

Setup Guide for

eWebRenter Customer / Booking Portals v3.0.0

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Introduction

This document will guide you through the additional configuration steps required for the eWebRenter Customer / Booking Portals (the *Customer Portal* and *Booking Portal*). This Guide assumes you are already using eWebRenter to manage your rental fleet. If you are not already an eWebRenter customer, please contact us to obtain your license.

The Customer Portal allows your customer to update their profile and other information relevant to a rental without the need for the customer to login to the system. A link to their specific portal is created via the eWebRenter Rental form you generate a customer emai. You have the option to include the link in the email. When the customer receives the email, they may click on the link to access their portal and add/update the information you decide is relevant to your business. The link is not enabled indefinitely; you can control this as you will see below.

The Booking Portal allows your customers to obtain quote requests or book reservations online, 24/7. It uses all of the information you add via eWebRenter, as well as images you add via an image gallery called "Coppermine". There are currently three different modes for the Booking Portal available to you depending on the license you have purchased, briefly: Quote only, Book without down payment, or Book with down payment via an online credit card transaction. We guide you through the setup below, as well as via online video tutorials.

In addition to this Guide, there are other documents available to help you set up the eWebRenter Booking Portal:

- The <u>eWebRenter Online Booking Portal Media Administration User Guide</u> will help you upload all required images (vehicle, logo, optional equipment, etc.) into our ("Coppermine Gallery") image gallery
- The <u>eWebRenter Online Booking Portal Webmasters Guide</u> will help you add links to the Booking Portal from your rental website

As stated earlier, the following pages cover the steps required that are in addition to the configuration you should already have in place for using eWebRenter (though some of the following steps are simply a review of those that should have been completed as part of the eWebRenter setup.)

Note: Some options may differ depending on the license you have purchased.

Note: Some of the configured items are specific to the "Reservation Type" you select (e.g., Quote Only, Book with down payment, etc.), which will be addressed below.

Note: Within the document, the "PATH" refers to the steps (clicks, tabs, etc.) that you will take within the eWebRenter application to navigate to the appropriate screen. For example, if PATH is "Admin/Company", once you open eWebRenter, you would click on "Admin" (a tab in this case), then "Company" (a menu item).

What's New in Version 3.0.0

Customer Portal

- Added a basic "Customer Portal" to allow the customer to update relevant profile and rental information online rather than filling out paper forms. In conjunction with the Check Out form, the company can choose which information to gather from the customer at the time of check out or afterwards when an agent emails the customer.
- The portal is accessible via a URL link which is created via the EWR Rental page when a customer email is generated. The agent selects whether or not to include the link in the email.
- When creating an email template, the designer can choose whether or not the email includes a link to the Customer Portal.
- The company decides which fields are hidden, optional, or required on the Customer Portal form.
- For security purposes, when a customer clicks on the email link, they are first brought to a page where they enter more information
- After entering the correct information, they are brought to their portal where they can add/update information that is displayed to them
- The company determines for how long the link is active; specifically, the company can invalidate the link n hours prior to the rental departure.
- Via the "Online Basics" tab, company enters URL links and can select some aspects of the portal's theme as well as upload their company logo.

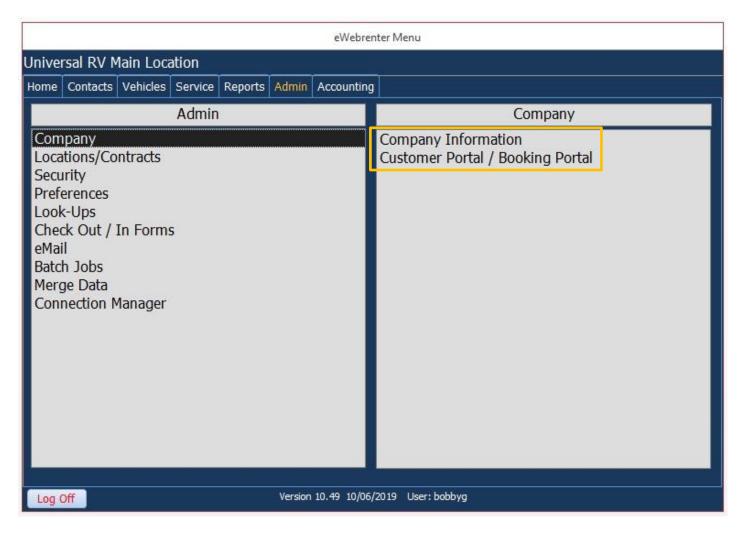
Booking Portal

- Added the ability to change or remove the text that appears over the banners on both the Company and Location pages.
- Fixed issue with text in Terms & Conditions text box allowing line breaks
- Fixed issue with RV Class-specific verbiage for the check out page being saved to the database
- Consolidated Booking Portal-related fields onto fewer forms; Certain form/field visibility is now license-dependent

Admin: Company

The items that affect the Booking Portal are located in several areas within the eWebRenter user interface. It is a good idea to start with the items associated with the **Admin**istration tab, and in particular, the Company-related items.

PATH: Admin/Company

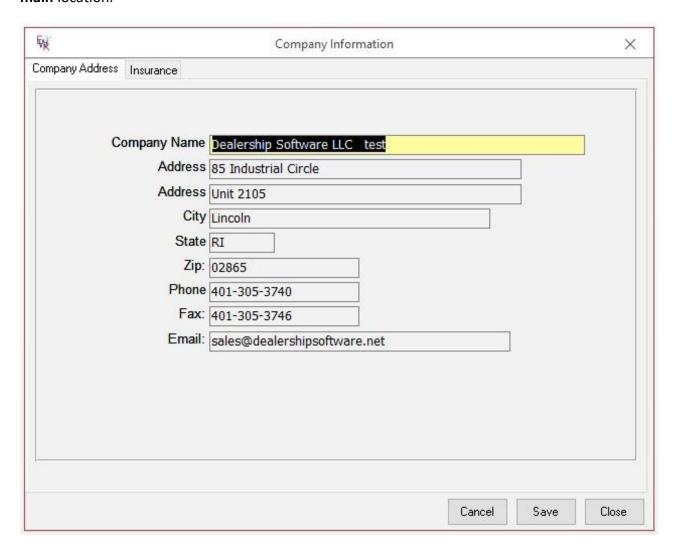


Company: Company Information

There are a few configuration items associated with your company that apply regardless of the number of locations you may have.

