Oracle® Hospitality BellaVita

Mailing List
Release 2.7

March 2016

ORACLE

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Preface

This document has been created to provide guidelines to Mailing Module of BellaVita. There are several Mailing Functions that are described and explained here for usage.

Audience

This guide is intended for users, system administrators, and support familiar with BellaVita.

Customer Support

To contact Oracle Customer Support, access My Oracle Support at the following URL:
https://support.oracle.com

When contacting Customer Support, please provide the following:

- Product version and program/module name
- Functional and technical description of the problem (include business impact)
- Detailed step-by-step instructions to re-create
- Exact error message received
- Screen shots of each step you take

Documentation

Oracle Hospitality product documentation is available on the Oracle Help Center at
http://docs.oracle.com/en/industries/hospitality/

Revision History

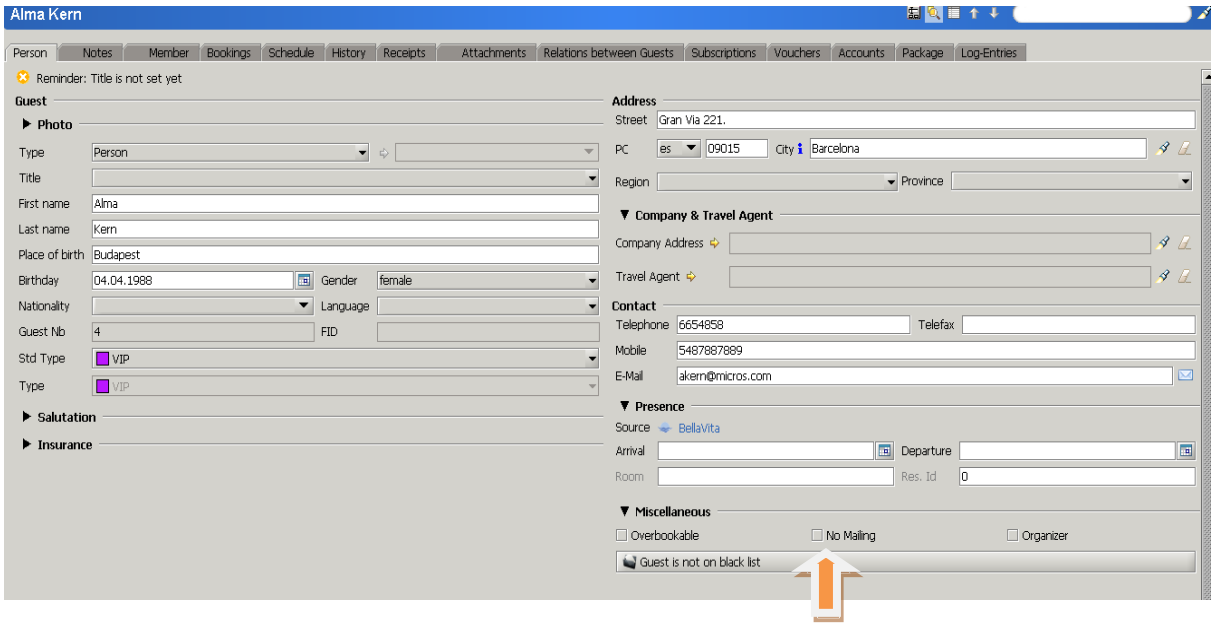
Date	Description of Change
June 18, 2013	• Initial publication. Document Version Number: 1.0

1 Description

There is a function in BellaVita to create a customised mailing list, which can then be used further in mailing actions. The export includes all relevant information, and the already filled index cards of spa guests. The export takes place as a CSV file.

No Mailing Option

Since it is known that some guests prefer no advertising, there is a flag on the guest profile/person tab/miscellaneous section = "No mailing" to make sure that the guest who decide not to take part in mailings, are given the option. When you generate the mailing list only those guests are shown where this flag is not provided with a tick.

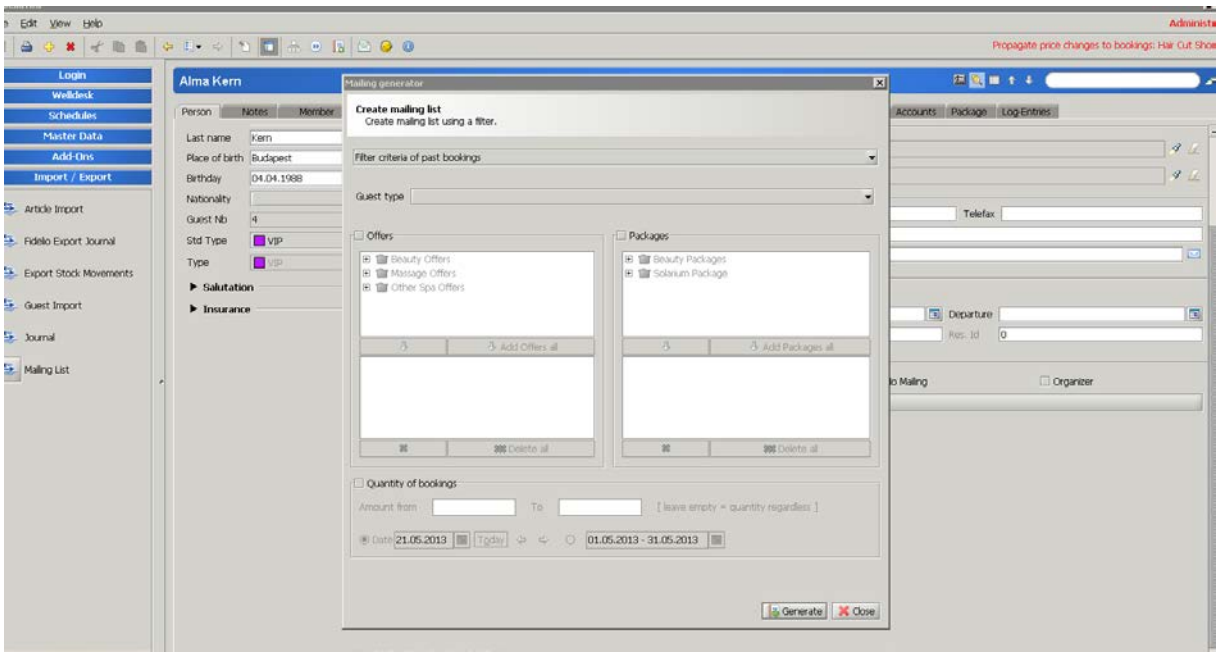


This box is ticked by default due to legal requirements.

If any are not ticked, you can navigate to the module import/ export, and select the menu mailing list.

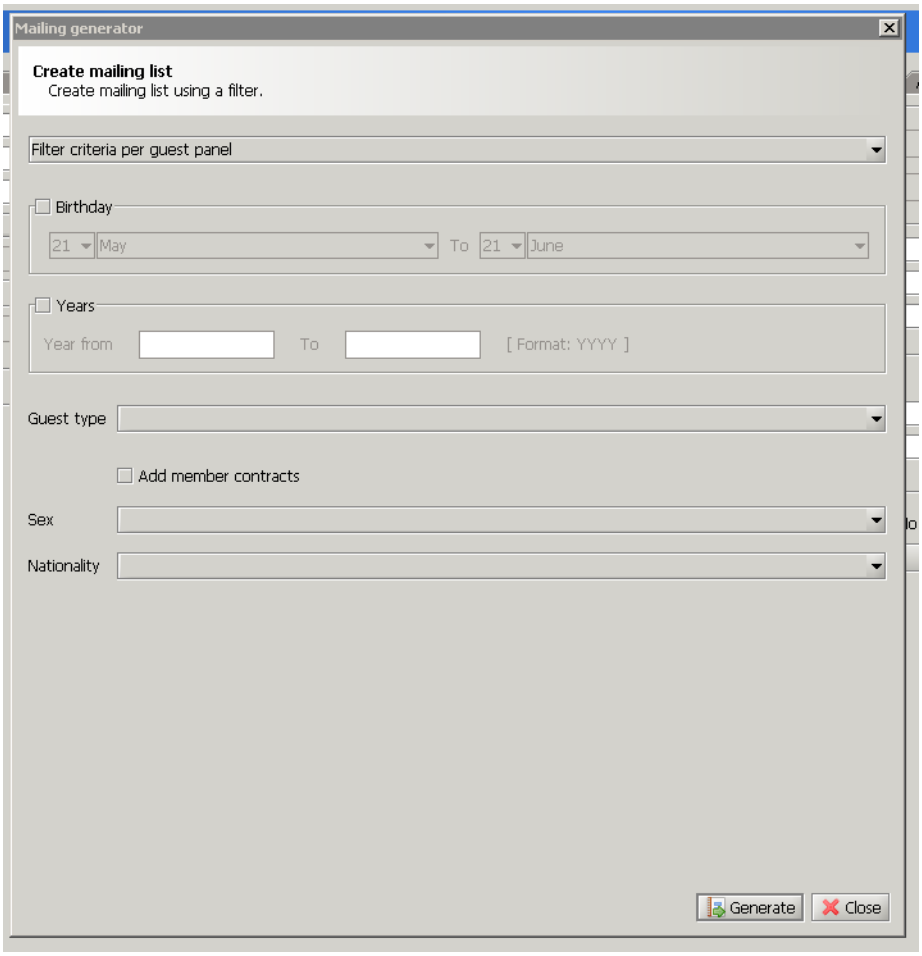
Mailing List Function

After calling the mailing list function, the following window opens. Now we can narrow down from a total of 5 filters templates to the desired group of guests. Below you will see the different filter templates and their filtering capabilities including a description.



