMPLEUSER 10/1/2014 4:53 PM

Searching by partial codes or descriptions anywhere in the field:

Sometimes it may be hard to remember exactly how a code begins or what kind of exact description you are looking for. For these cases, you can search for a pattern or character sequence.

You can search for *any* part of the code or description simply by entering a **percent** sign **%** followed by the combination of characters you are searching for. The system will find all entries matching this phrase/word anywhere in the searched field.

1. In our example, we want to locate all introductory text modules, i.e. enter **"%intro"** in the **Code** search field
2. Click SEARCH or **Enter.**

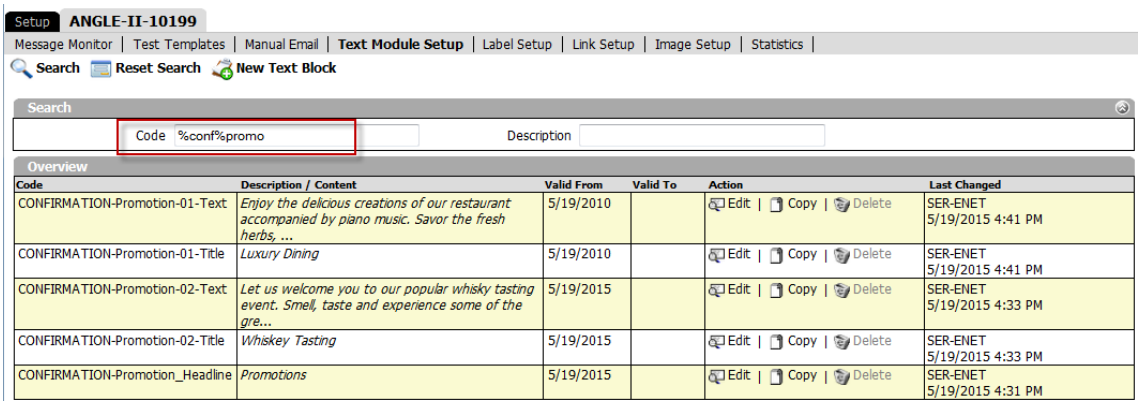


The system will search the complete database and return all text modules containing this letter sequence anywhere in the **Code** field.

If you want to search for a combination of patterns in a field, you need to add an extra **percent** sign **%** in the middle. Let us assume, for instance, that you are looking for all text modules for your confirmation templates containing promotions, i.e.

1. Enter **"%conf%promo"** in the **Code** field.

   The system will locate all emails containing this combination of phrases anywhere in the **Code** field and return all results.



   This search option is available for Text Module Setup, Label Setup, Link Setup and Image Setup both for the **Code** as well as for the **Description** field.

Note for searching the description field: The description search will search all **Description** fields for items matching your search.
Please note that this search does NOT include content (which is also displayed in the **Description/Content** column (in italics)).

Using Valid Date Ranges to Create Dynamic Templates

Each text module, link and image is equipped with a **valid date range** based on which varying contents will become active automatically. The point of reference is always the arrival date. Hence, you can create your own dynamic templates based on different valid dates.

Example 1 – seasonal hotel banners:

For instance display the banner image of your hotel confirmation with a winter setting and summer setting based on the arrival date of the guest.

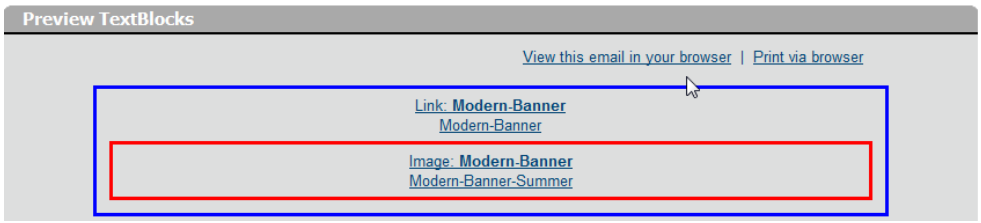
Summer and winter banners

Summer: 1 May 2015 till 31 October

Winter: 1 November till 31 April

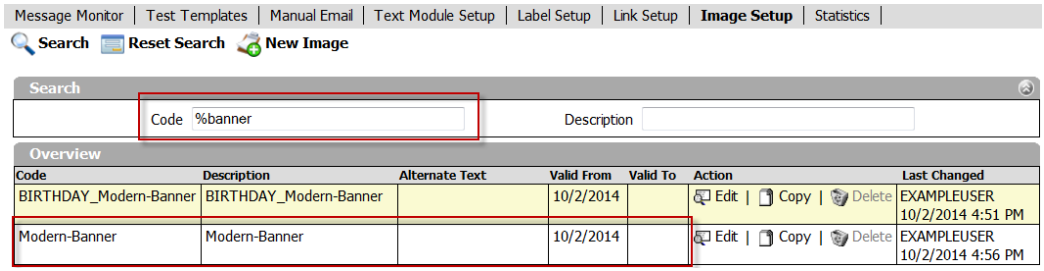
Steps to take:

1. Go to **Images Setup**.
2. Search for the banner image used in your reservation confirmation.
   If you are not sure about the right code, go to **Test Templates**, select the required template and then click **Text Modules Preview**.



   Here you see the name of the code and also the name of the link which you also possibly may want to change depending on the season.

3. Back in **Images Setup** carry out the SEARCH:



   Our example **Modern-Banner** is valid as of last year and valid forever (the **Valid To** date is empty.) This ensures that one image will always be displayed.

   Now, we will add a summer version and a winter version to this. (nesting these events within the standard banner.)

4. Make two copies of this item by clicking the COPY icon twice.

Overview

Code	Description	Alternate Text	Valid From	Valid To	Action	Last Changed
BIRTHDAY_Modern-Banner	BIRTHDAY_Modern-Banner		10/2/2014		Edit | Copy | Delete	EXAMPLEUSER 10/2/2014 4:51 PM
Modern-Banner	Modern-Banner		10/2/2014		Edit | Copy | Delete	EXAMPLEUSER 10/2/2014 4:56 PM
Modern-Banner	Copy of Modern-Banner		6/16/2015	6/16/2015	Edit | Copy | Delete	SALESDEMO 6/15/2015 6:40 PM
Modern-Banner	Copy of Modern-Banner		6/16/2015	6/16/2015	Edit | Copy | Delete	SALESDEMO 6/15/2015 6:40 PM

5. Click the EDIT icon for the first copy, change the **Description** to "Modern-Banner-Summer" and adjust the **Valid From/To** date range to your summer season months.

Edit

Code Modern-Banner
Description Modern-Banner-Summer
Width 640
Height 200
Alternate Text
Valid From 05/01/2015
Valid To 10/31/2015
Select Image Browse... No file selected. Upload New Image

6. Upload your summer banner image (make sure it has the proper size) and once you have uploaded it successfully, click SAVE.

7. Click the EDIT icon for the remaining copy, change the **Description** to "Modern-Banner-Winter", and adjust the **Valid From/To** date range to your winter season months.

Edit

Code Modern-Banner
Description Modern-Banner-Winter
Width 640
Height 200
Alternate Text
Valid From 11/01/2015
Valid To 04/30/2016
Select Image Browse... No file selected. Upload New Image

8. Upload your winter banner image (make sure it has the proper size) and once you have uploaded it successfully, click SAVE.

