



NAVIS
ANALYTICS

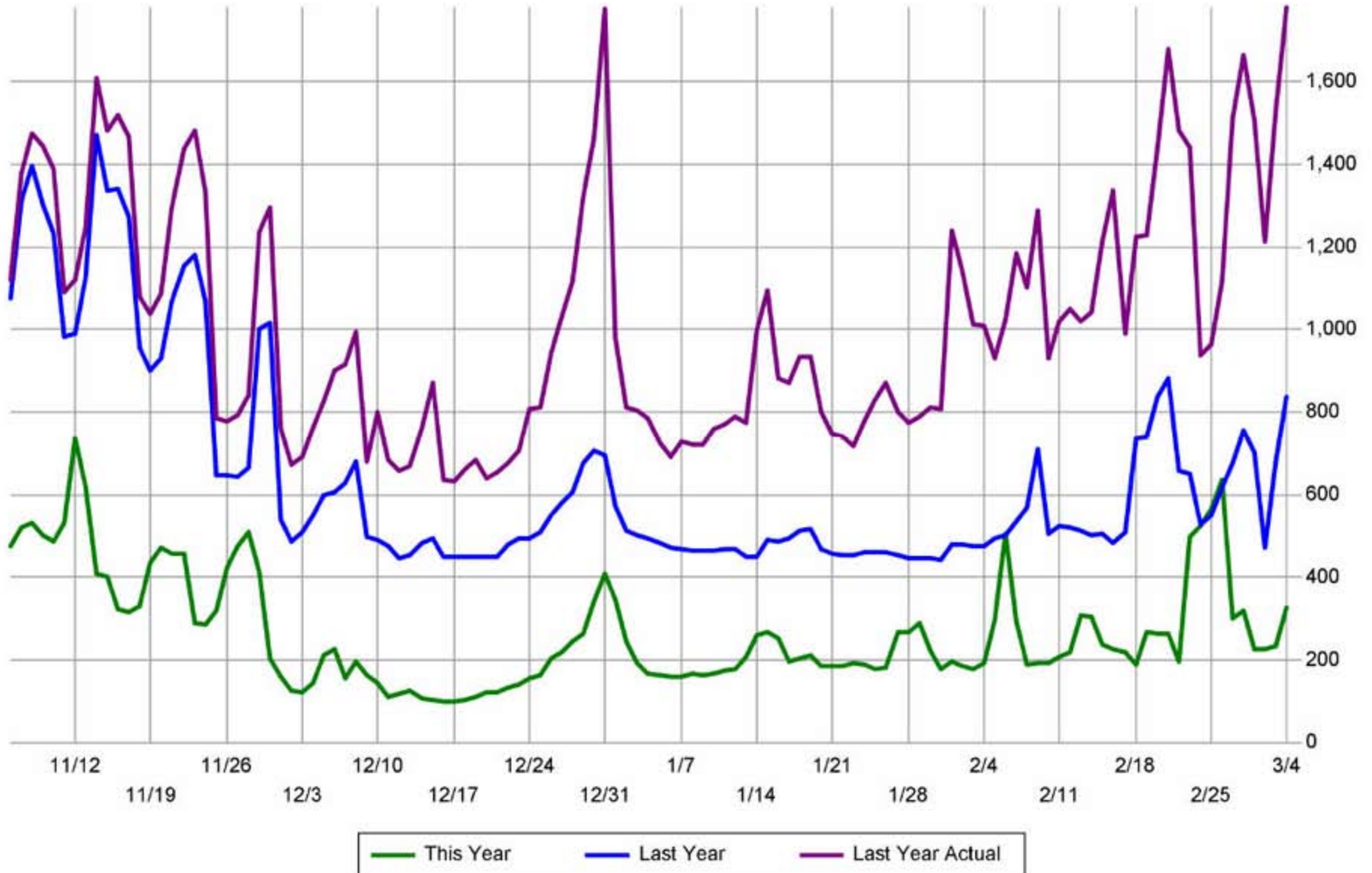
Executive Summary

October 2008

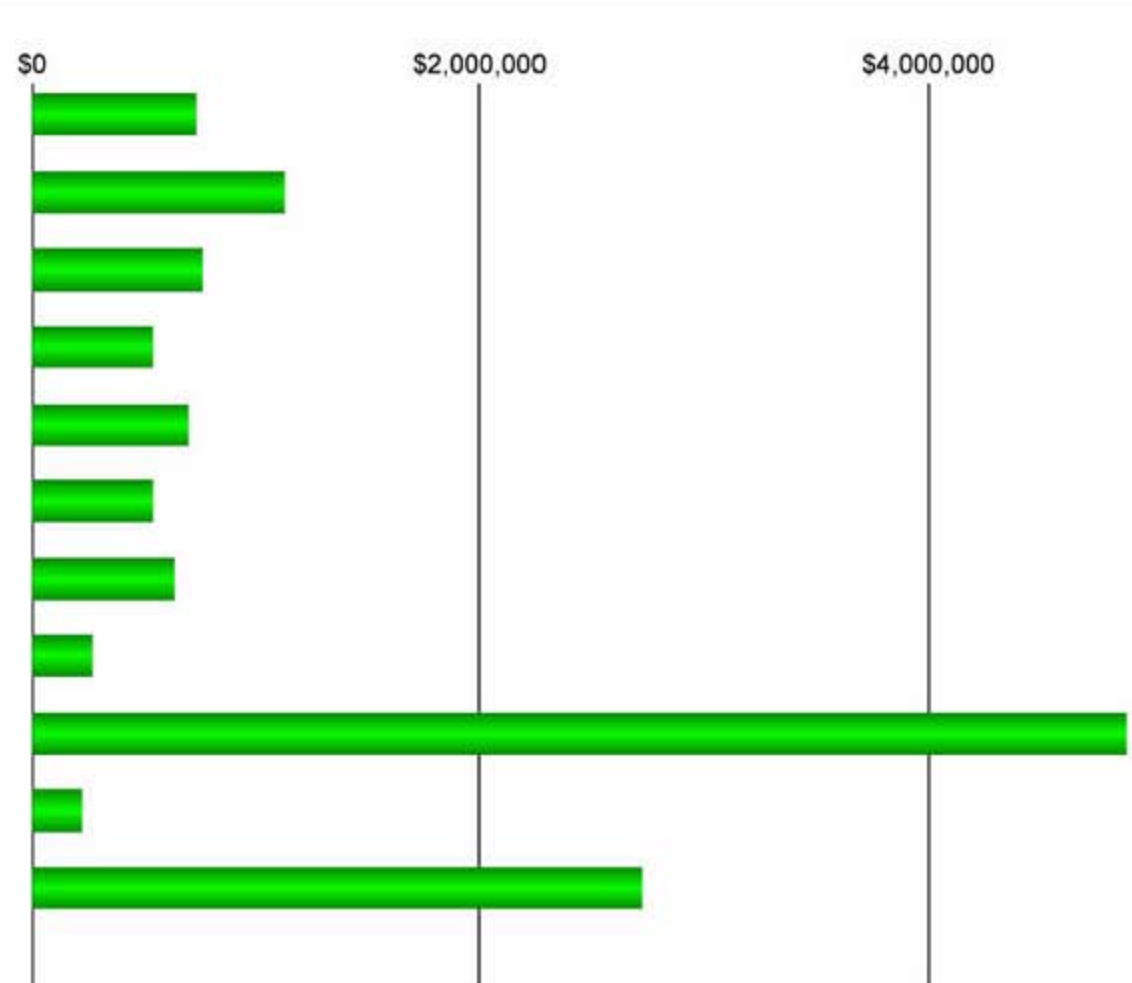
ABC Vacation Rentals

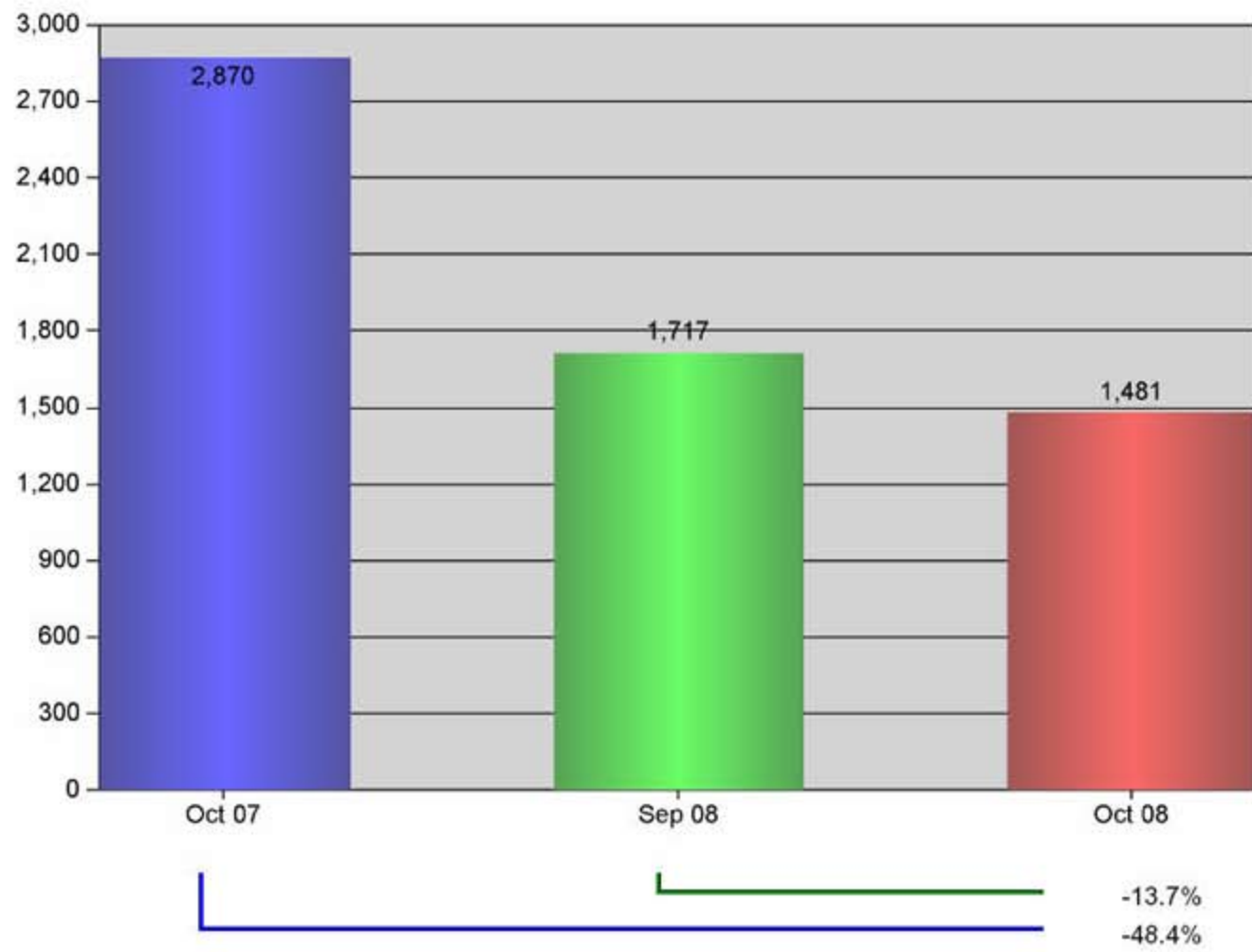
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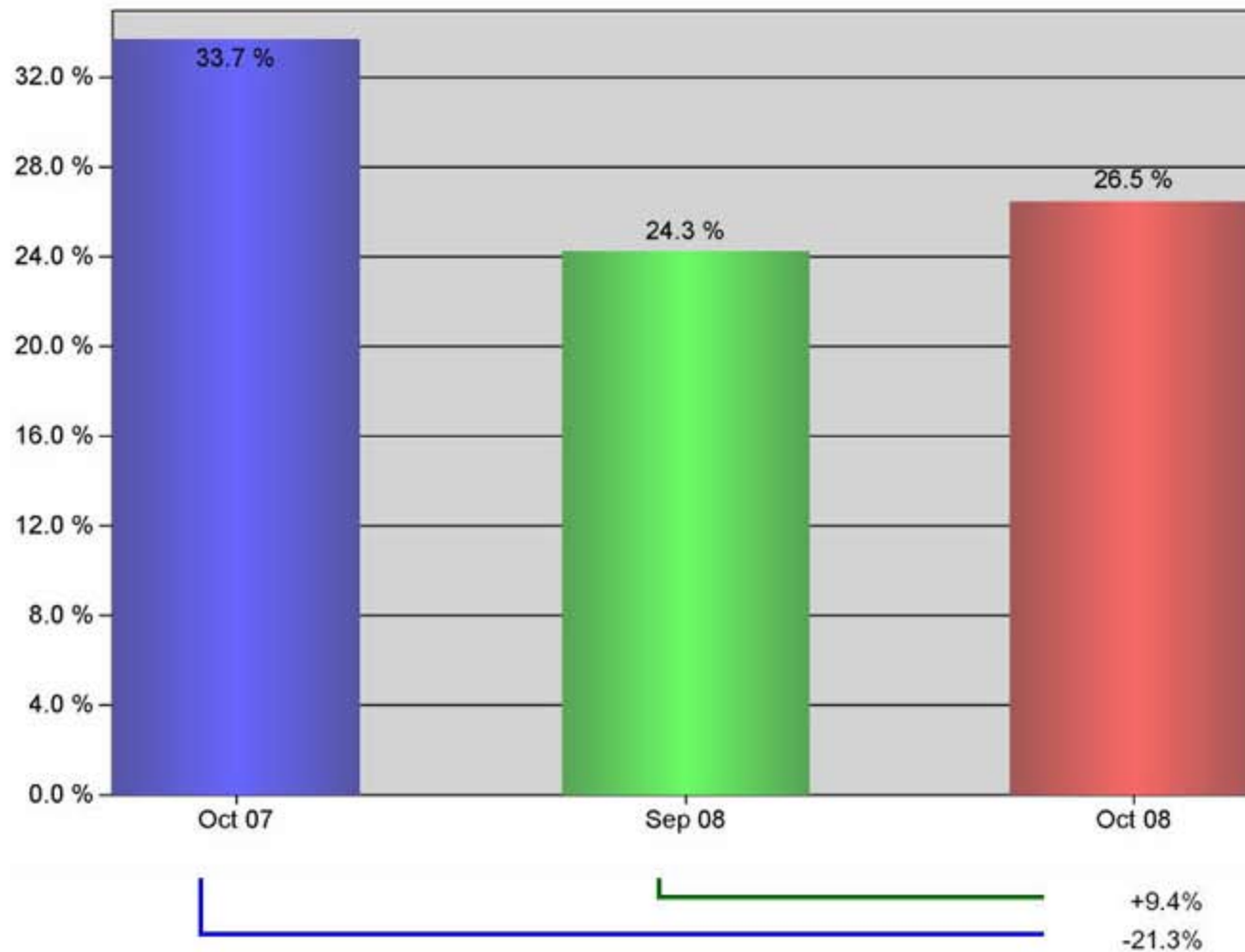
# Content	Description	Notes
1 Occupancy Pace	Shows occupancy for this year vs last year as of this date – looking ahead 120 days. Last year actual adds bookings received after this date.	(If blank, the interface to your software is not active. See you Client Advocate to activate)
2 Res Software Data Summary	Data imported from your reservation software, showing the number of bookings, revenue and average stay value. Bookings may include bookings with no revenue.	Rolling 12 months. Bookings include RezForce (If blank, the interface to your software is not active. See your Client Advocate to activate)