PATH: Admin/Company/Company Information

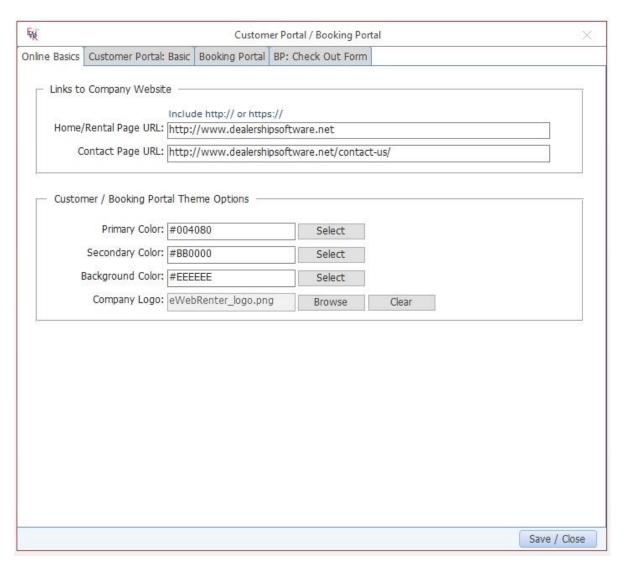
Under the *Company Address* **tab,** ensure ALL fields are completed and accurate. This is for your company's **main** location.



Customer Portal / Booking Portal: Online Basics

PATH: Admin/Company/Customer Portal / Booking Portal

The **Online Basics** fields are used for both portals.



"Links to Company Website" contains required fields for URLs to your website which are used to navigate the user from a Portal back to your site.

- Ensure the *Home Page URL* field contains the URL to your main company website's home page. This is also used as a link behind your logo in the Booking Portal. Please include the http:// or https:// part as well.
- Ensure the *Contact Page URL* field contains the URL to your main company website's "Contact" page. Please include the http:// or https:// part as well.

"Theme Options" contains several fields related to the appearance of the Portals and are meant to help convey branding consistent with your Company's brand. You will find several fields: Primary Color, Secondary Color, Background Color, and Company Logo:

Primary Color is used for button background colors, border colors, etc., and is typically the darker color most associated with your brand.

- MUST be a darker color
- Should not be black

Secondary Color is used for hyperlinks and other highlighted information.

- Must NOT be black (which is used for general text) or white (which is typically used for the background)
- MUST be a medium or dark color that displays well against a white background
- Typically use the same color as is used on your main website for anchors/links when they are displayed against a white background

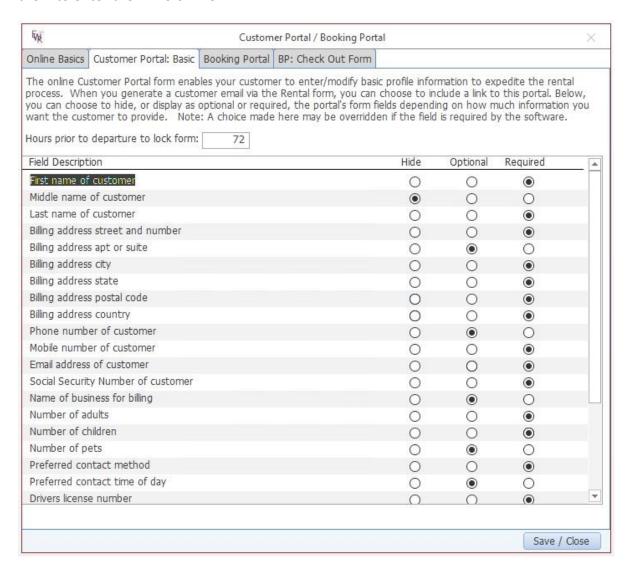
Company Logo is an image displayed in the *Customer* Portal's navigation area. It will be displayed with a maximum height of 80px. As a small logo, the image should be no larger than 100KB; acceptable formats are jpg/jpeg/png/gif.

Note: The logo image displayed for the *Booking* Portal is still the image uploaded to the Coppermine gallery. You may use the same image for both.

Customer Portal / Booking Portal: Customer Portal

PATH: Admin/Company/Customer Portal / Booking Portal

The **Customer Portal: Basic** fields are used for to control which fields are displayed to the customer, allowing them to enter their info online.



When you send an email to a customer via the EWR Rental form, you can choose to include a link to the Customer Portal. (When creating an email template, you may choose to add this link by default, though you may also over-ride the default option when generating the email.) When the customer clicks on the link in the email they receive, they will be taken to an online form where they have an option to review, add or edit information about themselves, such as their current address, Social Security Number, etc.. They will not be able to alter their last name or email at this time.

If you are also using the Booking Portal, there is a similar set of options for the Checkout form the customer sees. Using these two forms, you can decide how much information to capture when the customer initially

requests a rental, versus after the request is reviewed by you. For example, you may want to ask the customer to enter minimal information in the Booking Portal, then when you have reviewed their request, ask them to enter detailed information via the Customer Portal.

"Hours prior to departure to lock form" defaults to 72 (three days). You may not want your customer to be able to make online changes when it is close to their departure time, but rather have them call you directly. This is the number of hours prior to their departure time that any customer will be able to make online changes.

Using the remaining **Customer Portal radio buttons**, you decide which information you want the customer to submit via the Customer Portal. Information that the customer had previously submitted and was stored in your database will be displayed so that the customer does not have to re-enter information, although they may do so to update their data.