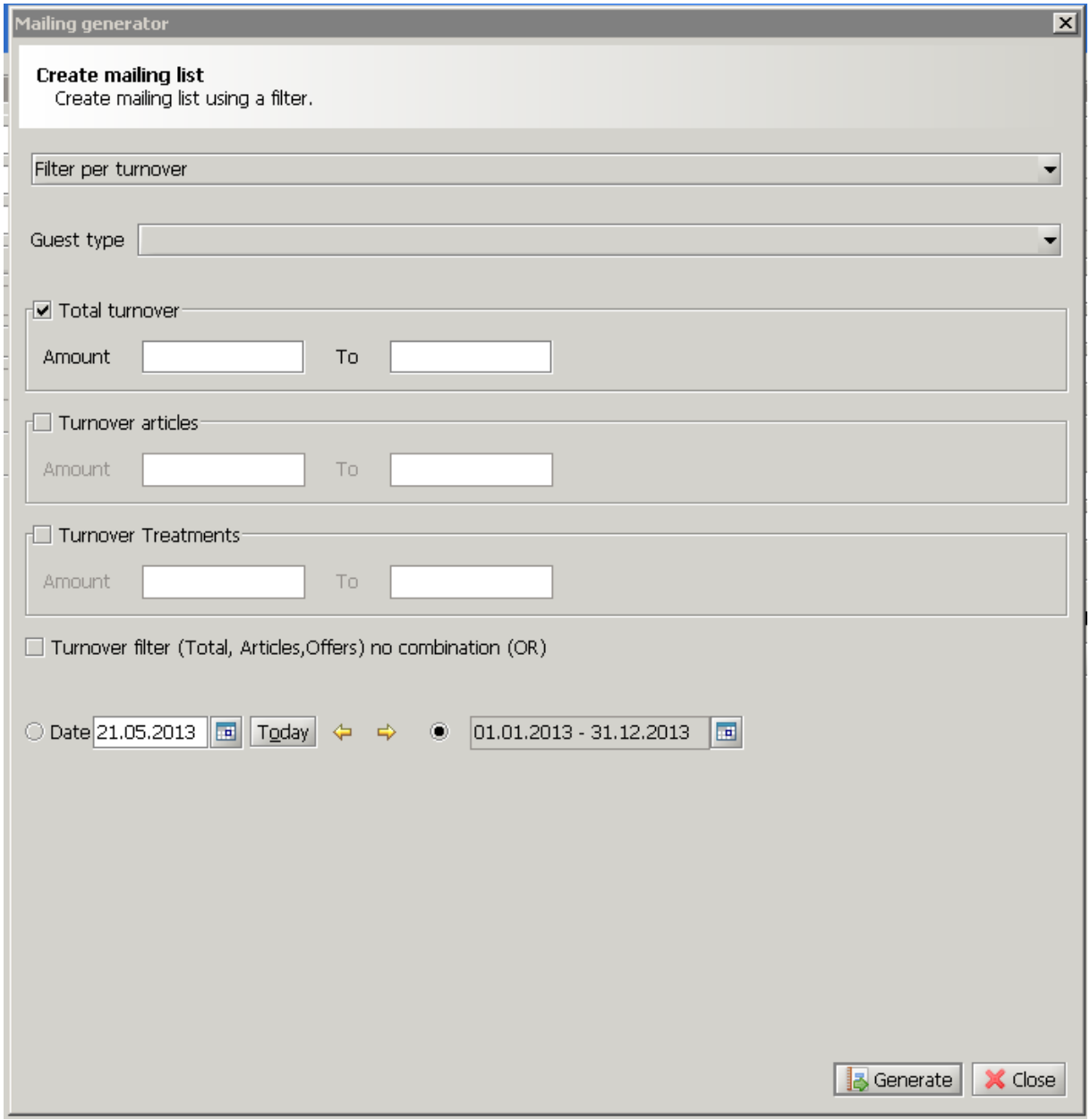
Mailing Template No. 1

Filter option on birthdays (eg all from February 1 to December 1), volumes (born 1973-1980), Guest type (external, VIP, hotel guest), sex (male or female) and Nationality . Additionally, you can add members from contracts if the filter type of the host excludes them. This filter is suitable for birthday mailings.



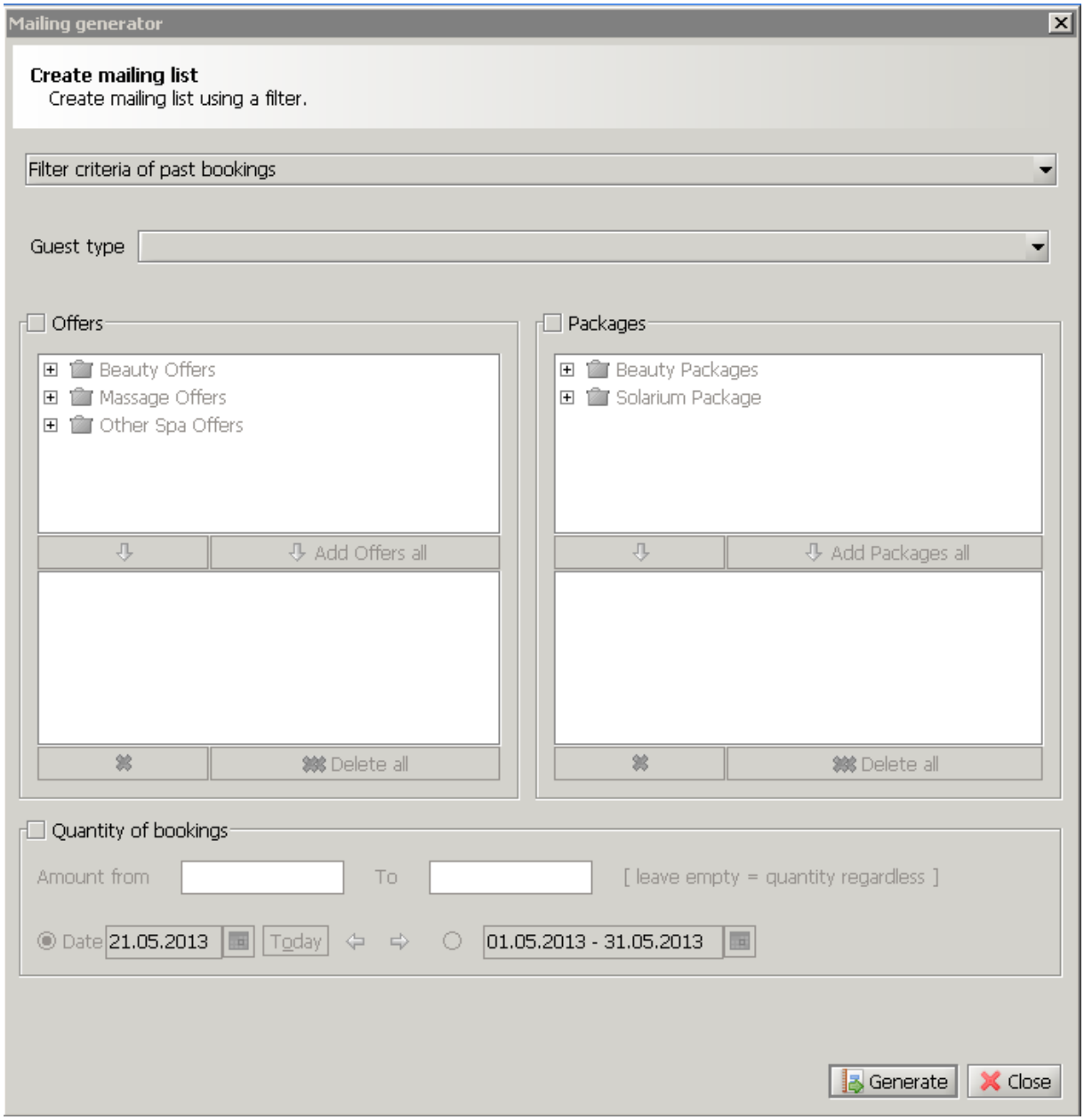
Mailing Template No. 2

Filter option on host type (external, VIP, hotel guest), the total revenue of an amount X to Y, sales on items (spa products such as cream, accessories, etc.) of conversion X to Y, sales to offers (the applications) from X to Y and additional revenue secured, if the total net filter only refers to the highest sales and applying the rule or at the end you choose the corresponding period in a date format to. This filter is used when you want to filter by sales volume per guest.



