



OWNERS MANUAL

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1. INTRODUCTION

[SmartBookers](#) was developed in late 2004 to provide Caravan Owners with an online facility to advertise their caravan to the general public. As owners ourselves, we found that most websites really only offered a simple advertising facility - pay your money, get a static advert with a few pictures and wait for the booking to come in!. We wanted more than this, we wanted somewhere we could list real time prices and enable customers to book there and then, removing the need for cheque handling and waiting for the ever elusive payment to drop through the letterbox.

With this in mind, we set out on our goal to develop such a site - the aim being to maximize bookings and capture bookings instantly. Over time we have grown to offer a comprehensive set of online facilities including full online pricing, 24 x 7 Owner Updating of Pricing & Availability, Credit Card acceptance of deposit and much more.

With the ever expanding list of facilities, this manual has been produced to enable you to make the most of your membership to SmartBookers as a guide to using the site.

As a SmartBookers Owner, we welcome any suggestions you may have to improve our site or service.

2. USING SMARTBOOKERS

2.1. SMARTBOOKERS – HOW IT WORKS END TO END

To get the best from SmartBookers it is essential that you understand how it works and some of the basics that generate the best sales opportunities.

2.1.1. Stage 1 – Entering your details

The first stage in the process is for you:

- Register as a user on the site
- Add your caravan (Type, Location, Description, Facilities etc)
- Upload some Photos
- Initialize the Pricing Grid
- Update your Availability & Pricing

Your caravan will then immediately available for bookings on SmartBookers and our subsidiary sites. All further updates to SmartBookers are controlled by you and take immediate effect.

2.1.2. Stage 2 – Customer Books Your Van

A customer can find your van as a result of the front page picture carousel (Premium Owners only), or as the result of a holiday. Once the customer has decided on your van for their holiday they will:

- Complete the Online Booking form
- Pay a deposit by Credit/Debit card immediately
- Confirmation email is sent to the customer
- An email is sent to you advising that we have a taken a booking
- An SMS text is sent to you advising we have taken a booking (Premium Owners only)

2.1.3. Stage 3 – You Confirm the Booking and receive Payment

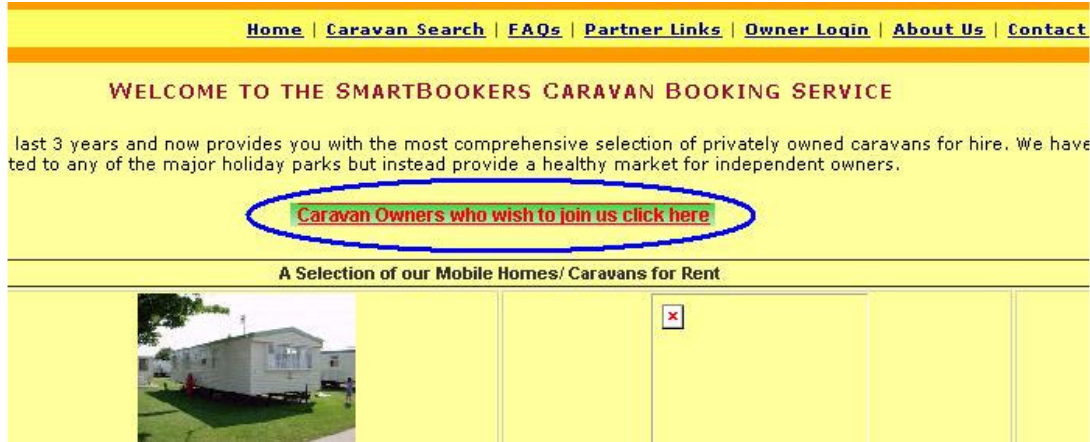
The booking process is two-stage. Now that the customer has booked your van:

- You MUST log on to the SmartBookers website and confirm or Reject the booking with 24 hours.
- In 7 days you will receive the customer deposit (minus SmartBookers fee) directly into your Bank Account

At this point SmartBookers takes no further part in the transaction and the relationship is between yourself and the customer. You should contact the customer directly to arrange for the full payment and supply holiday details.

3. REGISTERING AS AN OWNER

To register with SmartBookers, go to the main page at <http://www.smartbookers.co.uk/> and click the link shown below.