   You now have a generic banner image, a winter and a summer image.

Search

Code %banner
Description

Overview

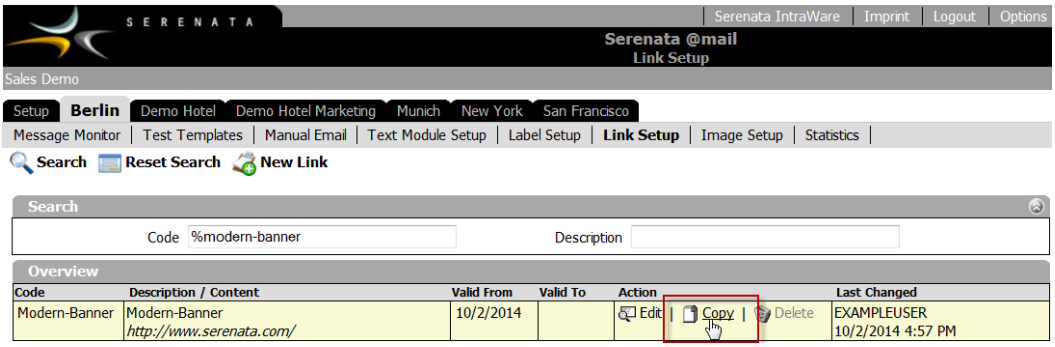
Code	Description	Alternate Text	Valid From	Valid To	Action	Last Changed
BIRTHDAY_Modern-Banner	BIRTHDAY_Modern-Banner		10/2/2014		Edit | Copy | Delete	EXAMPLEUSER 10/2/2014 4:51 PM
Modern-Banner	Modern-Banner		10/2/2014		Edit | Copy | Delete	EXAMPLEUSER 10/2/2014 4:56 PM
Modern-Banner	Modern-Banner-Summer		5/1/2015	10/31/2015	Edit | Copy | Delete	SALESDEMO 6/15/2015 6:51 PM
Modern-Banner	Modern-Banner-Winter		11/1/2015	4/30/2016	Edit | Copy | Delete	SALESDEMO 6/17/2015 11:50 AM

If the guests' arrival dates fall within the summer months, they will receive the confirmation with the summer banner. If the arrival dates fall within the winter months, it will be the winter banner. If the arrival date is later than April 2016, the generic banner will display.

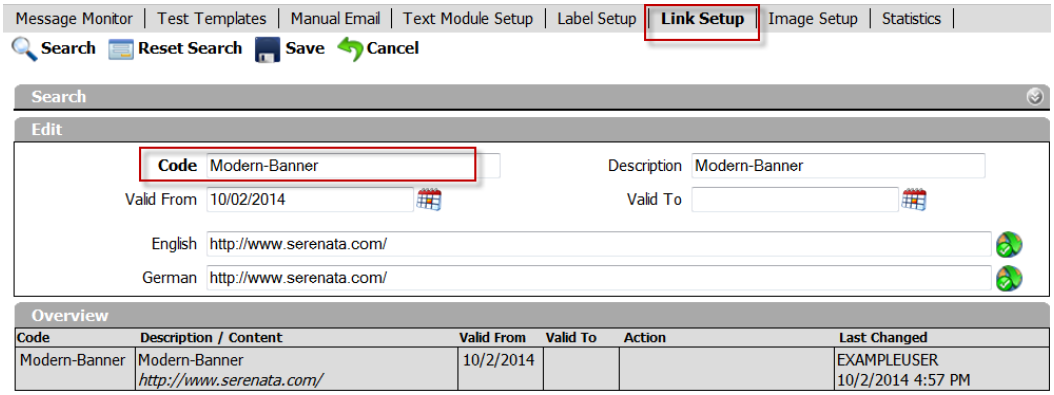
As you can see, the CODE stays the same and serves as the link to the template. Only the valid date ranges and the description are different.

Next steps:

If the link belonging to the banner displayed in the template should also differ based on the season, go to **Link Setup**, search for the banner link ("%modern-banner").



Then copy and modify the descriptions and the valid dates in the same manner as described for the banner image above.



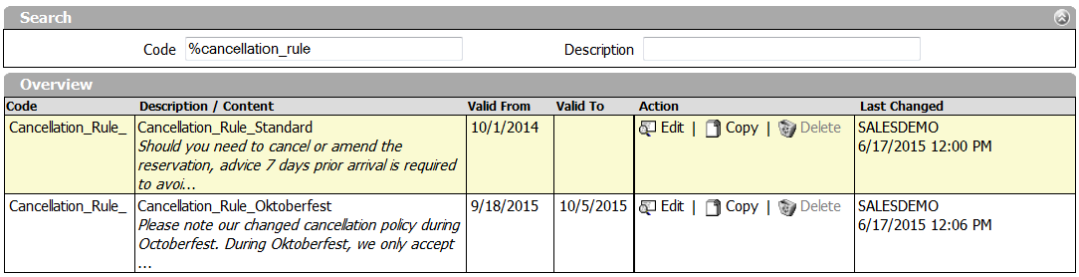
The additional difference here is that you will need to enter a link per available language, whereas images stay the same irrespective of language.

Example 2 – different cancellation policies:

Another good example for using dynamic displays with nested and consecutive date ranges is the text module with the cancellation policy.

Let's say you have one standard cancellation policy valid from now to forever (= empty Valid To date).

Nested *within* this standard policy you can create special cancellation policies for particular high season times or special events. For instance, the Serenata Example Hotel has a specific policy for each Octoberfest.



More details on the handling of valid dates:

The system will allow you to create nested text modules, links and labels with very few restrictions. As long as there are no overlapping dates, there are no issues to consider. However, you should take care not to have overlapping dates.

With **overlapping dates**, the system will have to make adjustments in order to keep up database consistency. Therefore, if you create overlapping dates, please remember the following rules:

- The system will not let you create a text module with exactly the same start and end valid dates. In this case, you receive an appropriate message.