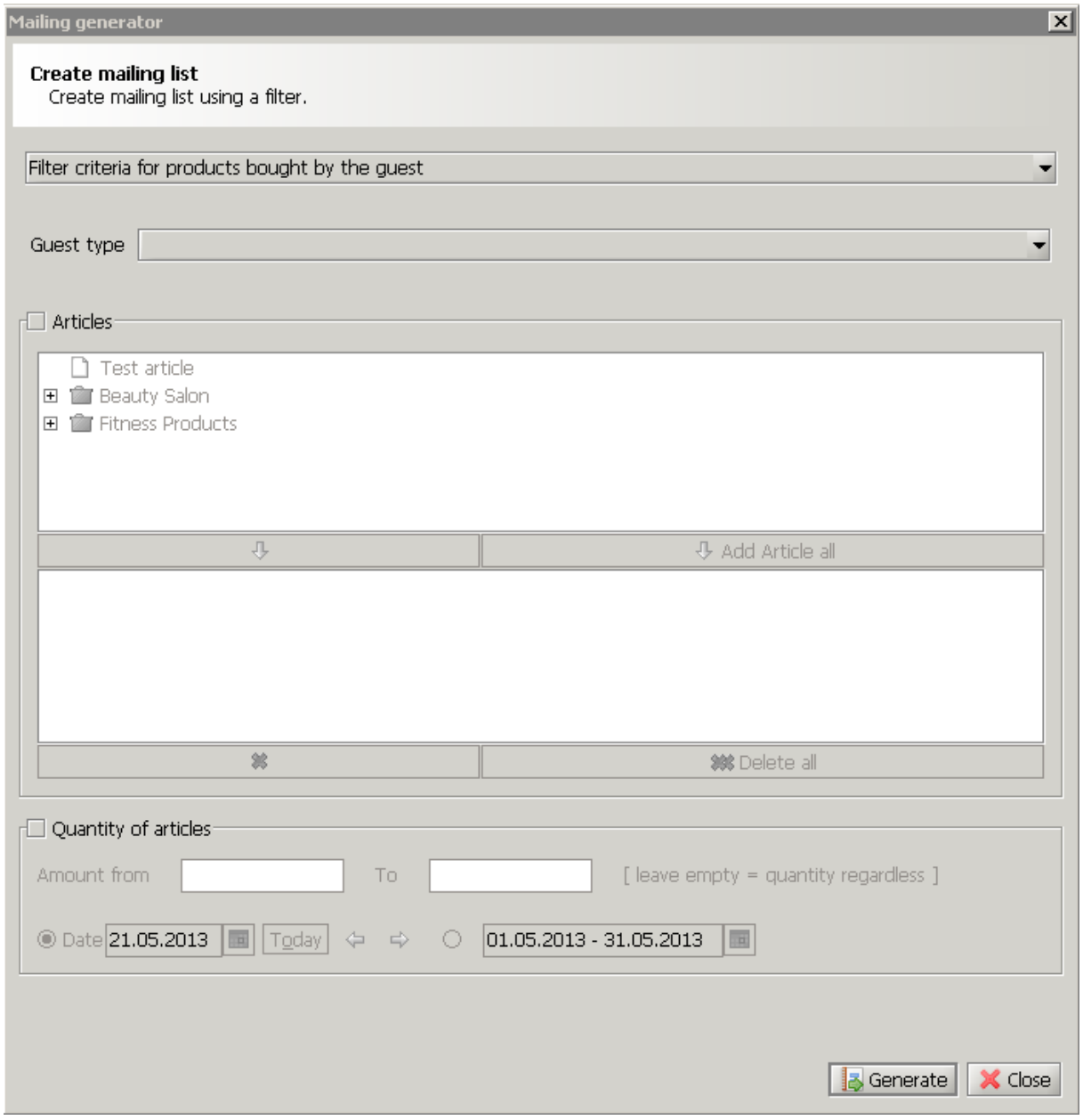
Mailing Template No. 3

Filter option on host type (external, VIP, hotel guest), on packages (applications) and on packages. Additionally, you can here right after a certain range, filter a specific package or both. In the end, we can specify how much from used applications or packages will be filtered. At the end you choose the corresponding period in a date format to. This filter is used when you want to take action mailings, eg. to guests who use certain applications, also to bring others close once to place a marketing campaign to certain new products, which have been included in the portfolio and are similar to those of other offers.



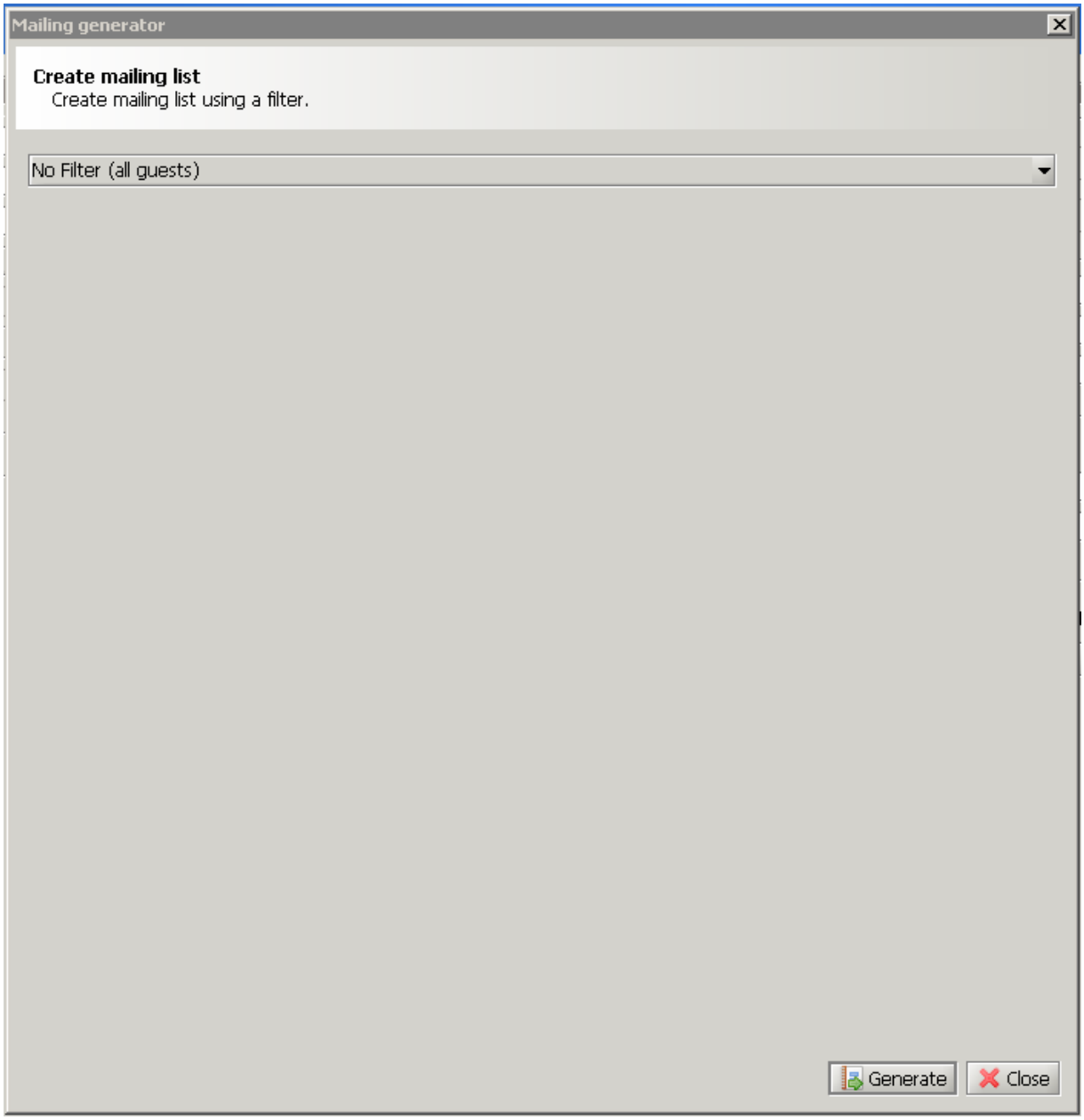
Mailing Template No. 4

Filter option on guest type (external, VIP hotel guest), on articles(spa products such as cream, etc.) . This filter is used when you want to take action mailings, for instance to guests who frequently buy certain products, also to bring others close once to place a marketing campaign to certain new products, which have been included in the portfolio and are similar to those of other spa products.