3.1. STANDARD OR PREMIUM OWNER?

At this point, you need to decide whether you wish to join as a Standard Owner (Free) or a Premium Owner. A comparison list is shown below:

Click here for Standard Registration (FREE)		Click here for Premium Registration (£24 p.a.)
Features of Standard Registration		Features of Premium Registration
Full Webpage Advert	✓	Full Webpage Advert
Online Control Panel (24 hr Access)	✓	Online Control Panel (24 hr Access)
Secure Email Facilities	✓	Secure Email Facilities
Email Notification of Customer Bookings	✓	Priority Email Notification of Customer Bookings
Facilities / Amenities List	✓	Facilities / Amenities List
One Click Update of Availability	✓	One Click Update of Availability
Full Advert Statistics	✓	Full Advert Statistics
Online Price & Availability Control (2 Seasons)	✓	Online Price & Availability Control (2 Seasons)
Unlimited Advert Amendments	✓	Unlimited Advert Amendments
Priority on Search Results	✗	Priority on Search Results
Placement on Home Page Advert Carousel	✗	Placement on Home Page Advert Carousel
WebSite Links	✗	WebSite Links
Multiple Caravans	✗	Multiple Caravans
SMS Notification of Customer Bookings	✗	SMS Notification of Customer Bookings
Picture Gallery (1 Picture)	✗	Picture Gallery (4 Pictures)
Short Breaks Availability & Pricing	✗	Short Breaks Availability & Pricing
Click here for Standard Registration (FREE)		Click here for Premium Registration (£24 p.a.)

Click on the appropriate link and you will be asked to complete your personal details and select a password. You will then be presented with a link to log into the SmartBookers Site to add caravans.

4. LOGGING IN TO SMARTBOOKERS

Logging onto SmartBookers is simple –

- Select “Owner Logon” from within the top menu
- Enter your email address & password which you registered with
- Click the *Login* button

4.1. FORGOTTEN PASSWORD

If you forget your password, click on the “Forgotten Password !” link. You will be asked to enter your email address and will be presented with three choices:

- Email your current password – sent directly to your email address you entered immediately
- Display the first character of your password on screen
- Contact Me – We will reset your password and advise you within 24 hours.

4.2. PROBLEMS LOGGING ON?

Whilst the vast majority of our users do not encounter any problems with logging on there are sometimes problems. The most regular problem is where “cookies” are not enabled are if you are using the AOL browser. Thankfully AOL has seen sense and is no longer producing a proprietary browser so this is a legacy problem (although we have published a work around).

To test your browser for compatibility with the SmartBookers website click on the “Test my PC” link. We do use a mixture of technology on the site and thus you should see the following screen.

This Page will display the status of your Browser. This is because SmartBookers requires to utilise cookies in order to retain your security.		
Setting	Value	Passes System Requirements
Platform:	WinNT	✓
Browser:	IE	✓
Version:	6.0	✓
Session ID's:	On	✓
Session Vars:	On	✓
Cookies:	On	✓
VBScript:	On	✓
JavaScript:	On	✓

If any of the settings fail, please contact us for resolution.

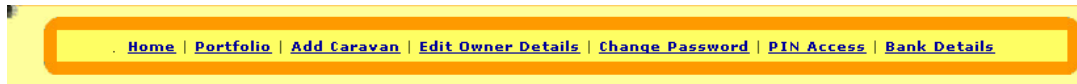
For those users who are worried about security and cookies please refer to www.smartbookers.co.uk/privacypolicy.htm where we explain what we capture, the use we make of this information and the protection you have.

5. USING YOUR PERSONAL PORTFOLIO

Once logged in to the SmartBookers site, your caravan portfolio screen is displayed.

5.1. MENU ITEMS


There are many options in this screen as details below:



- **Home** – takes you to the main SmartBookers screen. Note that you will have to re-login to access your portfolio
- **Portfolio** – displays this screen
- **Add Caravan** – select this option to add a new caravan to your portfolio. Note that only Premier Owners can have more than one caravan.
- **Edit Owner Details** – Amend your name/Address etc
- **Change Password** – Amend your SmartBookers password
- **PIN Access** - Set a security PIN which can be used in conjunction with our OneClick Availability URL to provide a single page from which you can easily amend the status of available weeks.
- **Bank Details** – Amend or set Bank details to which deposit payments should be made

5.2. PORTFOLIO SCREEN FEATURES

The main portfolio screen is shown below:

OWNER PORTFOLIO - YOUR CARAVANS			
Owner Details:	Angus Kerr & Brian Shearer [sales@navaracholidays.co.uk] 1		4 PREMIER OWNER
Caravan Status:	Live: 1 2	Disabled: 0 3	Total: 1
Caravan Name / Description:	EH54411235AA Test Plot 2 - 3 bedroom Gold [37ft x 12ft] 5		6 Amend Caravan Details
Pictures:			7 Review / Upload Pictures
Pricing & Availability:	Initialise Season 2007 8	Availability 2008 10	Last Update 11/02/2007
Bookings:	Availability 2007 9		Review Bookings 11
Statistics:	Statistics 2006 12	Statistics 2007 13	OneClick Availability uri 14
			15 Delete Van

1 - Name / Email Address: This is the information held on file for you. This information can be updated at any time by selecting "Owner Details" from the Top Menu.