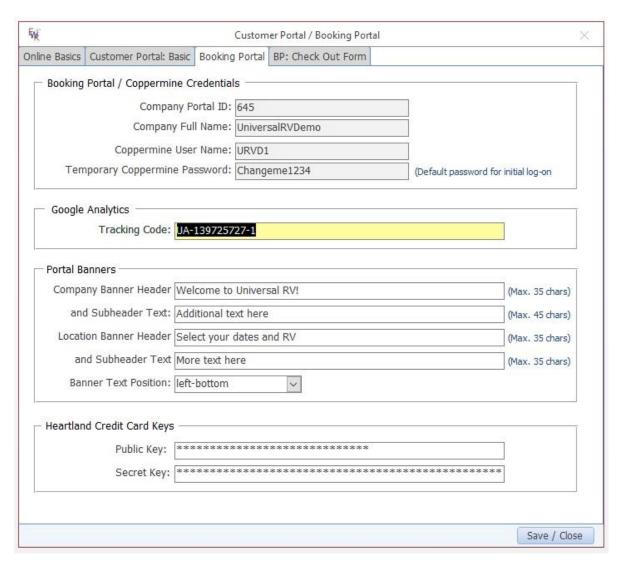
Simply tick the radio buttons for each field so that the form meets your needs. There are three choices:

- Hide: The field will not be displayed
- Optional: The field is displayed, but the user is not required to enter information into the field
- Required: The field is displayed, and the user must enter information into the field before proceeding

Customer Portal / Booking Portal: Booking Portal

PATH: Admin/Company/Customer Portal / Booking Portal

The **Booking Portal** form contains fields required for managing company-wide options. You must have purchased a license to enable this form.



"Booking Portal / Coppermine Credentials" contains your Company ID and Company Full Name.

These are used, for instance, in the URL to your company's Booking Portal. See the <u>eWebRenter Online</u> <u>Booking Portal Webmasters Guide</u> for more information. The **Coppermine Username** and **Password** are for *initial* access the Media Gallery which is used for storing all images and other media used by the Booking Portal. See the <u>eWebRenter Online Booking Portal Media Administration User Guide</u> for more information. If any of these fields are empty, please contact us to obtain their values.

"Google Analytics" contains a field into which you would add the GA tracking code for Booking Portal tracking. You would need an account with Google Analytics to set up a tracking code specifically for the Booking Portal, since it is on the ewebrenter.com domain. Then using Google Analytics, you would be able to

see your customer's traffic within the Booking Portal – which vehicles are most popular, where people are leaving the Booking Portal (are your prices competitive?), and even help you determine if you need more vehicles if, for instance, customers are not booking due to lack of availability.

"Portal Banners" contains fields associated with the Company and Location pages within your Booking Portal, in particular the text that is displayed over the banner images (uploaded separately via Coppermine).

Header and Subheader text can be altered or deleted; the Header text (maximum of 35 characters) is slightly larger than the Subheader text (maximum of 45 characters). This text is sized in a responsive manner, and therefore is typically easier to read than text embedded within the banner image itself.

Banner Text Position is used to help determine where the text appears over the Company and Location banner. The default is "Left-center", but you can nudge it either towards the top or bottom, whichever placement for the text is better in relation to the specific banner image you have chosen. For example, if the image is busy near the top, but very plain and works as a good background for text near the bottom, then you might select "left-bottom" for the placement.

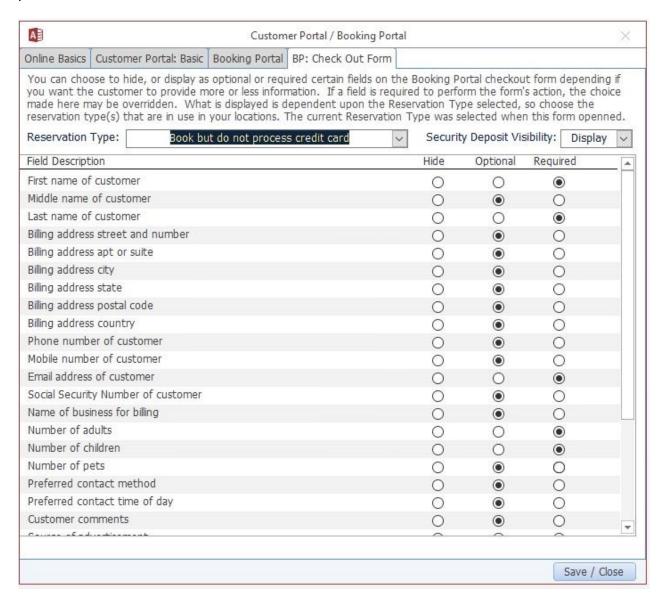
"Heartland Credit Card Keys" is used ONLY if you have decided that you will accept online payments via credit card using our payment processor. If you wish to do so, please contact us know you would like to set up an account, and a representative of Heartland, the payment processor, will then contact you. Typically, this field is editable only by us as it contains sensitive information.

Once approved, Heartland will send you a **Public key** and a **Secret key**. Please provide your Public key and Secret Key to Dealership Software so that we may enter this information for you. Once Dealership Software has entered your Public key and Secret key you will be able to see that it has been done if you see stars in the fields by navigating to Admin/Company Information/Credit Card Credentials. For your protection, these keys are not viewable.

Customer Portal / Booking Portal: Check Out

PATH: Admin/Company/Customer Portal / Booking Portal

The **BP: Check Out Form** form manages fields displayed during the check out process. You must have purchased a license to enable this form.



This screen is used for determining which fields are displayed when the customer is on the Booking Portal's check out form. You decide which information you want the customer to submit at the time of check out. This is similar to the "Customer Portal: Basic" form mentioned above. Together these give you the flexibility to ask the user to submit information at the time of check out, or aferwards.

The check out form fields displayed depend on the Reservation Type you have selected for a given location. Therefore, if you have a single location, make sure you select the Reservation Type configured for that location. Some companies may have different locations with different Reservation Types, so you can configure the check out form for each reservation type.