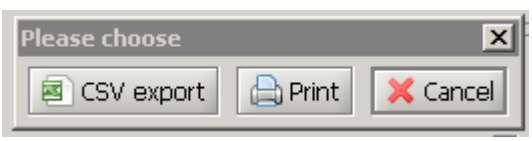


Mailing Template No. 5

No filter, it exports all guests, who are without the flag specified above.

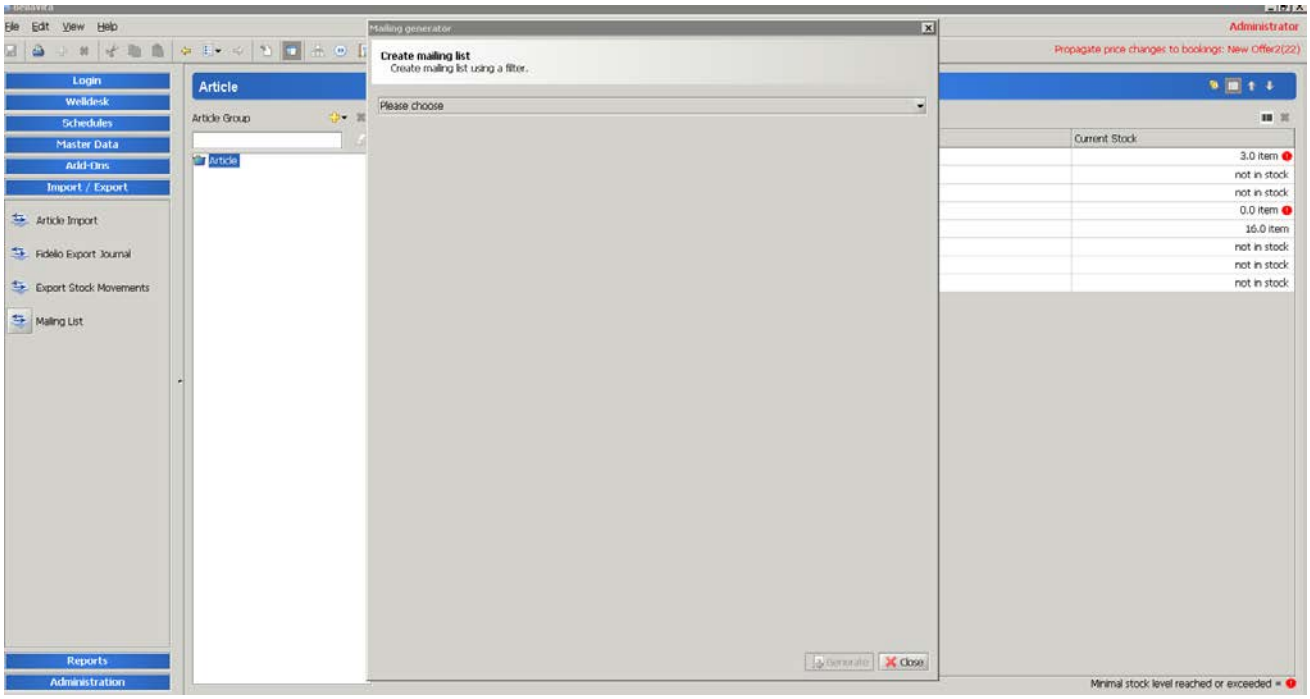


After all the filters, the following window in which you can determine the location where the file is stored, or whether they want to print the list opens. This file can then be further processed by a mailing program.



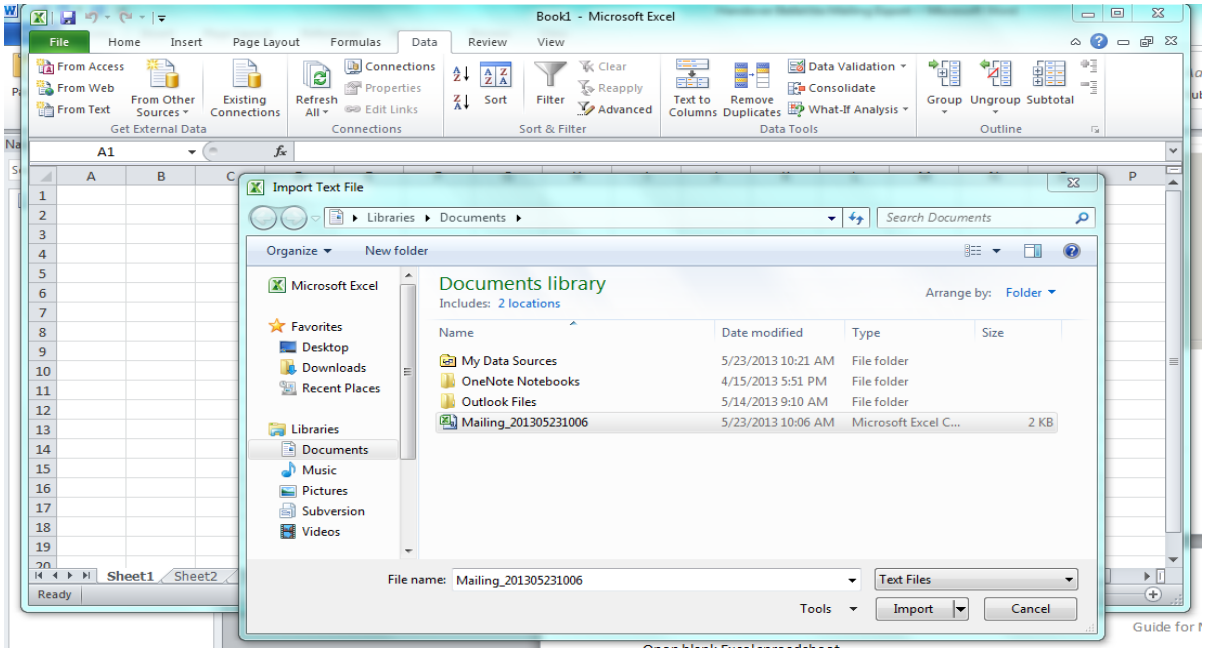
2 Exporting guest list from BellaVita to Excel

- Click on Import/ Export
- Choose Mailing List
- Choose the desired filter criteria
- Generate the file
- Click on CSV File and Save it
- BellaVita can be closed or "folded"