2 - Number of your caravans 'Live' on SmartBookers

3 - Number of caravans 'Disabled' on SmartBookers. For **Premier** Owners it is possible to maintain multiple caravans on SmartBookers. Whilst you can delete a caravan we hold them in a "disabled" state for 30 days.

4 - This indicates if you are a Premier Owner or Standard Owner

5 - Caravan Reference / Description: The first number is the reference for your caravan. Whilst you are unlikely to use this directly it is a key element in the maintenance of the SmartBookers System. The description is the information you entered to describe your caravan.

6 - Amend Caravan Details: Amend caravan description and features

7 - Review/Upload Pictures: Review and/or upload new caravan photographs

8 - Initialize Season: set start of season, peak season and end season dates and 7day/short break options

9 & 10 - Availability: Set availability and pricing of full weeks/short breaks

11 - Review Bookings: Review bookings made. Selecting this option will present the list of Active Bookings (i.e. those awaiting your confirmation), Confirmed bookings (where you have confirmed but are awaiting payment of the deposit from us) and Completed Bookings (Bookings where we have paid the deposit and the relationship is now between you and the customer)

12 & 13 - Statistics: Displays various site statistics and statistics relating to the caravan, such as the number of times visitors have viewed the details page for your caravan

14 - One Click Availability URL: This screen will display full details of all the links you will need to access the Quick Update Facility. You may copy the links from this page and paste them directly into Internet Explorer or Firefox. They may also be copied and pasted to your Windows desktop. Please note that you will have to set up your own PIN before accessing these functions (see Top Menu).

5.2.1. Amend Caravan Details

This is where you can update the information about your caravan (name, pass inclusion/exclusion, type, size, bedrooms, facilities, description, terms & conditions etc). Remember the information is split over 2 pages and you must click the "Submit" button on each page to save the data.

For **Premier** members you will be provided with a fully featured word processor for amending the text. The buttons along the toolbar provide Bold, Italics, Underline, Left Justify, Centre Justify, Right Justify, Numbered List, Bulleted List, Outdent, Indent, Text Colour, Fill Colour, View HTML.

Arial 1 (8 pt)

B I U [List Icons] [Text Icon] [Link Icon]

Test Description

** Please note that Standard Owners are not permitted to include links to external websites and email addresses anywhere within the text and will be removed.

5.2.2. Upload Photographs

SmartBookers will allow you to enter and upload your own photos to the website. By default it is set up to upload four photos of your van with a resolution of 1024 x 768 and a size of up to 1MB. Should you wish to just update a single photo then ensure that the other tick boxes and de-selected.

To select a photo click on the browse button, locate the photo on your local PC and click OK. Repeat this for up to four photos and then click "Upload Pictures".

Main Picture (Used in Carousel & Search Page):	<input checked="" type="checkbox"/>	<input type="text"/>	Browse...
Picture One:	<input checked="" type="checkbox"/>	<input type="text"/>	Browse...
Picture Two:	<input checked="" type="checkbox"/>	<input type="text"/>	Browse...
Picture Three:	<input checked="" type="checkbox"/>	<input type="text"/>	Browse...
EHS4411235AA		Upload Pictures	

5.2.3. Initialise Season

This is a new feature to SmartBookers and allows you to define the period that you wish to enter Availability & Pricing. This must be carried out for each caravan before selecting the "Availability" Link.

PLEASE NOTE – Previous information may be overwritten by this facility so please note your caravans current availability/pricing before proceeding previous information between Start Date & End Date will be deleted so be careful to note currently booked out details from your present availability.

For Premier Owners, this will allow entry of up to three specific periods along with the ability to define Short Breaks and Friday Starts. For Standard Owners this is limited to one period throughout the year and only Saturday Starts.

Entry Grid (Premier Owners)

Year:	2007	Unit Reference:	AA
Deposit (£50 - £100):	<input type="text"/>	This is the amount you would like SmartBookers to collect when we take a booking.	
Period	Start Date	End Date	Type of Bookings
Start of Season:	<input type="text"/>	<input type="text"/>	<input checked="" type="radio"/> 7 Day (Sat - Sat) OR <input type="radio"/> 7 Day (Fri - Fri) <input type="checkbox"/> 3 & 4 Day
Peak Season:	<input type="text"/>	<input type="text"/>	<input checked="" type="radio"/> 7 Day (Sat - Sat) OR <input type="radio"/> 7 Day (Fri - Fri) <input type="checkbox"/> 3 & 4 Day
End of Season:	<input type="text"/>	<input type="text"/>	<input checked="" type="radio"/> 7 Day (Sat - Sat) OR <input type="radio"/> 7 Day (Fri - Fri) <input type="checkbox"/> 3 & 4 Day
** WARNING - This will delete any existing Availability & Pricing for this year			
Initialise Price Grid			

The Deposit Amount is the value that you wish SmartBookers to collect on your behalf when we accept a booking for your van from a customer. You will receive this amount

approximately seven days after the booking has been accepted directly into your bank account (we no longer deal in cheques and remit all funds by Online Banking – this ensures the funds credit your account as “cleared funds” when they arrive).