After selecting the Reservation Type, simply tick the radio buttons for each field so that the form meets your needs. There are three choices:

- Hide: The field will not be displayed
- Optional: The field is displayed, but the user is not required to enter information into the field
- Required: The field is displayed, and the user must enter information into the field before proceeding

Note: The Booking Portal may override your selection if the field is deemed to be required for the Booking Portal to successfully complete its task.

Note: The Customer's **Last name** and **Email address** are always required, as they are used to determine if the customer is an existing customer.

"Display Security Deposit" gives you the option of displaying a message to your customer regarding the amount of the security deposit that is required for the RV. In general, it is better that they know up front what the deposit is. By selecting "Display", a message will be displayed at checkout, with the specific amount you have configured for the security deposit, and to review the Terms and Conditions for more information.

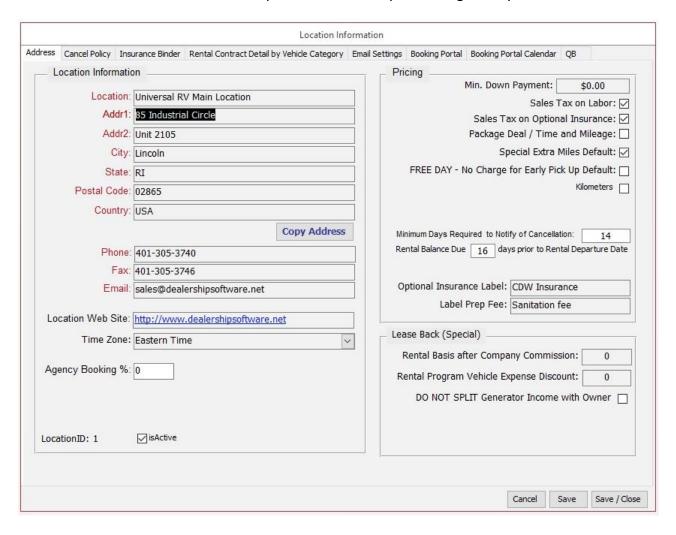
Note: This is a simple shortcut to providing this message at checkout for all RVs, and will read the security deposit amount from the database.

Location Information: Address

PATH: Admin/Locations-Contracts/Find Locations-Contracts/ (Select a location)

Note: A company may have one or more locations. The following should be done for each location.

Under the *Address* **tab**, ensure all Location Information (Address, Postal Code, Phone, etc.) is correctly entered. If the website for this location is different from your company's main website, you may add that here as well. This information is used to help the customer map and navigate to your location.

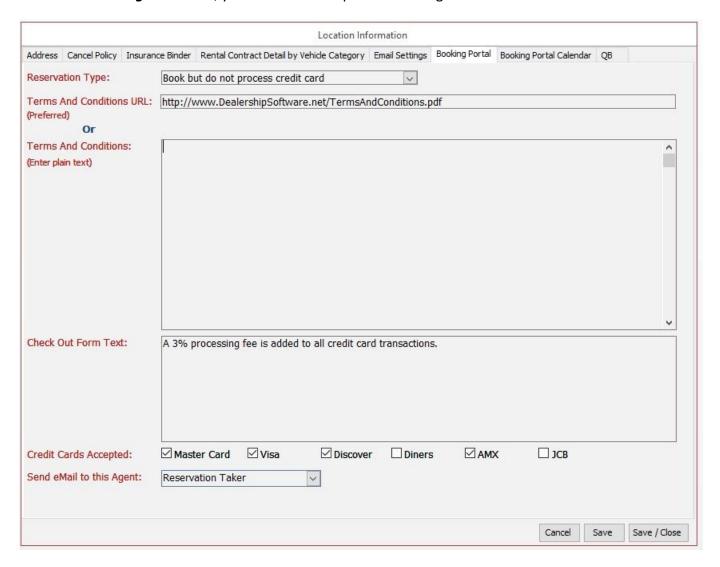


Location Information: Booking Portal

PATH: Admin/Locations-Contracts/Find Locations-Contracts/ (Select a location)

Note: A company may have one or more locations. The following should be done for each location.

Under the *Booking Portal* **tab**, you have several options to configure.



RESERVATION TYPE

There are three available options for determining in which "mode" the Booking Portal runs, and you may access any of the modes for which you met a minimum payment. In other words, if you have paid for the Process Credit Card mode, you can configure the location for any of the three modes. Please contact us for pricing for each mode.

Each option is explained below. You may want to start with Quotation Request, then move forward to one of the other options as your comfort level increases. Or you might just go for it and maximize your revenue by processing credit cards online. The choice is yours.

Quote Only: If you configure this option, your customers will create a quote for a vehicle/class for certain dates and destination. They will NOT be shown any pricing or availability information, nor will they view equipment options. Since no pricing information is displayed, you might consider this to be the "lowest risk" option. A basic "contract" will be created as a quote, and you will see the basic customer contact information. This allows you to follow up with the customer once you have decided how you want to proceed.

Book but do not process credit card: With this option, a reservation is booked, but no payment is taken online. The customer is, however, shown the full price as well as the down payment. You will need to follow up with the customer to obtain payment.

Book and process credit card for down payment: This is the full-featured option in which the reservation is booked and a down payment is taken online. With this option, a binding contract with a booking date is created. **Note:** For reasons of PCI-compliance, the customer's credit card information is NOT stored on our servers, but is passed through to the payment processor.

TERMS AND CONDITIONS URL or **TERMS AND CONDITIONS**: One of these two fields **must** be filled out for "Process Credit Card" or "Do Not Process Credit Card" modes and is strongly recommended for all modes. The first field, **TERMS AND CONDITIONS URL**, is preferable. If you have your Terms and Conditions online, such as part of your company's website, you can use the **TERMS AND CONDITIONS URL** field to enter the full URL (including http:// or https://) to the online page or document containing your terms and conditions.

Alternatively, the Terms and Conditions text field allows you to enter text as well as certain basic HTML, such as **bold text** for formatting. Your customer will be able to view this text in a pop-up window. Any formatting other than line breaks MUST be done via HTML.