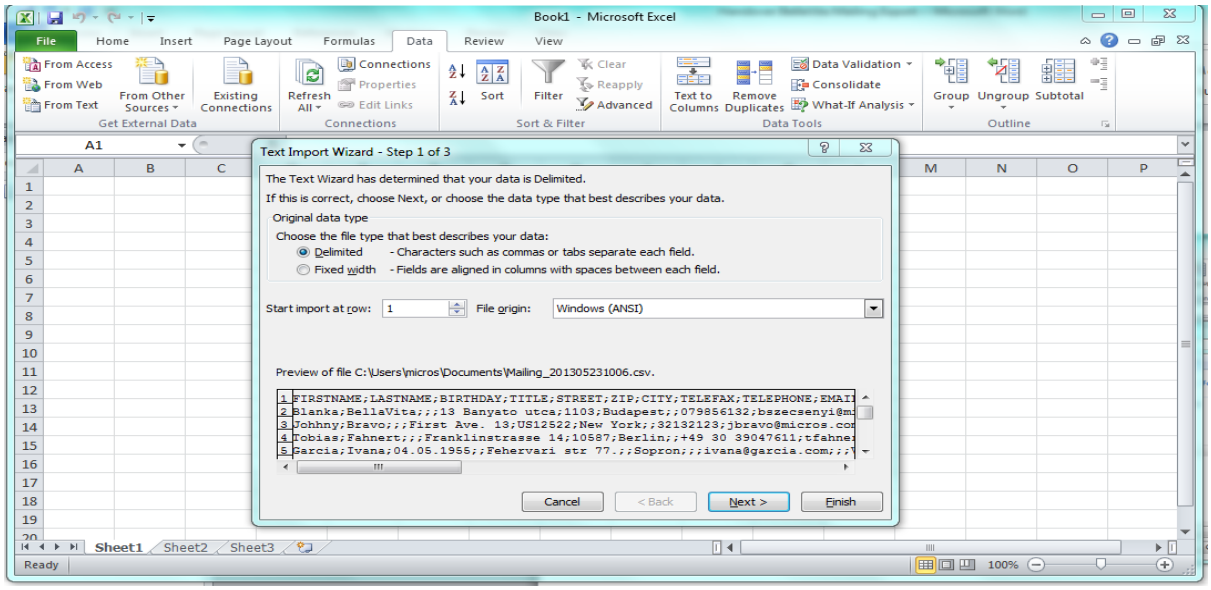
Open blank Excel spreadsheet

- DATA
- GET EXTERNAL DATA IMPORT
- From Text
- Call Stored file and IMPORT



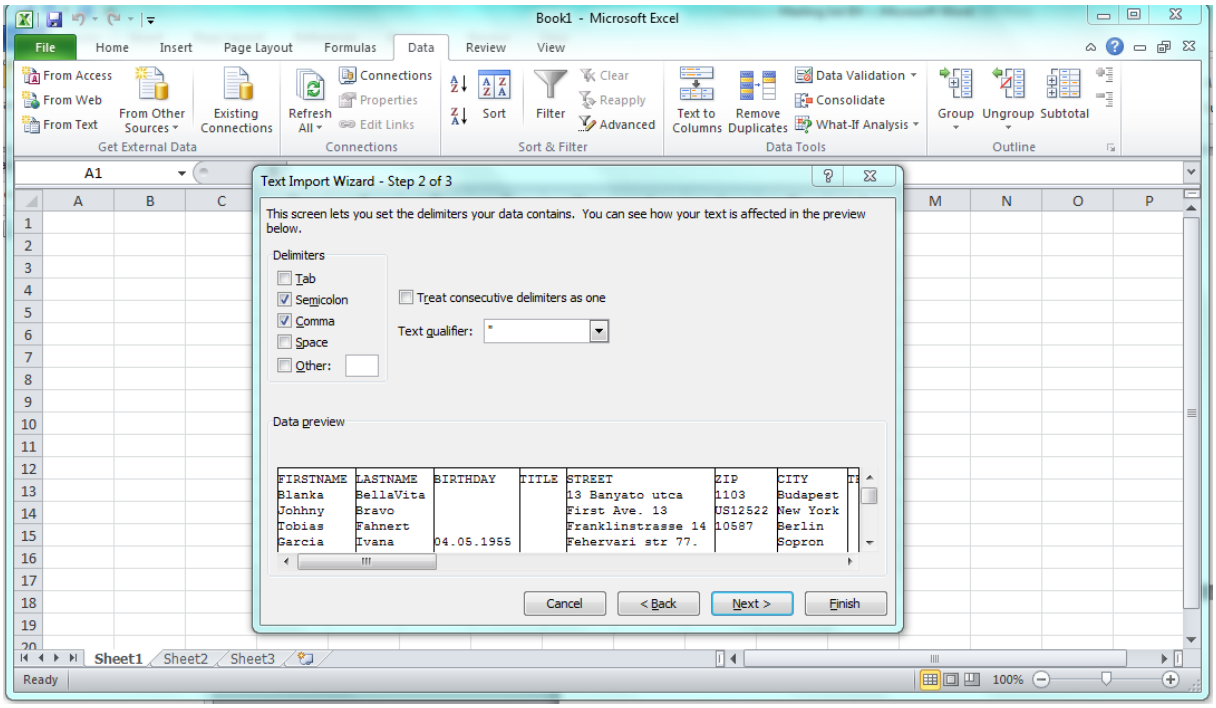
Text Import Wizard Step 1 of 3

- Tick DELIMITED
- Choose Windows (ANSI)
- Click NEXT



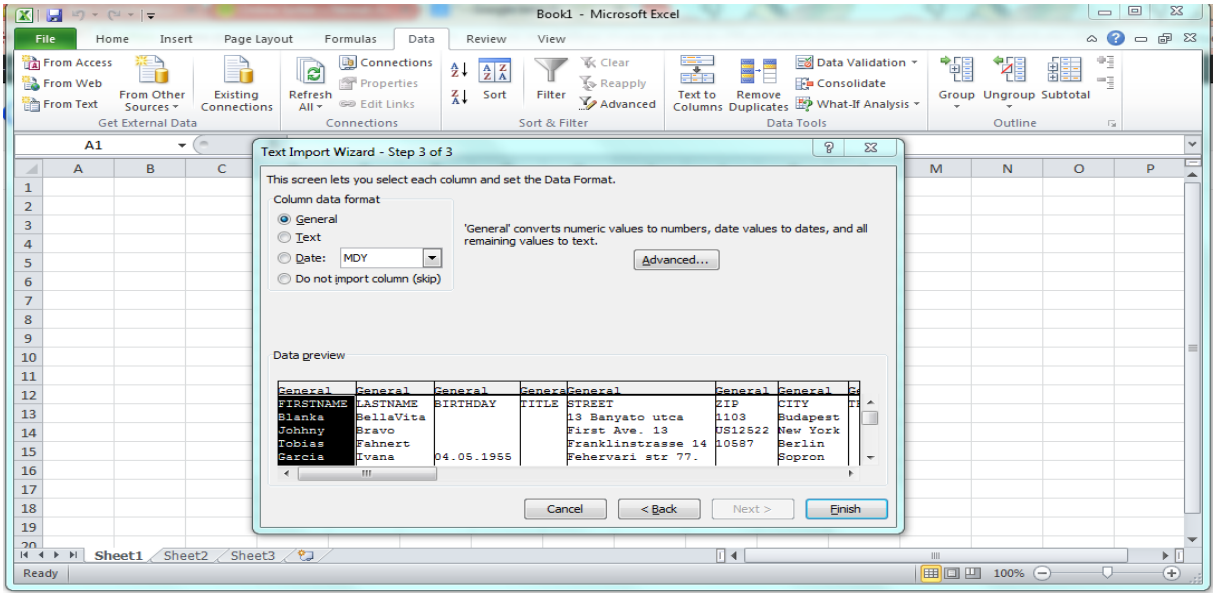
Texi Import Wizard Step 2 of 3

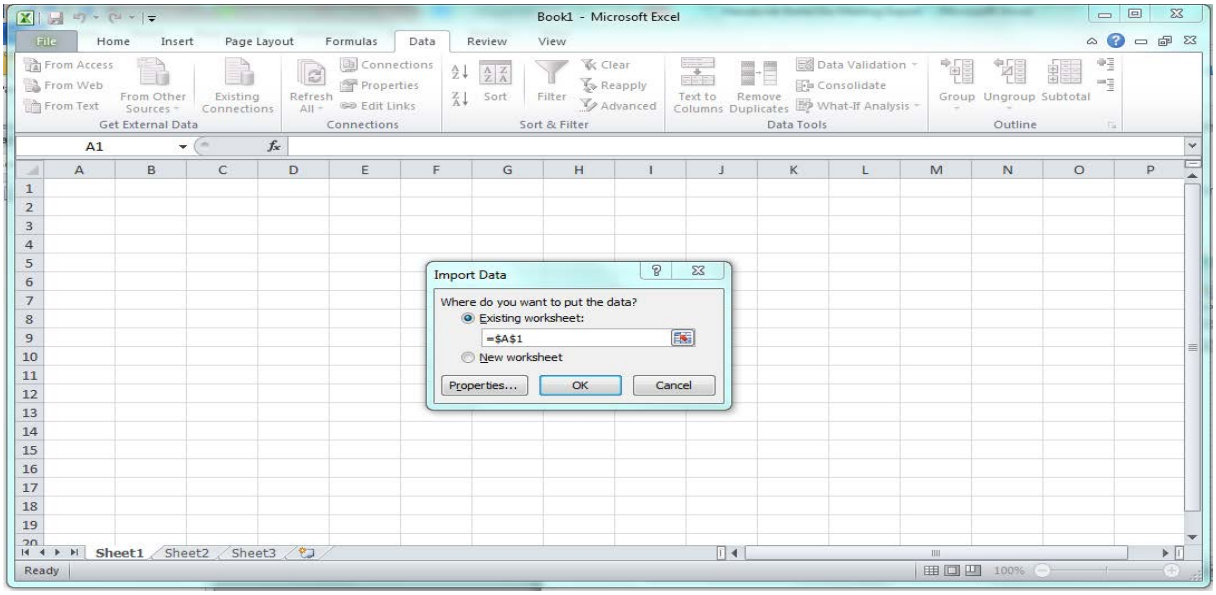
- Delimiters must be: Semicolon and Comma
- Text qualifier: "
- NEXT