For the next three rows you should enter a Start Date (format is day / month / year), End Date (format is day / month / year) and select either Sat – Sat bookings or Fri – Fri bookings. You also have the option to select Short Breaks if you take the Fri – Fri starts.

PLEASE NOTE – Any previous information between Start Date & End Date will be deleted so be careful to note currently booked out details from your present availability.

5.2.4. Availability Update (Current Season)

This is where you input information about when your van is available for booking and the price you want to charge for each period. For Premier Owners this will contain two grids (one for 7 Day bookings and one for 3 / 4 Day bookings).

Entry Grid

Year:	2007	Unit Reference:	AA
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Week	Start Date	Days	Price	Status	Type
10	02/03/2007 [Fri]	7	£ 0	<input type="radio"/> Available <input type="radio"/> Booked <input checked="" type="radio"/> Not available	<input type="checkbox"/> Peak Period
11	09/03/2007 [Fri]	7	£ 0	<input type="radio"/> Available <input type="radio"/> Booked <input checked="" type="radio"/> Not available	<input type="checkbox"/> Peak Period
12	16/03/2007 [Fri]	7	£ 100	<input checked="" type="radio"/> Available <input type="radio"/> Booked <input type="radio"/> Not available	<input type="checkbox"/> Peak Period
13	23/03/2007 [Fri]	7	£ 0	<input type="radio"/> Available <input type="radio"/> Booked <input checked="" type="radio"/> Not available	<input type="checkbox"/> Peak Period
14	30/03/2007 [Fri]	7	£ 300	<input checked="" type="radio"/> Available <input type="radio"/> Booked <input type="radio"/> Not available	<input checked="" type="checkbox"/> Peak Period
15	06/04/2007 [Fri]	7	£ 400	<input checked="" type="radio"/> Available <input type="radio"/> Booked <input type="radio"/> Not available	<input checked="" type="checkbox"/> Peak Period
16	13/04/2007 [Fri]	7	£ 0	<input type="radio"/> Available <input type="radio"/> Booked <input checked="" type="radio"/> Not available	<input type="checkbox"/> Peak Period
17	20/04/2007 [Fri]	7	£ 0	<input type="radio"/> Available <input type="radio"/> Booked <input checked="" type="radio"/> Not available	<input type="checkbox"/> Peak Period
18	27/04/2007 [Fri]	7	£ 0	<input type="radio"/> Available <input type="radio"/> Booked <input checked="" type="radio"/> Not available	<input type="checkbox"/> Peak Period

Update Prices & Availability

Week	Start Date	Days	Price	Status	Type
10	02/03/2007 [Fri]	3	£ 0	<input type="radio"/> Available <input type="radio"/> Booked <input checked="" type="radio"/> Not available	<input type="checkbox"/> Peak Period
11	05/03/2007 [Mon]	4	£ 0	<input type="radio"/> Available <input type="radio"/> Booked <input checked="" type="radio"/> Not available	<input type="checkbox"/> Peak Period
11	09/03/2007 [Fri]	3	£ 0	<input type="radio"/> Available <input type="radio"/> Booked <input checked="" type="radio"/> Not available	<input type="checkbox"/> Peak Period

Enter the amount in pounds only followed by the current status (the default is "Not available" which means it will not be displayed on the Search / Availability pages). For those weeks that are booked this will be displayed on the Search / Availability pages but marked as "Booked" thus preventing any bookings - it's sometimes nice to show your van is popular !

5.2.5. Availability Update (Next Season)

This works in exactly the same way as for the current season option but enables you to add availability early for next year to catch those early bookers!

5.2.6. Review Bookings

On entry to this screen, you will have all live bookings listed in the top section. To accept a booking just click on the "Confirm" Link underneath the Action column.

Active Bookings (To be Confirmed...)

Booking Ref	Lead Name	Invoice Date	Deposit Paid	Action
No Active Bookings				

Confirmed Bookings

Booking Ref	Lead Name	Invoice Date	Deposit Paid	Action
No Confirmed Bookings				

Completed Bookings

Booking Ref	Lead Name	Invoice Date	Deposit Paid	Action
No Completed Bookings				

To reject a booking, please reply to the confirmation email indicating the reason for the decline. If any Owner declines more than three bookings in a season they will be removed from the service – This is because this does cost us money to process the card payment.

Once you have confirmed the booking it will move to the middle section where you will have the ability to review all details (click on the Booking Ref). You may print this screen for your own records.

Once we have made payment to you the Booking will move to the bottom section and remain there until the following season.