  Error saving text block

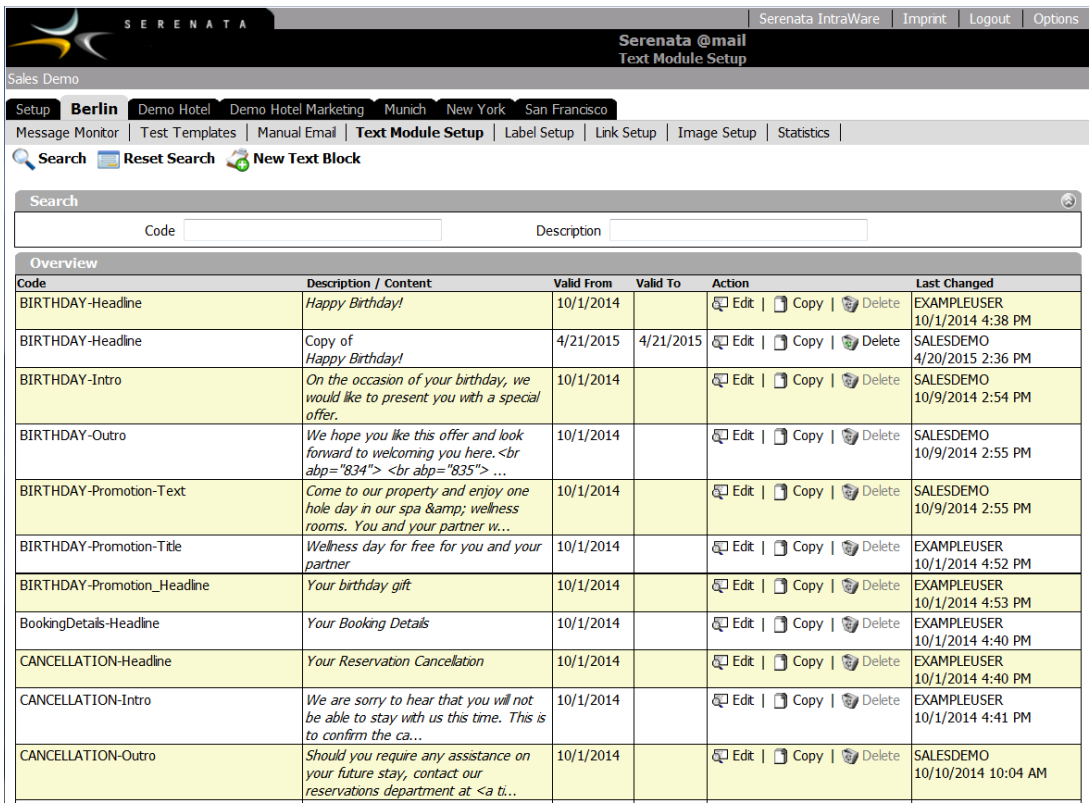
  Another text block exists with the same start and end date.

- The system will always assume that the valid dates of the item you are about to create takes precedence over existing text modules and adjust the dates of existing text modules accordingly. In other words, if you create a new item whose dates overlap with existing items, the system will make room for the new item's valid dates.

Text Module Setup

1. Click **Text Module Setup** for the respective data source from the Serenata @mail menu.

   The system displays the **Overview** of available text modules.



Code	Description / Content	Valid From	Valid To	Action	Last Changed
BIRTHDAY-Headline	*Happy Birthday!*	10/1/2014		Edit | Copy | Delete	EXAMPLEUSER 10/1/2014 4:38 PM
BIRTHDAY-Headline	Copy of *Happy Birthday!*	4/21/2015	4/21/2015	Edit | Copy | Delete	SALESDEMO 4/20/2015 2:36 PM
BIRTHDAY-Intro	*On the occasion of your birthday, we would like to present you with a special offer.*	10/1/2014		Edit | Copy | Delete	SALESDEMO 10/9/2014 2:54 PM
BIRTHDAY-Outro	*We hope you like this offer and look forward to welcoming you here.<br abp="834"> <br abp="835"> ...*	10/1/2014		Edit | Copy | Delete	SALESDEMO 10/9/2014 2:55 PM
BIRTHDAY-Promotion-Text	*Come to our property and enjoy one hole day in our spa & wellness rooms. You and your partner w...*	10/1/2014		Edit | Copy | Delete	SALESDEMO 10/9/2014 2:55 PM
BIRTHDAY-Promotion-Title	*Wellness day for free for you and your partner*	10/1/2014		Edit | Copy | Delete	EXAMPLEUSER 10/1/2014 4:52 PM
BIRTHDAY-Promotion_Headline	*Your birthday gift*	10/1/2014		Edit | Copy | Delete	EXAMPLEUSER 10/1/2014 4:53 PM
BookingDetails-Headline	*Your Booking Details*	10/1/2014		Edit | Copy | Delete	EXAMPLEUSER 10/1/2014 4:40 PM
CANCELLATION-Headline	*Your Reservation Cancellation*	10/1/2014		Edit | Copy | Delete	EXAMPLEUSER 10/1/2014 4:40 PM
CANCELLATION-Intro	*We are sorry to hear that you will not be able to stay with us this time. This is to confirm the ca...*	10/1/2014		Edit | Copy | Delete	EXAMPLEUSER 10/1/2014 4:41 PM
CANCELLATION-Outro	*Should you require any assistance on your future stay, contact our reservations department at <a ti...*	10/1/2014		Edit | Copy | Delete	SALESDEMO 10/10/2014 10:04 AM

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The columns display the text code, the description, the valid dates and your available actions. By default, the text modules are displayed alphabetically by (**Text) Code** and **Valid From Date**. Click any other column to sort by the respective information instead.

From here, you have the following options:

- Search for and locate specific text modules by using the **Search** dialog on top and display a list of corresponding results – See "Searching and Locating Items (Text Modules/Labels/Links/Images)" on page 50.
- View and modify a selected text module – Click the **Text Code** in the respective row or click the EDIT icon. For details, see "Adding/Editing a Text Module" on page 56.
- Add a new text module – Click the NEW TEXT BLOCK icon. For details, see "Adding/Editing a Text Module" on page 56.
- Copy an existing text module, for instance to create a dynamic display based on different valid dates – Select the required text module and click the COPY icon. For details, see "Copying a Text Module" on page 60.
- Delete an existing text module – Click the DELETE icon for the respective text module. **Caution**: Only delete a text module if you are sure that it won't be needed anymore. The system will only let you delete items that are currently not in use.

For further information on access codes, text codes and valid dates, please see Table 6 on page 59.

Adding/Editing a Text Module

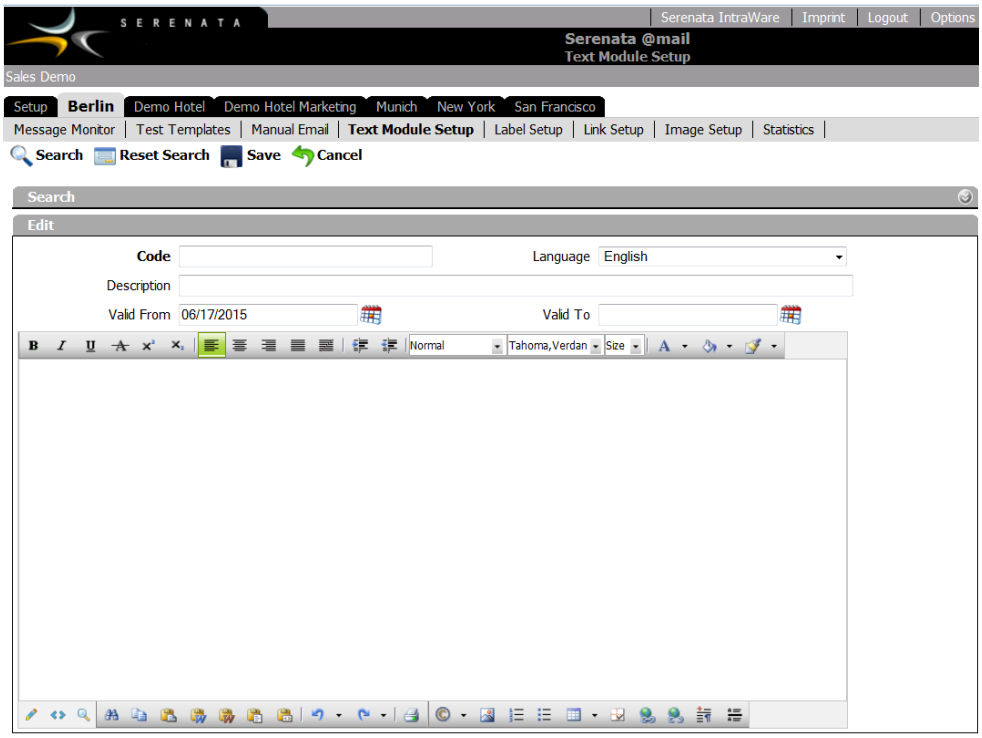
Using the @mail text editor, you can add new text modules and edit existing ones. Moreover, you can translate the content of your templates into all other languages used for your guest correspondence.