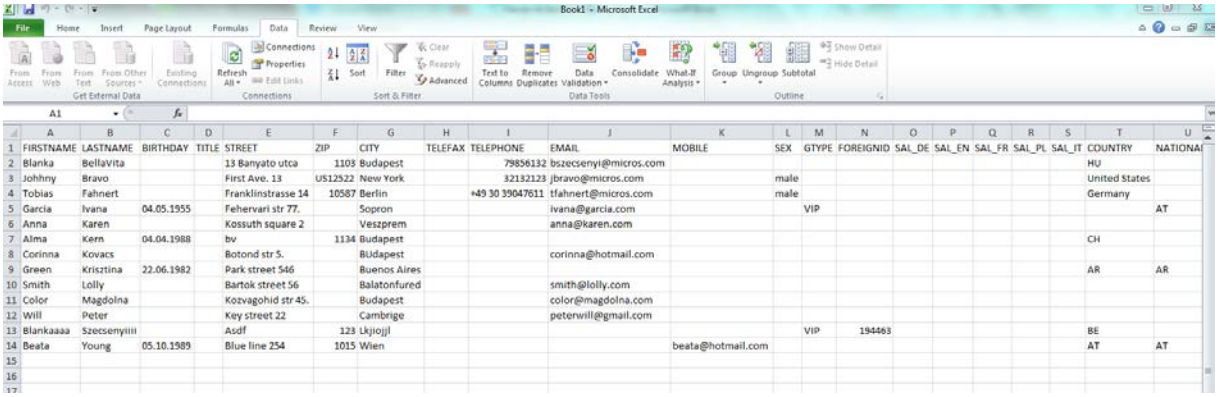
Text Import Wizard Step 3 of 3

- Tick General
- FINISH
- Existing Worksheet : =A1
- Complete with OK





Now you have got all the imported data in the Excel sheet so you can start creating the mail merge!

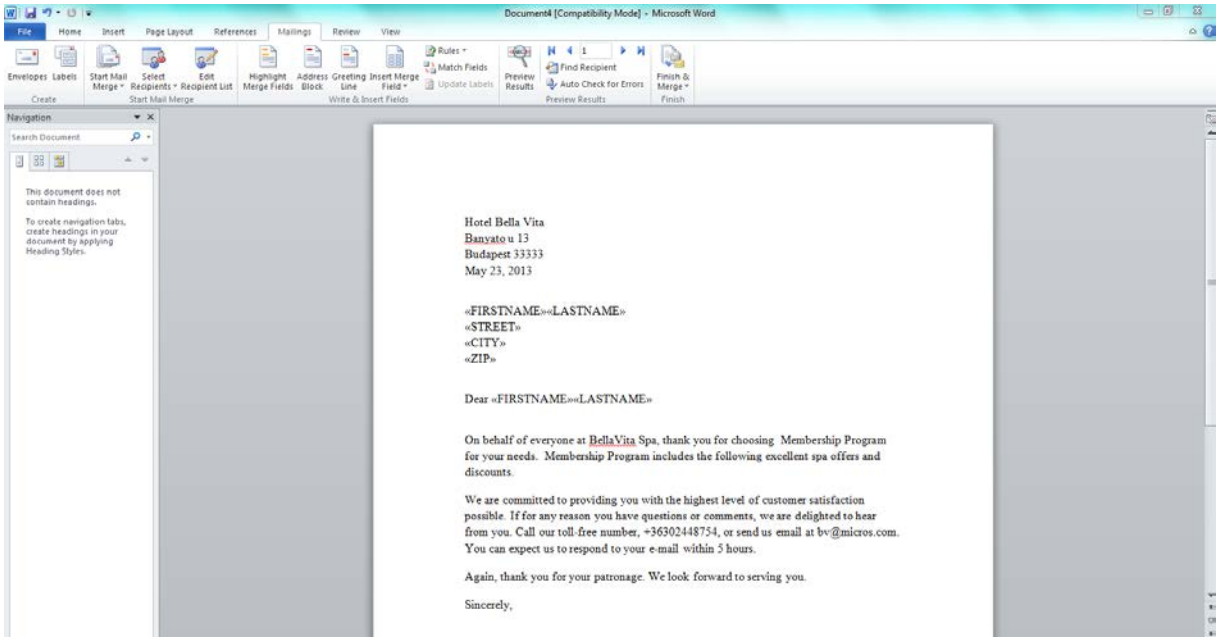


	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	FIRSTNAME	LASTNAME	BIRTHDAY	TITLE	STREET	ZIP	CITY	TELEFAX	TELEPHONE	EMAIL	MOBILE	SEX	GTYPE	FOREIGNID	SAL_DE	SAL_EN	SAL_FR	SAL_PL	SAL_IT	COUNTRY	NATIONA
2	Blanka	BellaVita			13 Banyato utca	1103	Budapest		79856132	bszecsenyi@micros.com										HU	
3	Johhny	Bravo			First Ave. 13	US12522	New York		32132123	jbravo@micros.com		male								United States	
4	Tobias	Fahnert			Franklinstrasse 14	10587	Berlin		+49 30 39047611	tfahnert@micros.com		male								Germany	
5	Garcia	Ivana	04.05.1955		Fehervari str 77.		Sopron			ivana@garcia.com			VIP								AT
6	Anna	Karen			Kossuth square 2		Veszprem			anna@karen.com											
7	Alma	Kern	04.04.1988		bv	1134	Budapest													CH	
8	Corinna	Kovacs			Botond str 5.		BUdapest			corinna@hotmail.com											
9	Green	Krisztina	22.06.1982		Park street 546		Buenos Aires													AR	AR
10	Smith	Lolly			Bartok street 56		Balatonfured			smith@lolly.com											
11	Color	Magdolna			Kozvagohid str 45.		Budapest			color@magdolna.com											
12	Will	Peter			Key street 22		Cambrige			peterwill@gmail.com											
13	Blankaaaa	Szecsenyiiii			Asdf	123	Ukjiojjl						VIP	194463						BE	
14	Beata	Young	05.10.1989		Blue line 254	1015	Wien				beata@hotmail.com									AT	AT
15																					
16																					