CHECK OUT FORM TEXT: The text you add here will be displayed during the Booking Portal check out process for all RVs at the given location. This gives you an easy way to display a customized message to your customers at check out. There is a similar option that is specific to an RV Class. Use the RV Class option when your message is specific to an RV Class, and this Location option for messages that apply regardless of the RV class. An example might be: "A 3% processing fee is added to all online credit card transactions". Since you want to make the check out process as painless as possible, please limit the amount of text displayed here to those items of special importance - most things should appear in your Terms & Conditions.

CREDIT CARDS ACCEPTED: If you are using the Process Credit Card mode, tick the checkbox next to each credit card type you accept as per your agreement with the credit card processor.

SEND EMAIL TO THIS AGENT: Select the agent who should be automatically notified via email whenever an online quote/booking is made. Of course, all bookings will also appear in the EWebRenter application dashboard.

Location Information: Booking Portal Calendar

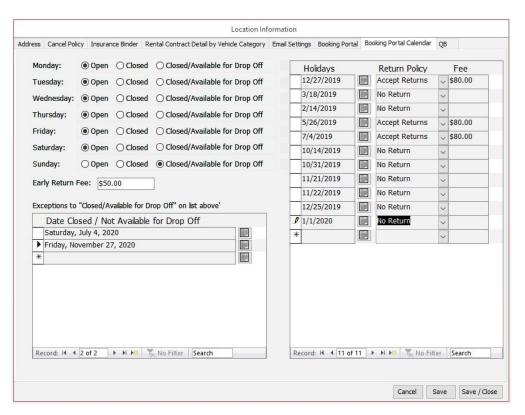
PATH: Admin/Locations-Contracts/Find Locations-Contracts/ (Select a location)

Note: A company may have one or more locations. The following should be done for each location.

Under the *Booking Portal Calendar* **tab**, on the **left side**, select for each day of the week whether the location is generally Open, Closed, or "Closed but available for drop-off". For example, you may be closed on Saturdays and Sundays, but customers can drop off their vehicles on Saturdays.

There may be one or more exceptions to the general rule for "Closed but available for drop-off". For example, a Saturday may fall on a Holiday, and the location may not be available for drop-off. For such cases, add an exception to the list.

On the **right side**, enter any other the dates in the year that your rental center is closed, due to a holiday for example. The customer will not be able to select these dates on the website calendar unless you offer "Accept Returns" service for the dates entered.



Preferences: Defaults

PATH: Admin/Preferences/Defaults (System)

Below are some of the default preferences specifically of interest to the Customer / Booking Portals.

Check In Time: The time by which the vehicle is available to be taken by the customer

Check Out Time: The time by which the customer must have the vehicle returned

Online Registration Link Note for Email: If a link to the Customer Portal is included when an email is generated on the EWR Rental form, this text will appear right above the link. So, for example, you may want to include text that encourages the customer to click the link and review their information.

Preferences: Options

PATH: Admin/Preferences/Options (System)

Below are some of the default preferences specifically of interest to the Customer / Booking Portals.

Extra Miles Calculation Method: Select "By the Day" or "By the Trip"

Rent by Day or Night: Select "Day" or "Night"

Vehicle Class Information: Class Details

PATH: Vehicles/Class-Pricing/Find Class/ (Select a class)

Note: A company may have one or more vehicle classes. The following should be done for each vehicle class.

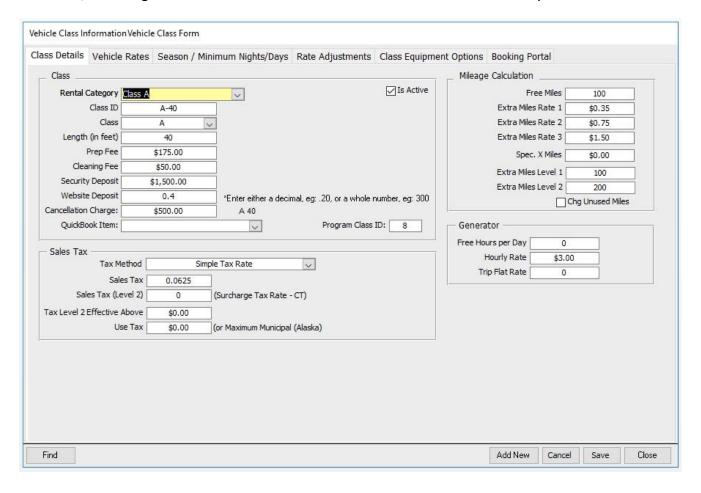
Note: Vehicles in the same "class" should share most, if not all, characteristics. "Class" does NOT refer to "Class A", "Class B", etc. directly, but is typically a subset of such a class. For example, class "C 25" might contain all 25' long Class C vehicles of the same brand. **Only vehicles that are identical or nearly so should be in the same "class"** since the same photos and descriptions will be used for all vehicles with that class designation.

Under the *Class Details* tab, you have several groups of fields to review.

Class group: Please be sure all applicable fields are entered, especially any Prep/Cleaning fees and the Website Deposit, which can be a flat fee or percentage.

Program Class ID: This is the RV Class ID used in the Online Booking Portal for Direct-select RV Class URLs. This value is also displayed on the Vehicle Class Look-up screen, allowing you to see the values for all vehicles in one place.

Of course, this is a good time to review all other fields on the screen for accuracy.