With theme-based templates, you will usually only need to edit existing text blocks, for instance for modifying existing content and/or for translating the content into other languages.
If you want to create dynamic displays based on different date ranges, it is more recommendable to use the COPY function (see "Copying a Text Module" on page 60.)

Adding a new text block:

1. Click the NEW TEXT BLOCK icon.

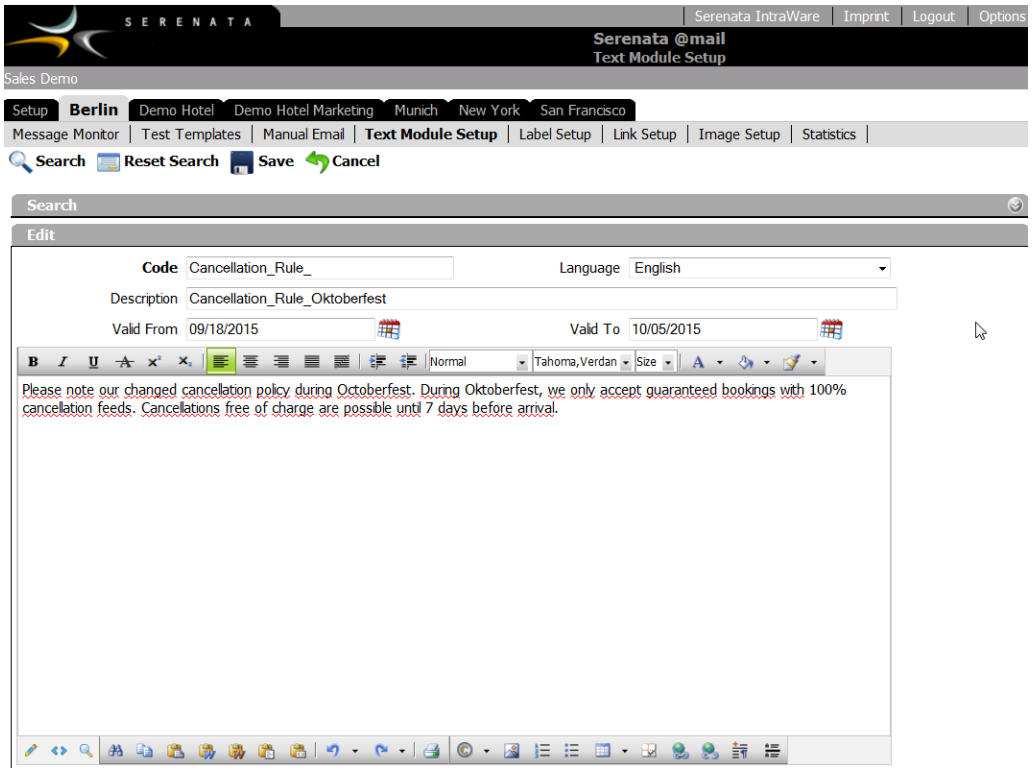
The system displays the empty text editor window (in Design Mode.)



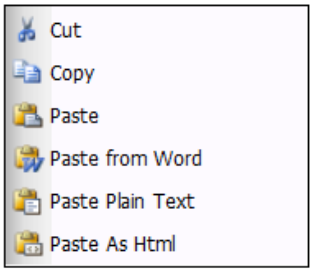
2. Define the **Text Code**, the **Description** and the **Valid Dates**.

   For further details on these fields, see Table 6 on page 59.

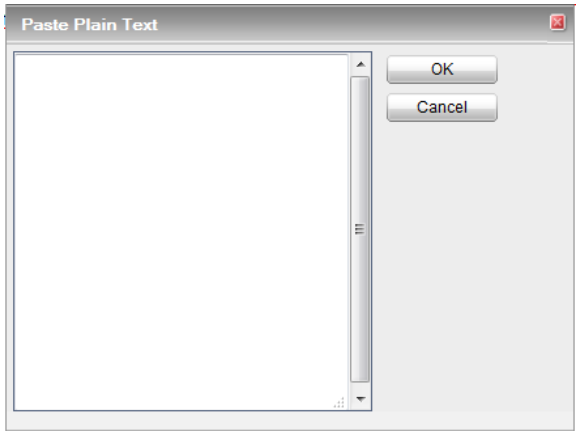
3. Next, enter the text for the new text module. Optionally, you can include formatting information (and even include images). As a rule though, you will simply add text, since most of the formatting information is contained in the @mail template already.



You can also use copy & paste to insert text: access the past options with a right mouse-click.

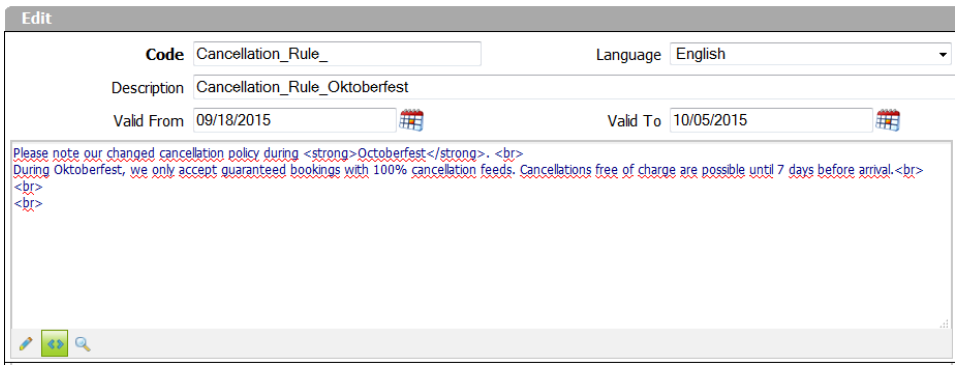


We recommend to paste plain text only. Otherwise, you might accidentally copy format into the box that you do not want to display in the email.



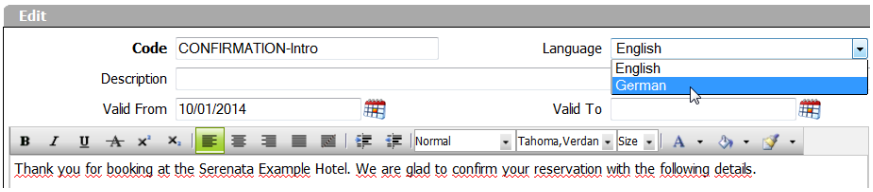
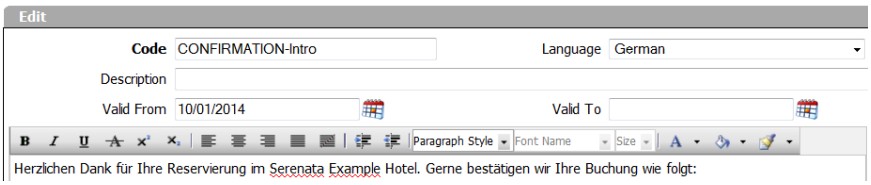
You can toggle between **Design Mode** and **HTML Mode** by clicking the respective tabs at the bottom of the screen.