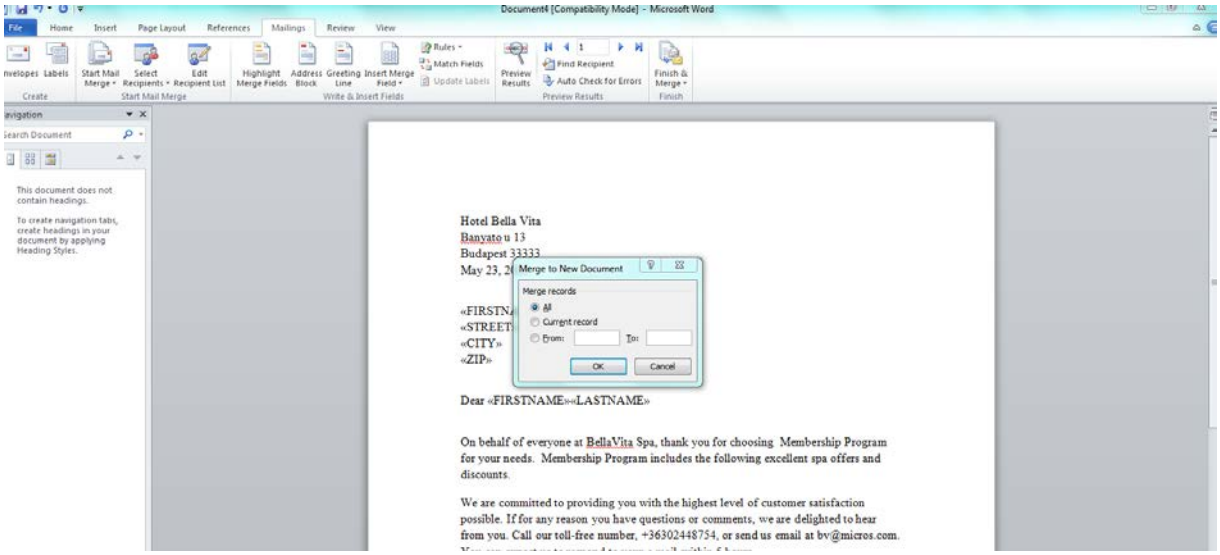
3 Create a mail merge in Word

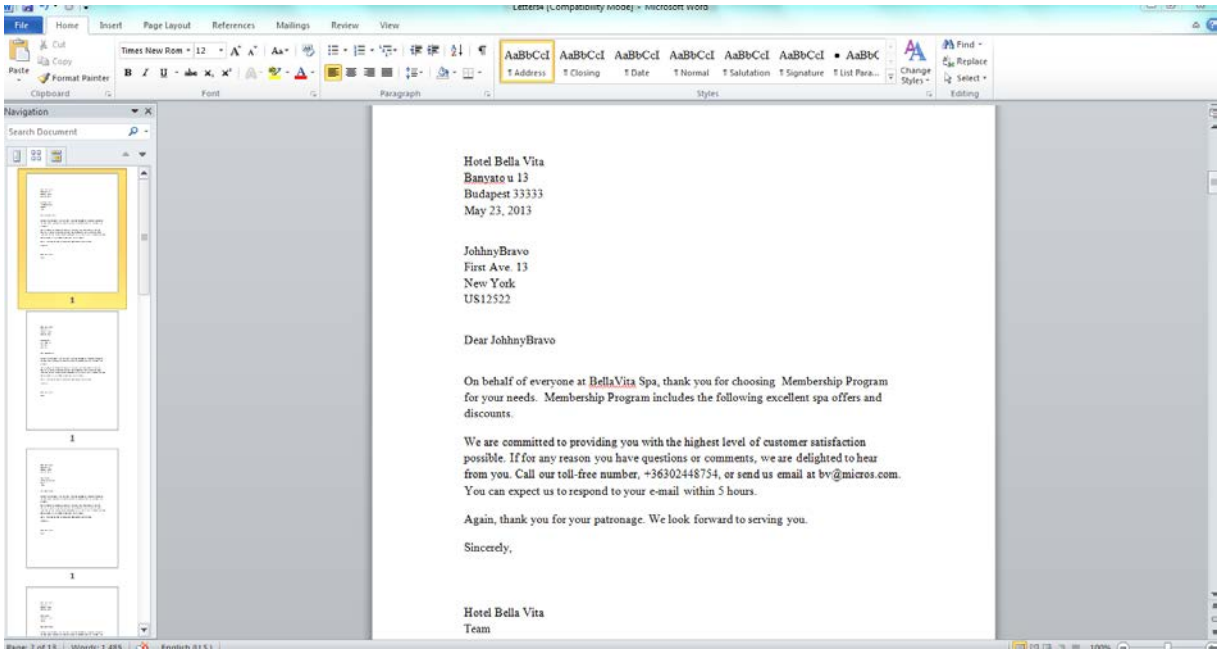
Simple Letter

- Select the desired letter in Microsoft Word,
- Click on Start Mail Merge and choose letter
  - Fill in the necessary information which must appear on the letter (Spa info only)
  - Guest name and address must be chosen on bye one from Insert Merge Field such as: «FIRSTNAME»«LASTNAME»
    «STREET»
    «CITY»
    «ZIP»



If you click on the Preview Results, you can check that all the data appears on the right place.
The last step is to Finish&Merge where you can Edit the individual documents.

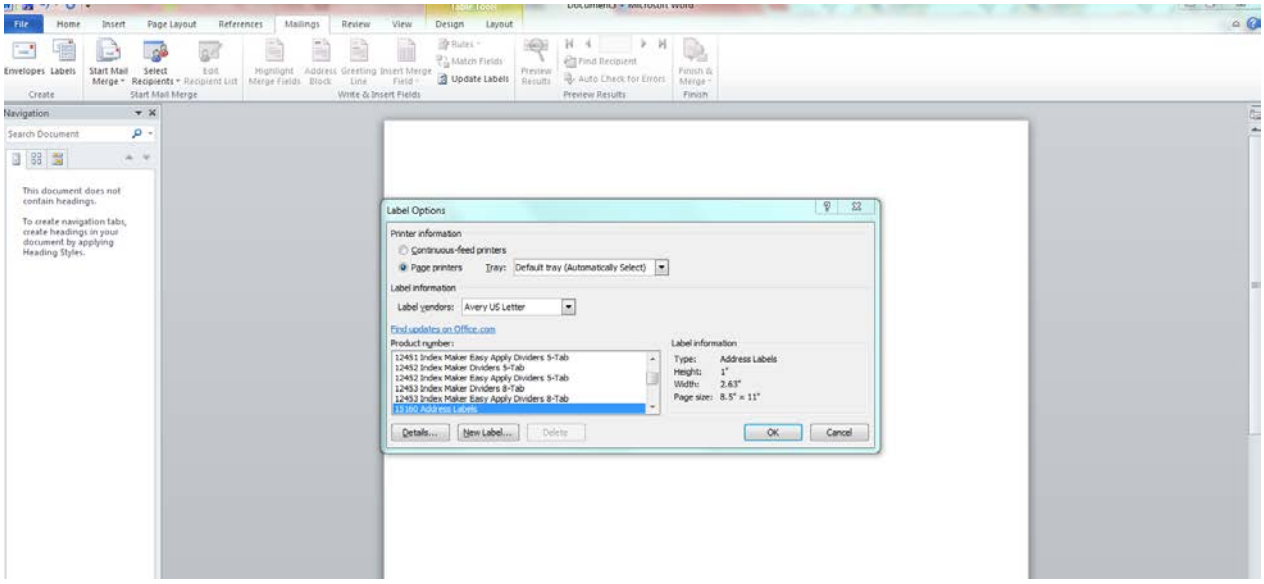




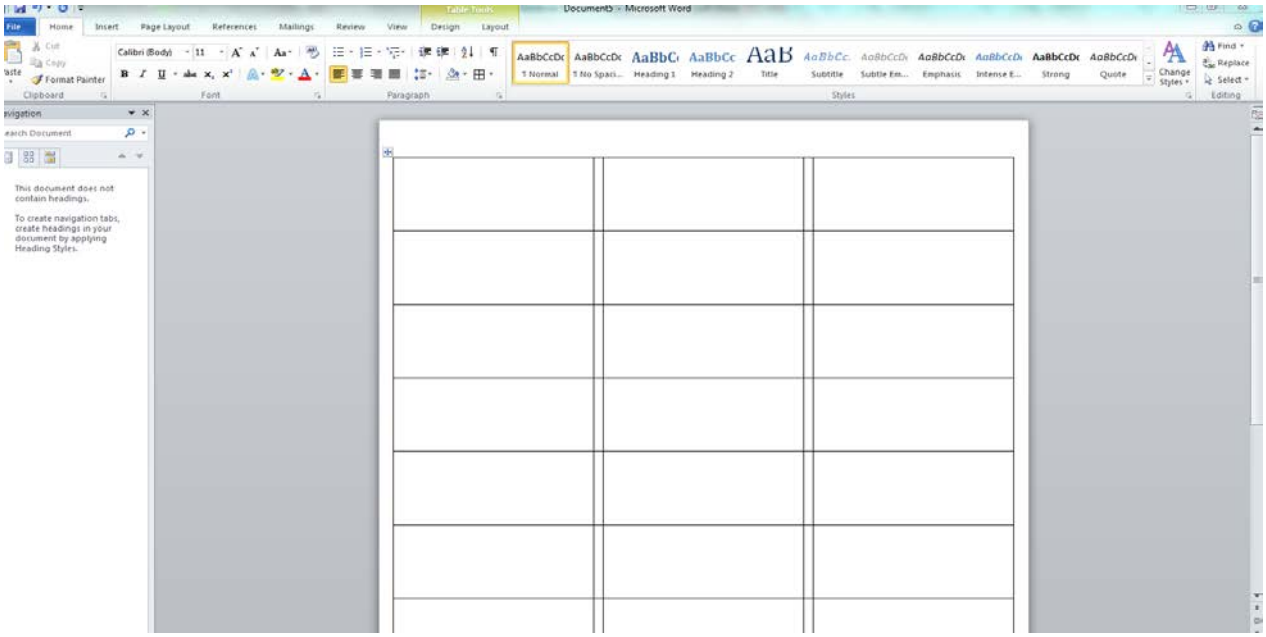
Table

To check the addresses before printing, you can merge them into a new document easily.
Choose a Blank Document and Start Mail Merge. There Choose the labels and determine the options.

