

# HomeAway Software Integration with TRACK Pulse



## Benefits

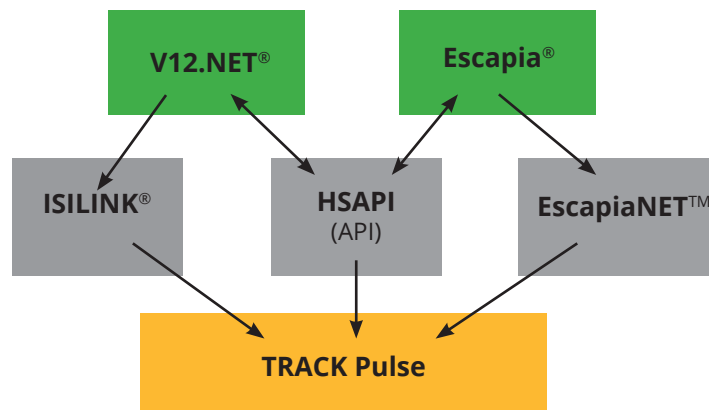
- Enhance existing HomeAway software
- Connect TRACK Pulse easily at no cost
- No manual data input or IT required
- No double bookings
- Integrated Call Center (Sales) Functionality
- Smarter Email Marketing
- Better Lead and Prospect Management
- Best Practice Reports
- Beautiful Dashboards

## Why Us

Using 100+ years combined industry experience, ResortsandLodges® created TRACK™ Pulse a powerful call tracking, sales, marketing and CRM solution. Developed specifically to suit the unique needs of the independent property, TRACK Pulse is built using industry best practices, a beautiful UI/UX, and is supported by exceptional customer service. This makes TRACK Pulse easy to use and implement, streamlines business practices with realized ROI.

## Increase Conversions and Direct Bookings

Users can now capture all leads and calls in one system with automatic follow up, increased conversions and direct bookings. TRACK Pulse gives you the ability to make informed data driven decisions that impact your business operations.



## Integration You Can Trust

Your business needs to be in sync if you are to operate efficiently and grow your bookings. Through the HomeAway Software® API (Application Programming Interface) key customer data migrates seamlessly into TRACK Pulse from your V12.NET® or Escapia® property management system\*. This keeps all your property information updated across all platforms you choose to connect with.

*\*API Integration between TRACK Pulse and PropertyPlus®, Entech, and First Resort is not available.*



## Access Core Data Easily

Using the pre built API, TRACK Pulse easily connects to the Property Management System. This software-to-software interface allows for TRACK Pulse and Home Away Software to talk to each other without any previous user knowledge or intervention. Core data is pulled from EscapiaNet and ISILink and synced with TRACK Pulse.

## Seeing Is Believing

When closing out the Lead in the "Close Win" stage within TRACK Pulse the following steps occur:

- User indicates HomeAway Software reservation number in TRACK Pulse Lead Screen.
- Track Pulse triggers a data look-up/pulls the data from HomeAway Software (via the APIs).
- User confirms correct reservation number is obtained.
- User "Close Wins" the Lead within TRACK Pulse and a Sales Record is created.
- Core data is collected (auto populates) in the TRACK Pulse Sales Record and synced via the HomeAway Software.
- If modification or cancellations occur within HomeAway Software, the TRACK Pulse Sales Record is automatically updated.

## Leveling the Playing Field

Our vision is to level the playing field for hospitality properties, so together we may provide memorable experiences to travelers throughout the world. Visit us online to learn more about our solutions at [business.resortsandlodges.com](http://business.resortsandlodges.com).

Want to see TRACK Pulse in action?

Visit [trackhs.com](http://trackhs.com) today.

### Core Data

The following key data easily migrates between the two platforms.

- Contact Details
  - First/Last Name
  - Phone
  - Email
  - Address
- Reservation Details
  - CheckIn/CheckOut
  - Value (Total)
  - Rent Fee
  - Extras
  - Taxes
  - Cancellations
  - Number of People
  - Unit Information
  - Number of Nights

The screenshot displays the TRACK Pulse interface for a lead named Ryan Turner. The lead details include a vacation inquiry for Matt Renner, with arrival on 07/30/2016, 3 nights, and departure on 08/02/2016. The value is \$1500.00. The interface shows a 'Close Win' dialog box where the user can confirm a match with a reservation from HomeAway. The reservation details shown are: System: HomeAway, Reservation Id: 322, Reservation Value: \$125. A confirmation message states: 'We found a reservation for Kid Both with a value of \$125.00. Is this correct?' with 'Yes' and 'No' options.



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