- Design Mode : displays the text as it will appear in the merged template and to the recipient:
- HTML Mode : displays all HTML codes that make up the text. Using the HTML Mode, you can enter HTML code for generating the text (not recommended).



4. Click the SAVE icon when you are done.

Table 6: Text Editor: Description of Available Fields

Field	Description
(Text) Code	The **Code** identifies the text module or group of text modules, which are displayed in the templates based on valid start and end dates.
Language	Use the **Language** drop-down to select the language which you want to edit/translate.  English is the default language used for all Serenata @mail installations. Depending on your setup, you may have two or more other languages used for your guest correspondence. As a rule, you will have to handle and manage the translation content by adding and editing it here. Select the required language from the drop-down. The system displays the text editor for the other language.  Enter the translation as required and click SAVE.
Description	The **Description** field is optional and should be used to describe the function of the text module in more detail. It is especially useful for indicating the difference between items that share the same codes and only have different valid dates, for example. Code: Cancellation_Rule_ Description / Content: Cancellation_Rule_Standard *Should you need to cancel or amend the reservation, advice 7 days prior arrival is required to avoi...* Valid From: 10/1/2014 Valid To: Action: Edit | Copy | Delete Code: Cancellation_Rule_ Description / Content: Cancellation_Rule_Oktoberfest *Please note our changed cancellation policy during Octoberfest. During Oktoberfest, we only accept ...* Valid From: 9/18/2015 Valid To: 10/5/2015 Action: Edit | Copy | Delete
Valid From	Enter the date as of which the respective text module will be active, i.e. valid.
Valid To	Enter the last date for which the respective text module will be active, i.e. valid. If you define a generic item that should always be valid, you can leave the **Valid To** date empty. For detailed information on valid date ranges and nesting of date ranges please see "Using Valid Date Ranges to Create Dynamic Templates " on page 51.

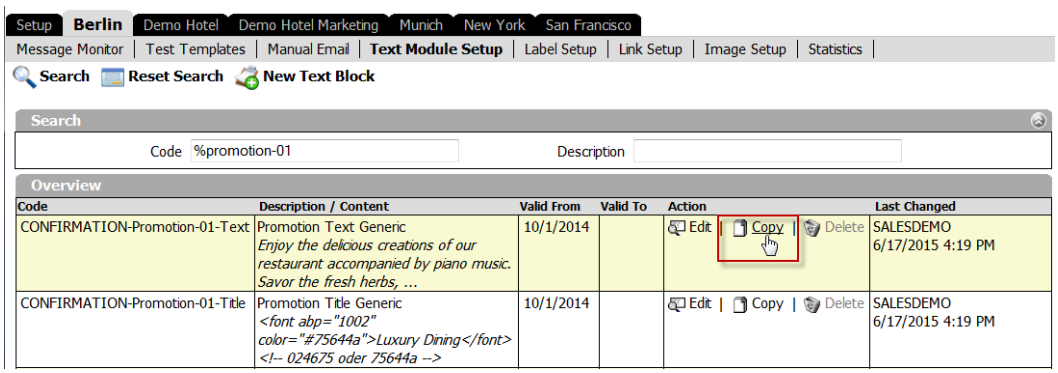
Field	Description
EDIT icon -> Text Editor	Use the text editor window like you would any other text editor, and enter the required text for the text module. As a rule, you will not need to change the font or formatting of items here, since your theme-based templates already include all layout and formatting information.

Copying a Text Module

The **Copy** function is very useful, for instance, when defining alternative content which is activated based on different valid date ranges, say the main promotion on your reservation confirmation will offer a ski special for the winter months and a link to your wellness & spa offer in summer.

The code (e.g promotion-01) used in this example remains identical. Only the description, the valid dates and, of course, the contents differ.

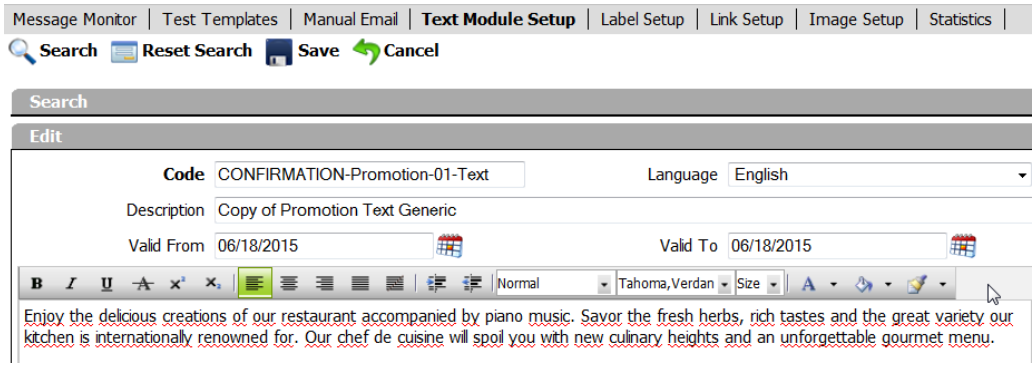
1. Select the required text module and click the COPY icon in the **Actions** column.



The system copies the specified text module, leaves the code untouched and changes the Description to *"Copy of <NameofTextModule>"*. The default for the NEW **Valid From** date will be one day after the **Valid To** date of the existing text module. This facilitates the creation of text modules which are consecutive in time. If the **Valid To** date is empty, the system will set the date to one day after today's date.

Note: To be on the safe side, always keep one generic piece of content with an *empty* **Valid To** date if you use consecutive valid dates so that you always have ONE promotion/image/link that is displayed no matter the dates.

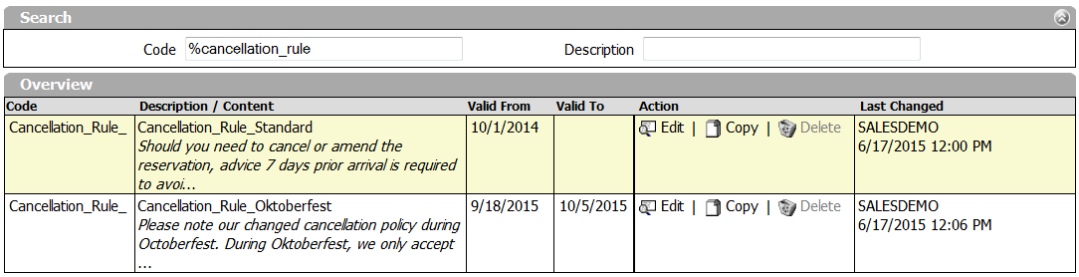
Click the Description or the **Edit** icon to open the new, copied text module.