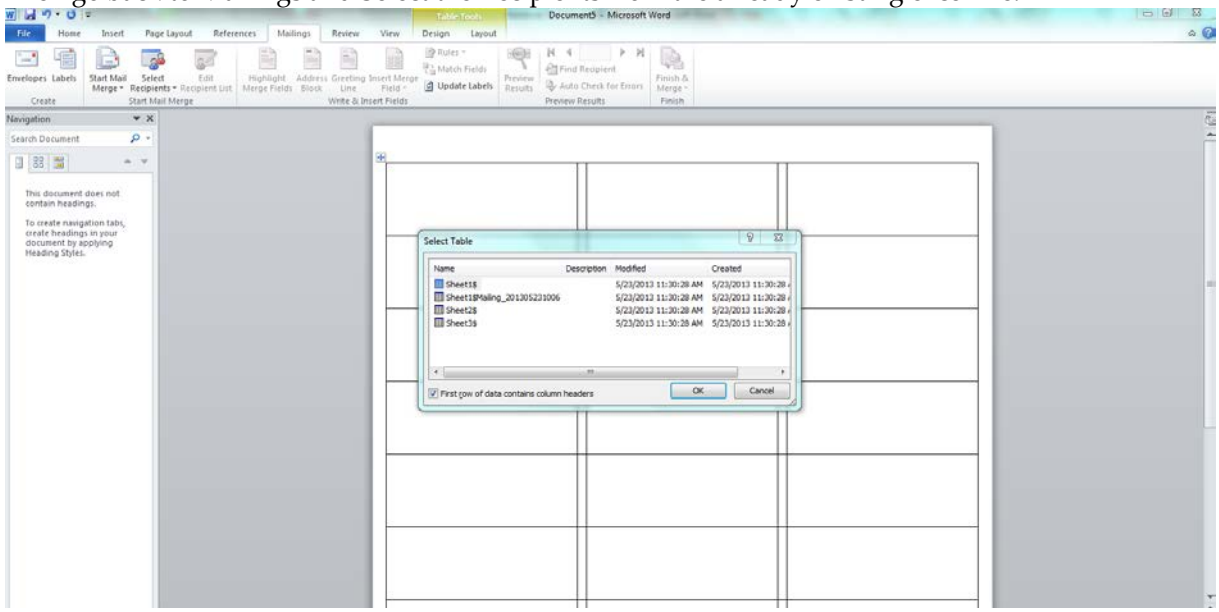
- Default Tray
- Avery US Letter
- 15160 Address Labels



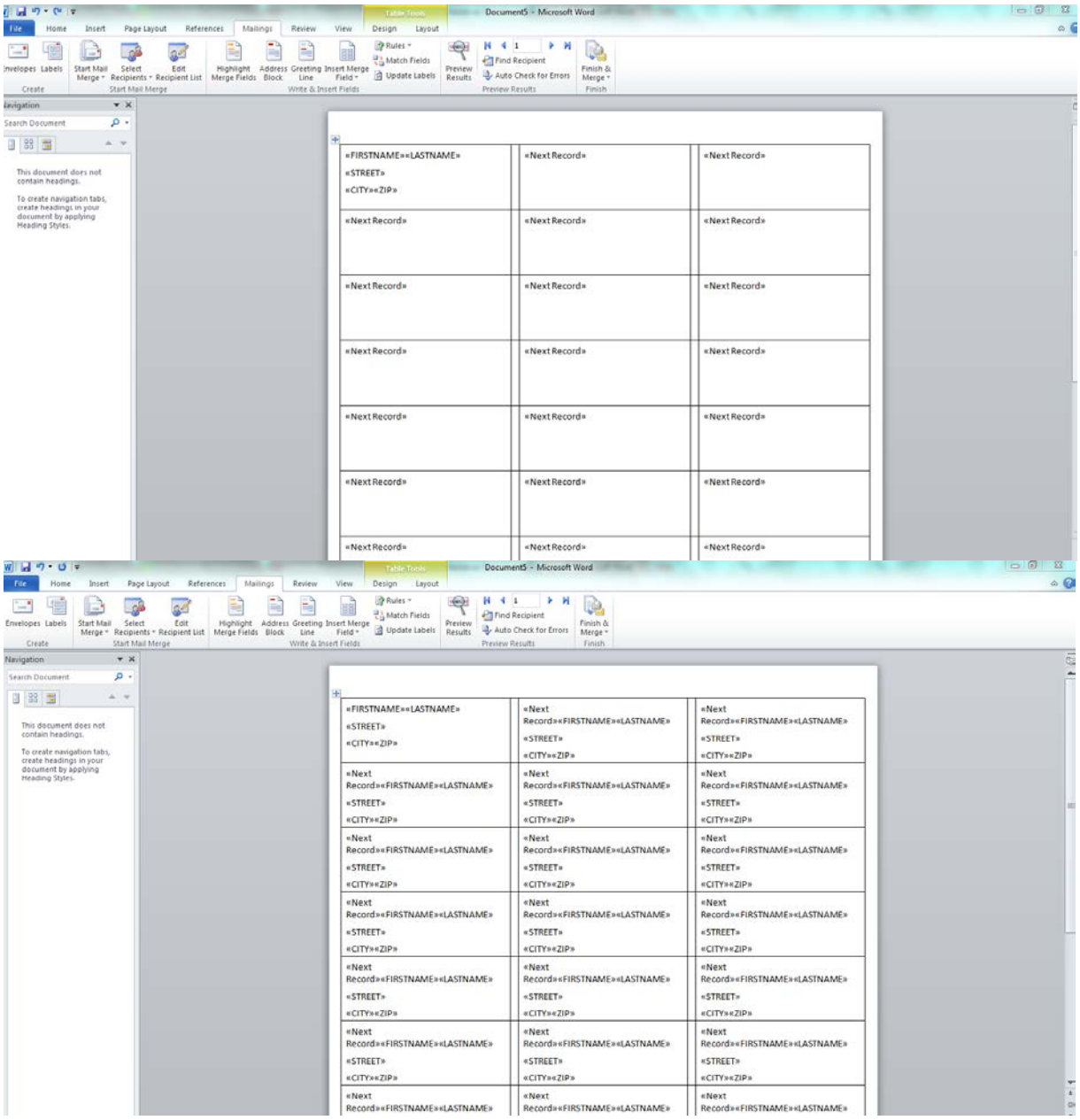
After this step a Table will appear without borders, go to Home and create borders for all sides.

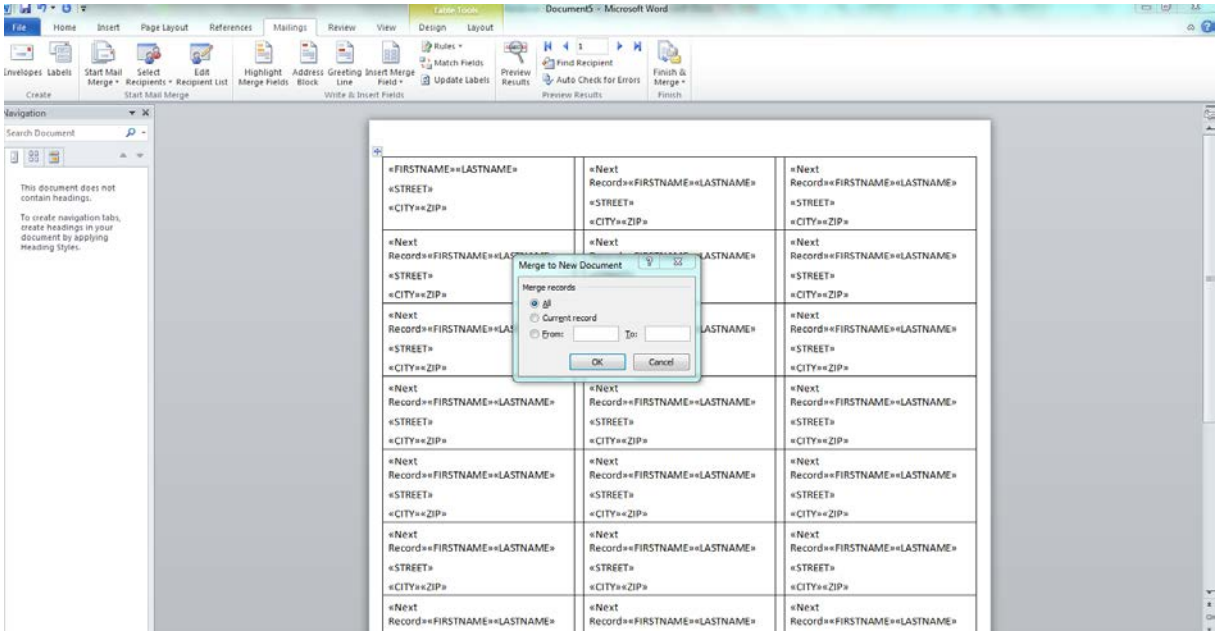


Then go back to Mailings and Select the Recipients from the already existing excel file.



You can start Inserting the Merge Fields that you want to print.
When you are ready click on the Update Labels which will apply your changes to the whole Table.
Clicking on Preview Results will show the final look of the document.


Document5 - Microsoft Word
«FIRSTNAME»«LASTNAME»
«STREET»
«CITY»«ZIP»
«Next Record»
«Next Record»«FIRSTNAME»«LASTNAME»
«STREET»
«CITY»«ZIP»


Document5 - Microsoft Word
Merge to New Document
Merge records
All
Current record
From:
To:
OK
Cancel
«FIRSTNAME»«LASTNAME»
«STREET»
«CITY»«ZIP»
«Next Record»«FIRSTNAME»«LASTNAME»