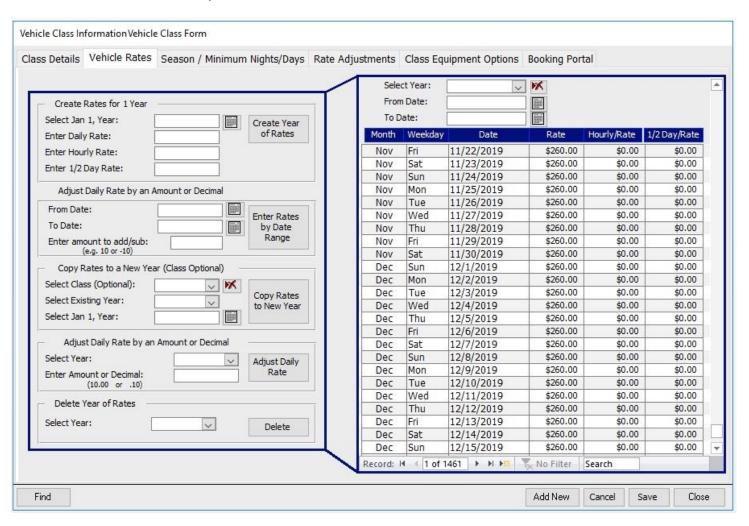
Vehicle Class Information: Vehicle Rates

PATH: Vehicles/Class-Pricing/Find Class/ (Select a class)

Note: A company may have one or more vehicle classes. The following should be done for each vehicle class.

Under the **Vehicle Rates** tab, carefully review your pricing, taking advantage of the *daily rate flexibility*, "minimum days" based upon dates, and "discounting by days" over a given date range. The rates that are quoted on line are contractually binding. To be successful at online bookings, you will want to be both competitive and profitable. We recommend that you visit our website and view the <u>eWebRenter</u> <u>Demonstration Videos</u>, in particular video #3, EWR – Vehicle Type and Rate Set Up to take full advantage of the pricing flexibility in eWebRenter.

NOTE: The Online Booking Portal allows users to rent ONE YEAR OUT, so it is strongly recommended you keep your rates, minimum days, etc., configured for at least 18 months out, and add a reminder to your calendar to review them every few months.

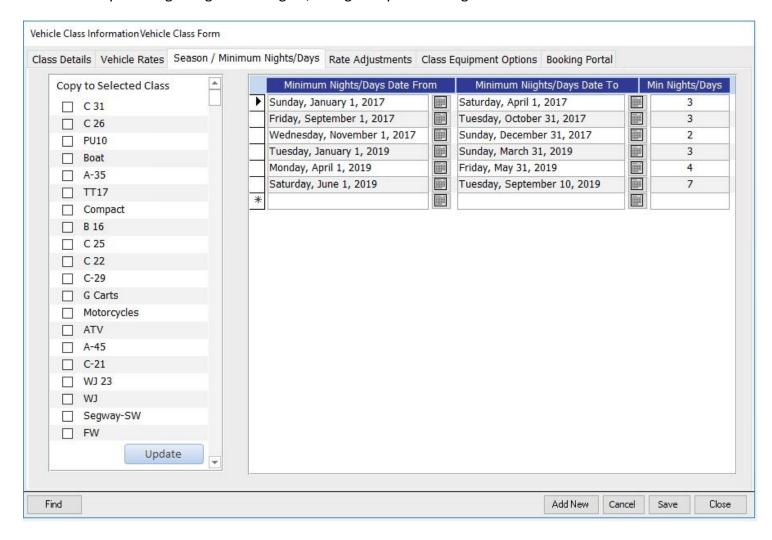


Vehicle Class Information: Minimum Days/Nights

You can optionally set pricing to require a minimum number of days/nights for a rental, during specific date ranges.

PATH: Vehicles/Class-Pricing/Find Class/ (Select a class)

Under the *Season / Minimum Days/Nights* **tab**, you select the date range, then the minimum days/nights. For example, if your configured to rent by night, a user renting a vehicle for 2/12/2017 – 2/14/17 would be informed they're being charged for 3 nights, though they are renting for two.

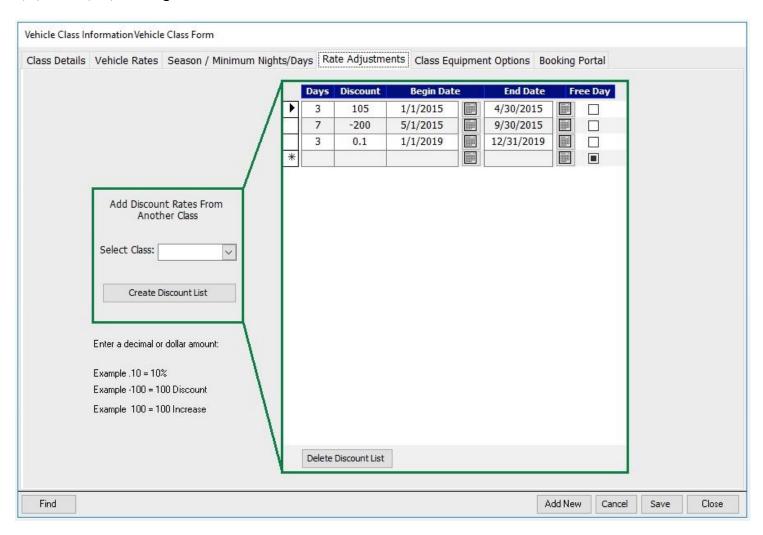


Vehicle Class Information: Vehicle Rate Adjustments

You can optionally adjust rates via a percentage (decimal) or flat (dollar) amount.

PATH: Vehicles/Class-Pricing/Find Class/ (Select a class)

Under the *Rates Adjustments* **tab**, you can create discounts during different date ranges for customers who rent for a minimum number of days/nights. In the example below, users who rent for 7 or more days during 6/1/17 to 9/30/17 will get a 10% discount.