5. Enter the new Description (which should clearly state the differences to the existing text module.)

6. Specify the new Valid Dates. If you are creating consecutive text modules, accept the default in the **Valid From** field and select the new end date in the **Valid To** field.

   Remember that the system also permits the use of **nested valid date ranges**. This means, for instance, that you could create ONE **Standard Cancellation Policy** valid from 01 January 2015 to forever (= empty **Valid To** date). Nested within this standard policy you can create special cancellation policies for particular high season times or special events. For instance, the Serenata Example Hotel has a specific policy for each Octoberfest.



Code	Description / Content	Valid From	Valid To	Action	Last Changed
Cancellation_Rule_	Cancellation_Rule_Standard *Should you need to cancel or amend the reservation, advice 7 days prior arrival is required to avoi...*	10/1/2014		Edit | Copy | Delete	SALESDEMO 6/17/2015 12:00 PM
Cancellation_Rule_	Cancellation_Rule_Oktoberfest *Please note our changed cancellation policy during Octoberfest. During Oktoberfest, we only accept ...*	9/18/2015	10/5/2015	Edit | Copy | Delete	SALESDEMO 6/17/2015 12:06 PM

   For further information on valid dates ranges and nesting of date ranges please see “Using Valid Date Ranges to Create Dynamic Templates ” on page 51.

7. Next, enter the text for the copied text module.

   Where required, translate the content in all available languages.

8. Click the SAVE icon when you are done.

For further details on the fields available in the text editor, see Table 6 on page 59.

Label Setup

The so-called **labels** are the descriptions used for the booking details retrieved from your PMS and listed in the reservation confirmations, pre-arrival emails and other guest correspondence. For instance:

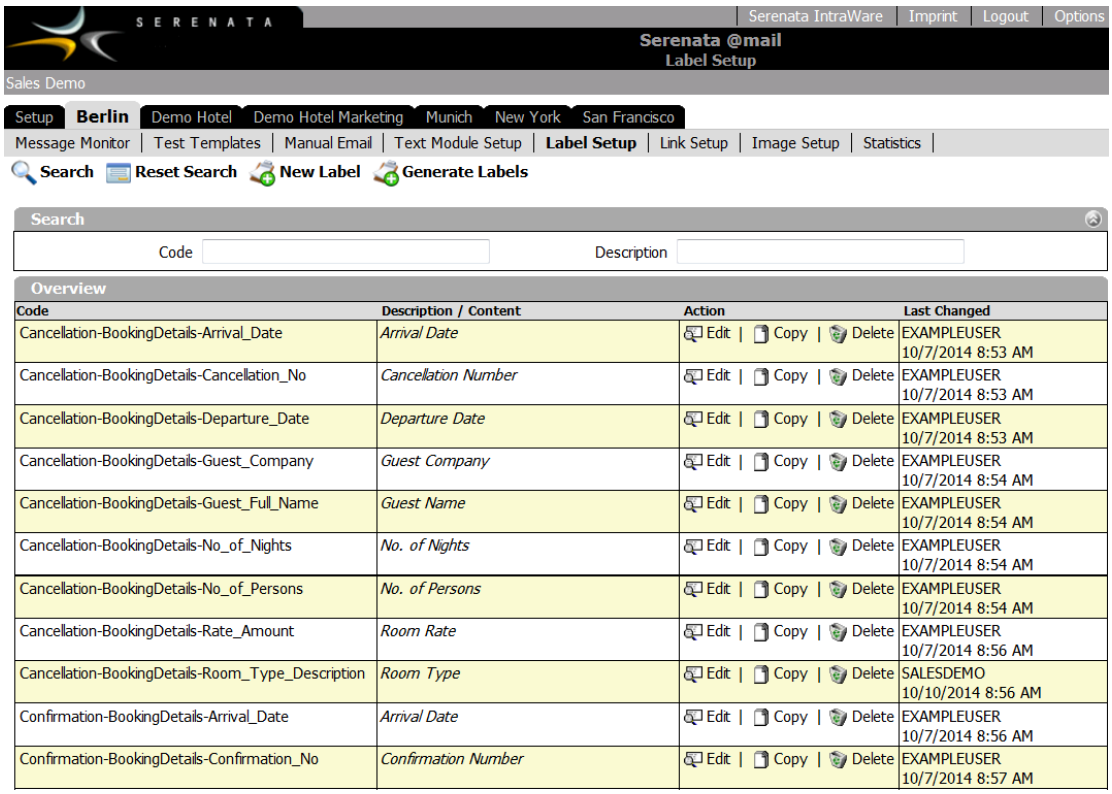
Labels do not carry a valid date.

Caution: Only use this option to view and modify the descriptions of labels and their translations.

Viewing/Editing a label:

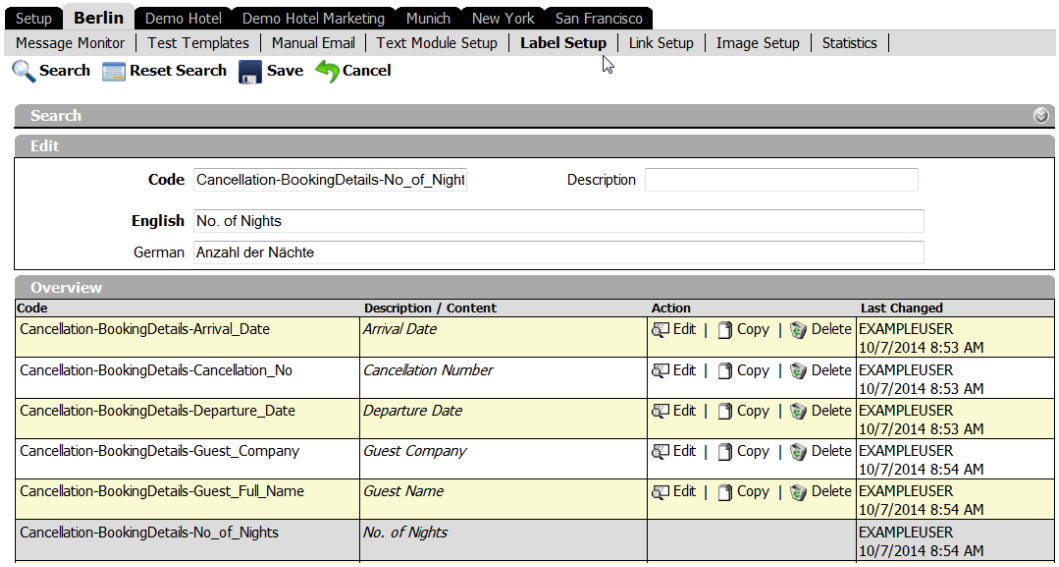
1. Click the **Label Setup** tab for the respective data source from the Serenata @mail menu.

   The system displays the **Overview** of available labels.



You can search by **Code** or by **Description** or simply scroll through the list of available labels, since their number is usually limited.

1. Click the EDIT icon in the **Action** column to edit a label.



2. If required, change the description and the translation(s) in all required languages.
3. Click SAVE, when you are done.

