

Lodge-ical Training: EDUCATION IS THE KEY

Paul and I value the relationship we have with each and every one of our clients. Whether we meet face to face at a trade show, talk over the phone, or exchange an email, we are pleased to have a supportive client base who gives us mostly positive feedback and generous referrals. For this, we thank you.

However, once we start to probe, we learn that many of you are not taking advantage of all of the features inherent to Lodge-ical. If you are one of these clients, you are missing out on a valuable opportunity. Without spending any additional money, there are features built into Lodge-ical that can help improve your bottom line.

We thank those clients who have made the investment to have me visit their lodge/ranch for onsite training. This intense 1-3 day session is always extremely beneficial to the client as I am dedicating myself 100% to focus on their specific questions and concerns.

Last fall we developed a series of internet training classes. We created these classes so that everyone could take advantage of this economical way to learn more about Lodge-ical without having to leave their office and without having to afford the expense of having an onsite visit. Classes so far have been successful, but there are many more of you who I believe should attend.

We have enhanced our website to create a “clients-only” section which features user tips, and our newsletter archive (if you haven’t already done so, please bookmark the site, found at <http://www.williamsonenterprises.com/lclientonly.htm>).

We are now making the investment to enhance our user documentation. User documentation will now be online so that it can be easily updated and reach all of you immediately. It will include screen shots, field definitions, user tips, recommendations and special notes. If you click on the link above, then User Documentation, you will see our work-in-progress. We welcome any comments from you to let us know what you think and to offer any suggestions.

After 16 continuous years in business (for a software company, that’s pretty darn good!), we still love what we do and want to make sure that our enthusiasm is felt by all.

User Tip: Make sure your employees know they are a part of the team

As you begin your summer season, do your employees know what type of personal data you are recording in Lodge-ical? Collecting information from your guests should be instilled in all of your employees. Whether you have weekly employee meetings or casual conversations, make sure your employees have their eyes and ears open when they are interacting with your guests so that they can update you with any information that is useful to store within Lodge-ical.

Technology Tip: Own your own Cloud

Ever heard of cloud computing? It’s a buzzword used today to describe on-demand Internet-based computing allowing you to share and/or access files, photos, videos, and more, on multiple computers and other hand-held devices no matter where you are.

We are using a utility here in our office called Dropbox. The free version allows you to store up to 2gig of data. With regards to Lodge-ical, here are some reasons why you might want to use Dropbox:

1. Back up your Lodge-ical data file to the cloud
2. There are times when we ask you for your data file to either troubleshoot a problem or to install an update. Copy your data to the cloud and email us a link so that we can have access to it
3. Export a Lodge-ical report, deliver them to your cloud, and use your I-Phone to view the exports at any time.
4. If you are a seasonal client and move your data from one computer to another, use Dropbox to transfer data from one computer to another

These are just some of the examples. Learn more about it on www.dropbox.com and enjoy.