Optional Equipment Availability and Pricing

You can allow your customers to optionally select equipment to rent from the Booking Portal, including the quantity of each item. There are two steps in this process: 1. Configure the Optional Equipment, and 2. Configure Optional Equipment Availability by Vehicle Class

STEP 1: CONFIGURE THE OPTIONAL EQUIPMENT

PATH: Admin/Look-Ups/Optional Equipment List

On the Optional Equipment form you will find fields that need to be addressed:

- Use "Location Look Up" to select the "home" location for the equipment. For example, if you have two locations, with 3 "Ice makers" at Location A and 5 "Ice makers" at Location B, you would first select Location A and add 3 Ice makers, then select Location B and add 5 Ice makers. This allows you to carry different inventory at each location.
- The Equipment ID and name are arbitrary strings. You can have the Equipment ID be a Model number, for instance.
- The Cost and Calculation work in tandem. Add the Cost as well as select the "Calculation" drop down box and pick either "By the Trip" or "By the Day", depending on how that item is billed. The extended calculation in the booking portal uses this preference to determine the total cost.
- For an option to appear on the website, the "Quote" check box will need to be checked.
- **Units** is the total number of that type of item you have in stock at the given location.
- There is a new field labeled "Maximum." This refers to the maximum quantity of these items that can be rented by the customer **at any one time.** For example, they may rent up to 4 bicycles at \$5/day, or one grill at \$25/trip. If the maximum quantity is two or more, the website will show a dropdown so the user can rent any number up to the max. If the max quantity is less than 2, then the user will be presented with a checkbox.

NOTE: The website does NOT check that there is at least one item "in stock". The idea is that the customer can always select the item to rent, and then you can decide, if the item is not in stock, if it makes business sense to buy more items to meet the demand.

- If the equipment is taxed, tick the "taxed" checkbox; otherwise, leave it empty.
- Set "Type" to "Equipment".
- In the description area, add information about the option, which will appear on the online booking portal.

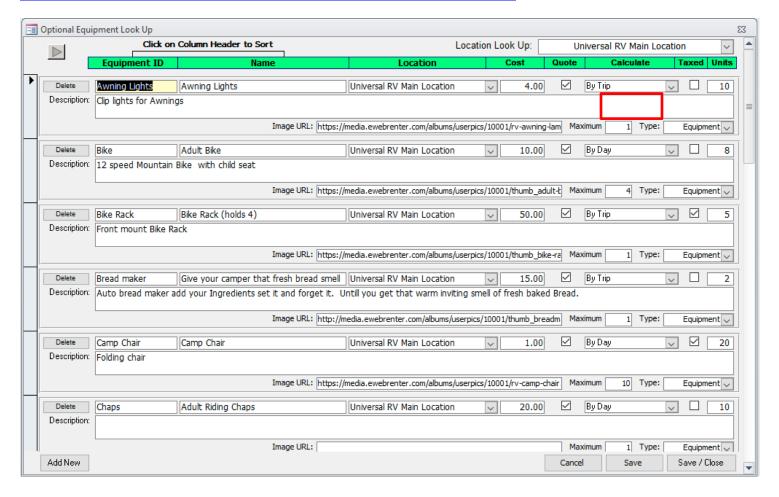
Adding an image of the optional equipment

- If you have an image of the item that is accessible via the Internet, then you may add the URL to the image into the field "Image URL".

NOTE: Since images can contain malware, the image should be from a **trusted source**, and the URL should begin with https:// (note the "s"). If you have your own images, and they are already uploaded to your website, and your website is protected by an SSL Certificate, you can use those. If your website is NOT protected by an SSL certificate, then you can upload the image to the Coppermine media gallery as described in the ewebRenter Online Booking Portal Media Administration User Guide.

An example URL would be:

https://media.ewebrenter.com/albums/userpics/10001/rv-awning-lamp.jpg



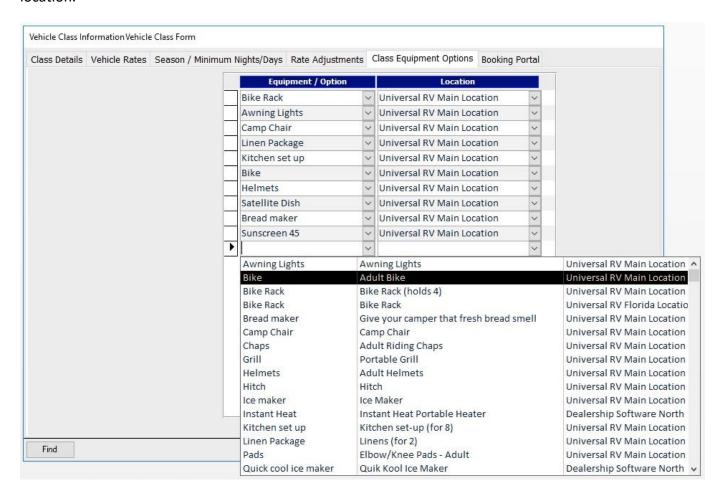
STEP 2: OPTIONAL EQUIPMENT AVAILABILITY BY VEHICLE CLASS

PATH: Vehicles/Class-Pricing/Find Class/ (Select a class)

Note: A company may have one or more vehicle classes. The following should be done for each vehicle class.

Once you have defined which equipment is available at each location as per Step 1, you are now ready to define which equipment is available to rent for each RV Class at a location. This feature prevents an online customer from selecting an option that does not apply to a selected vehicle class. For example, a pop-up camper might not accept a bike rack.

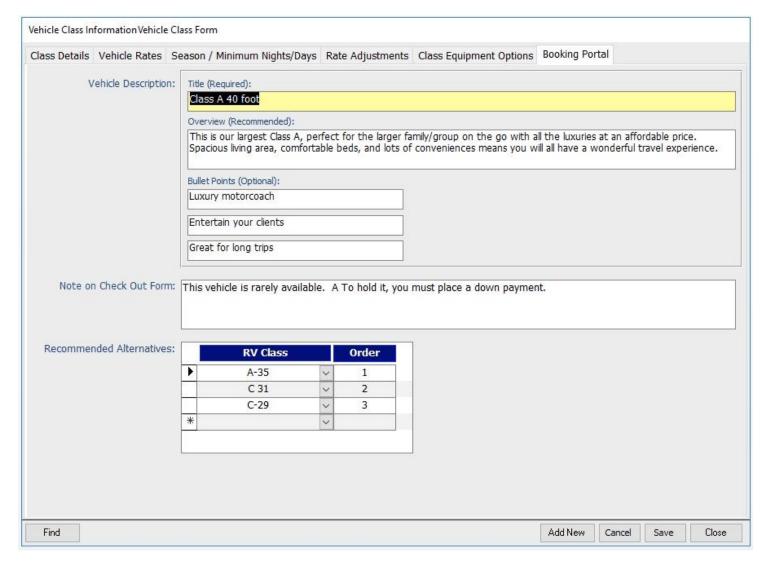
Under the *Class Equipment Options* **tab,** select the Equipment that are applicable to the vehicle class AND location.