Link Setup

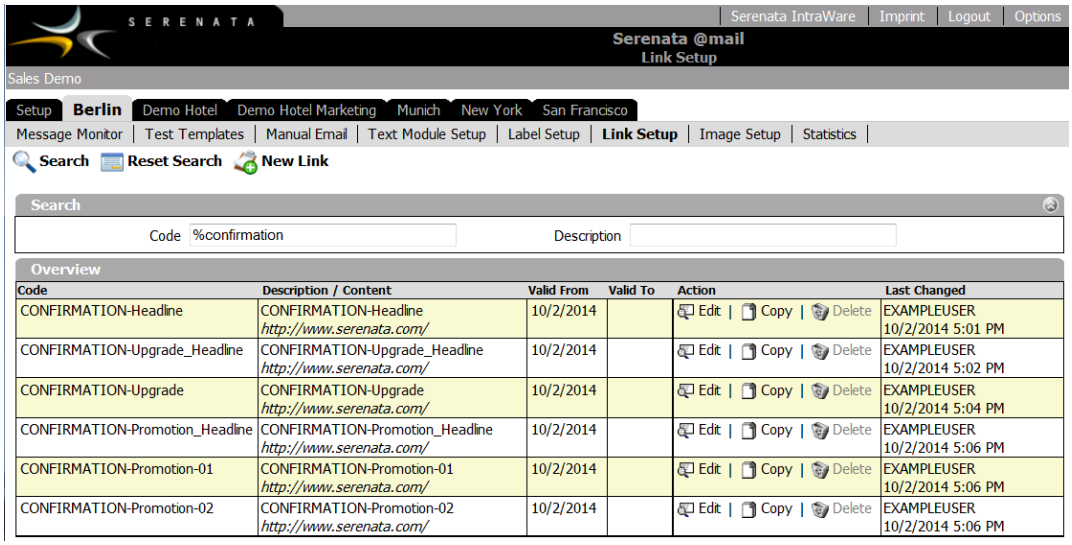
Using the **Link Setup** option, you can view, add and modify all links used in your templates.

If you change a promotion, you will probably also need to modify the links associated with the image and text content of your promotion (for instance, you ski promotion will link to the special winter package offered on your website; the summer promotion will link to the spa & wellness offer on your website.)

Viewing/Changing a link:

1. Click the **Link Setup** tab for the respective data source from the Serenata @mail menu.

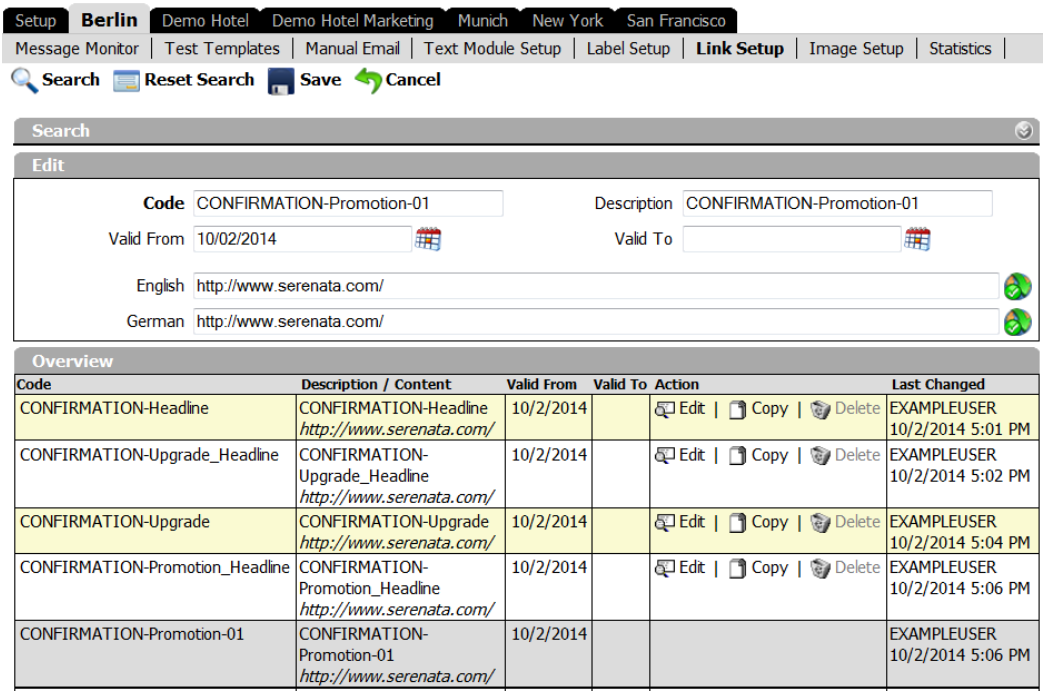
   The system displays the **Overview** of available images.



You can search by **Code** or by **Description** or simply scroll through the list of available links, since their number is usually limited.

2. Click the EDIT icon in the **Action** column to edit/modify a given link.

   The system displays the link editor for the selected link.



There willl be one entry field for each offered language.

3. Edit the links for all required languages, as required.
4. Use the green check icon on the right to test a link for connectivity

   The system will open a browser window and check whether the entered link opens an existing site; otherwise, you will see an error message.
5. Click SAVE, when you are done.

   The system closes the link editor and returns to the link **Overview**.

Image Setup

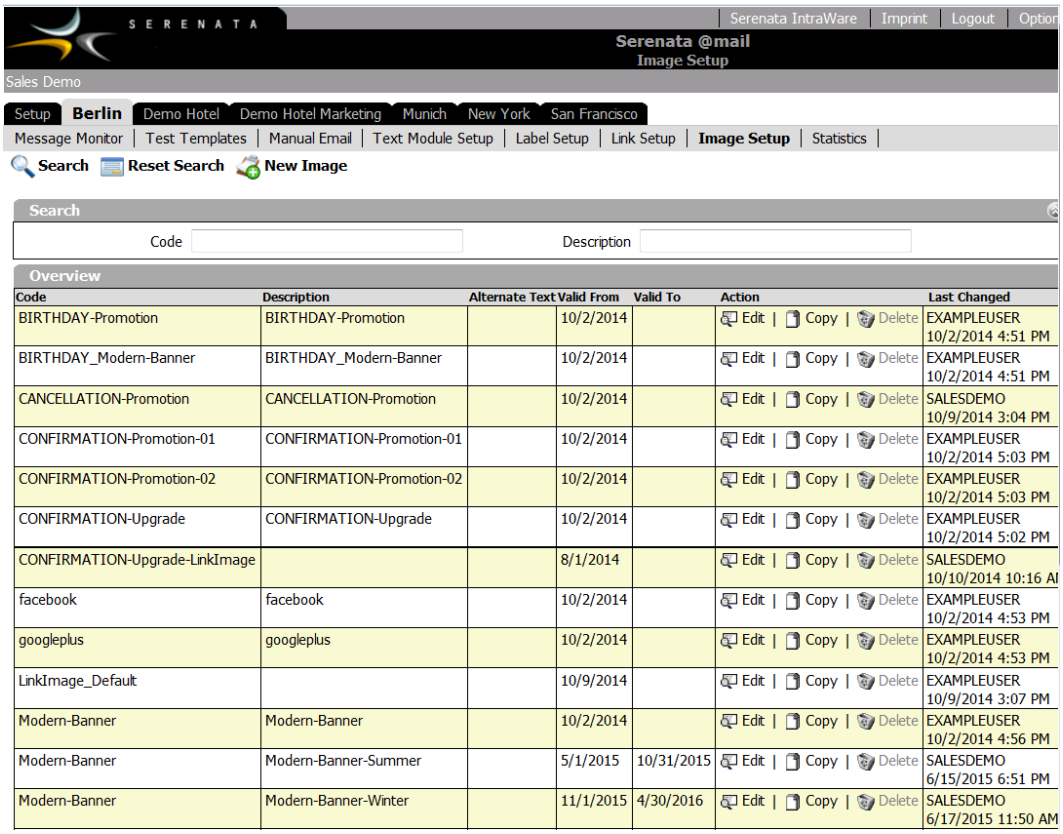
Using the **Image Setup** option, you can view, add and modify all images used for your templates. Your templates will usually include a banner image and several other images for promoting the amenities of your property.