Vehicle Class Information: Booking Portal

PATH: Vehicles/Class-Pricing/Find Class/ (Select a class)

This form contains class-specific Booking Portal details.



Vehicle Description: In this section are a few fields which will appear in the Booking Portal when the customer is looking at a particular (class of) vehicle. These fields are displayed underneath the image gallery.

- **Title:** This required field is the main header. It should be a succinct description, perhaps the vehicles model name
- **Overview:** This is a recommended field where you can better describe the vehicle's and why it might be a good fit.
- **Bullet Points (Optional):** Up to three brief (max. 25 characters) bullet points to highlight specific characteristics

Note On Check Out Form: In addition to location-specific verbiage that will be displayed to the customer (see location form above), you can enter RV Class-specific verbiage to be displayed on the check out form.

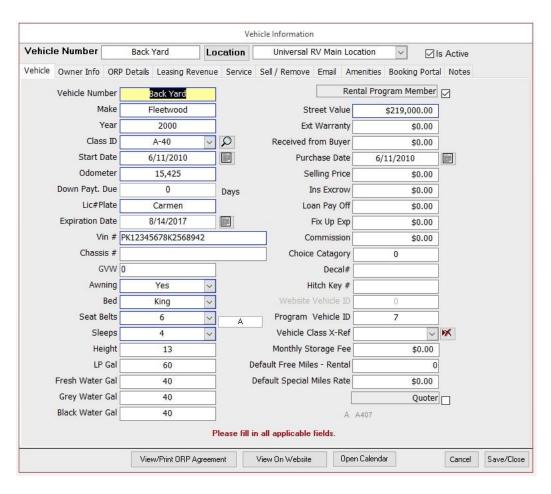
Recommended Alternatives: Select the RV Class and Order in which you want the class to be suggested when the RV selected by the customer is not available on their desired dates. For example, the above would suggest A-35, C 31 and C-29 RV classes.

Vehicle Information

Here is where you specify information about a particular vehicle, such as its Vehicle Identification Number (VIN).

PATH: Vehicles/Class-Pricing/Find Vehicle/ (Select a vehicle)

Under the *Vehicle* **tab,** ensure all applicable information is added and correct. Also, note the "Program Vehicle ID". This ID may be used for the Booking Portal if you decide to create a URL specifically for this vehicle, such as when this is the ONLY vehicle in its class. Make sure the Awning, Bed, Seat Belts and Sleep fields are correctly entered as the Booking Portal customer may filter on these values. These values should be the same for all vehicles in the Class.

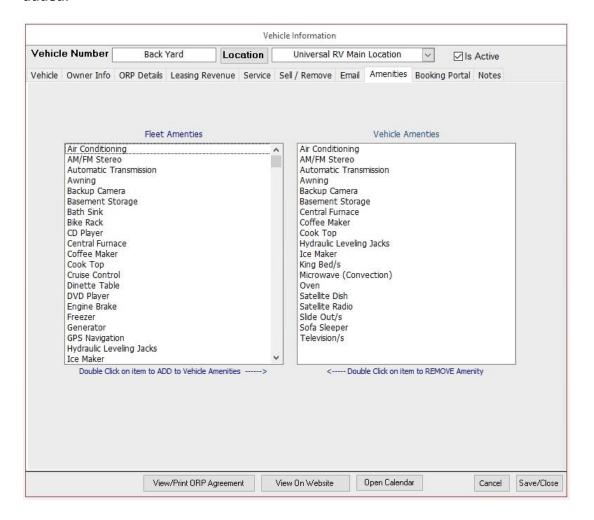


Vehicle Information: Booking Portal - Amenities

Here is where you associate amenities with a particular vehicle. Note that vehicles in the same class should have the same amenities!

PATH: Vehicles/Class-Pricing/Find Vehicle/ (Select a vehicle)

Under the **Booking Portal - Amenities** tab, you can assign amenities to the vehicle from a pre-defined list. If an important amenity is missing from the pre-defined list, please contact us and suggest the amenity be added.

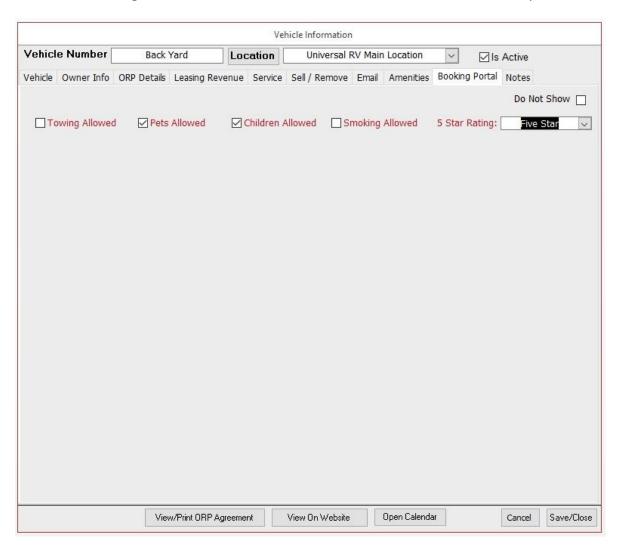


Vehicle Information: Booking Portal

Here is where you specify miscellaneous information about a particular vehicle.

PATH: Vehicles/Class-Pricing/Find Vehicle/ (Select a vehicle)

Under the Booking Portal tab, make sure the correct checkboxes are ticked as per the vehicle.



Advertising Source

PATH: Admin/Look-Ups/Advertising Source

Within the Portals, you have the option to request that the customer let you know how they discovered your services. Add/Delete as needed.