If you change a promotion, you will probably also want to modify the image that goes with the promotion. You can do this here.

Viewing/Changing an image:

1. Click the **Image Setup** tab for the respective data source from the Serenata @mail menu.

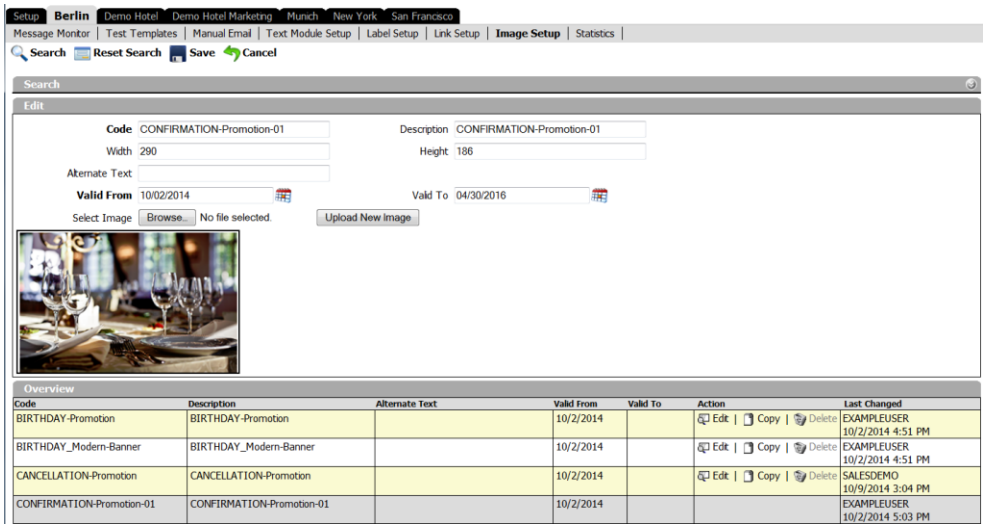
   The system displays the **Overview** of available images.



You can search by **Code** or by **Description** or simply scroll through the list of available images, since their number is usually limited.

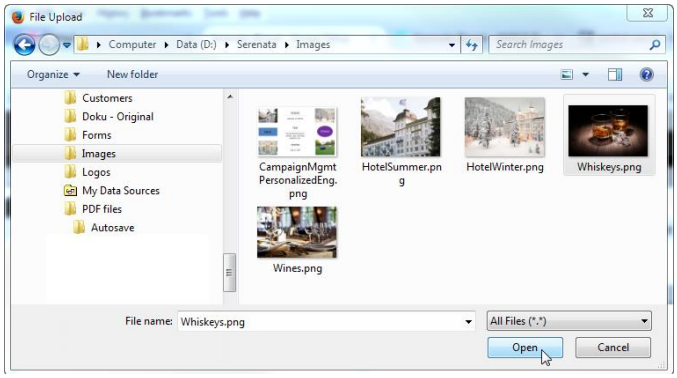
2. Click the EDIT icon in the **Action** column to edit/modify an image.

   The system displays the image editor with the current image.



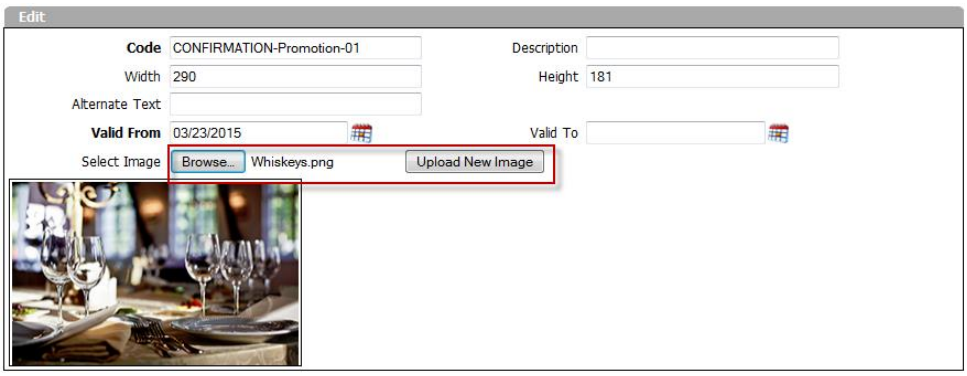
3. Click BROWSE and locate the required image in the **File Upload** dialog.

Caution: If you change images please ensure that they correspond in size (width and height), since otherwise you may end up with unsatisfactory results.



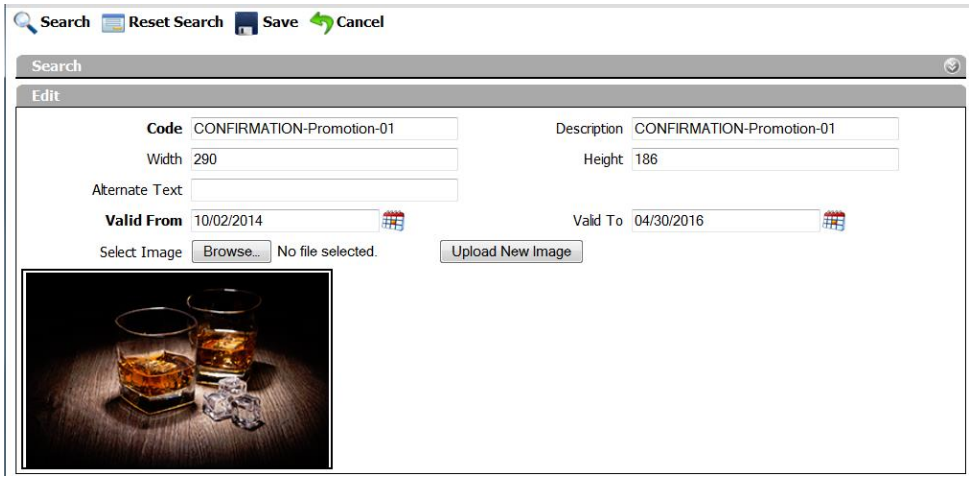
4. Select the image and click Open.

   The system shows the image name next to the **Browse** button and returns to the **Edit Image** dialog.



5. Click UPLOAD NEW IMAGE.

   The new image is displayed.



6. Click SAVE.

   The system closes the image editor and returns to the image Overview.