3 Call Volume	Total number of inbound calls you received.	Current month versus previous month and same month previous year. Does not include NAVIS leads.
4 Conversion Rate	The percentage of inbound Res Lead calls your reservation agents (without Navis) converted to bookings	Current month versus previous month and same month previous year
5 Abandoned Calls	The percentage of inbound calls that dropped off (after being presented to your Res. staff)	Current month versus previous month and same month previous year (Tracked as of October 1 2008)
6 Call Scoring	The number of calls that were listened to and scored	Current month versus previous month and same month previous year; Goal is 150 (5 calls per day)
7 Benchmark Scoring	An overall measure of the extent to which you are using the various tools of the NAVIS system and adhering to the Best Practices.	Power User: 70% for two consecutive benchmarks Certified Power User: 80% for two consecutive benchmarks Expert Power User: 90% for two consecutive benchmarks (See your NAVIS C.A. for detailed report)
8 Marketing Campaigns	Shows which marketing campaigns are producing the most bookings (from Narrowcast ELM data)	Sorted by revenue Res Lead: A call that had the opportunity to be booked.
9 Agent Performance	Ranks your reservation agents by conversion rate of Res Lead calls	Res Lead: A call that had the opportunity to be booked.
10 Agent Charts	Shows which agents produced the most revenue per Res Lead call, and their conversion rate	
11 Email Leads	Shows the number of email leads (those with NAVIS tracking implemented) coming from third party sources	
12 Email Response Time	How long it takes for your company to follow up with a lead. Sum of these adds up to total leads from previous page.	The faster the response to a lead, the more likely the booking. No Response indicates leads that were not responded to.
13 NAVIS RezForce Recap	Revenue gained from NAVIS RezForce and potential revenue lost from leads not followed up	Revenue is from room stay only; Includes cancellations
14 Unresolved Leads	Decay rate of all calls, emails, chat and agent generated leads	Includes all leads, including RezForce leads and leads you created, from current and previous months. The older the lead, the less opportunity for revenue.
15 Abandoned Leads	All calls, emails, chat and agent generated leads that were not followed up by you	The results shown depend on how you have configured the Auto Complete status for leads. This represents lost revenue opportunities.

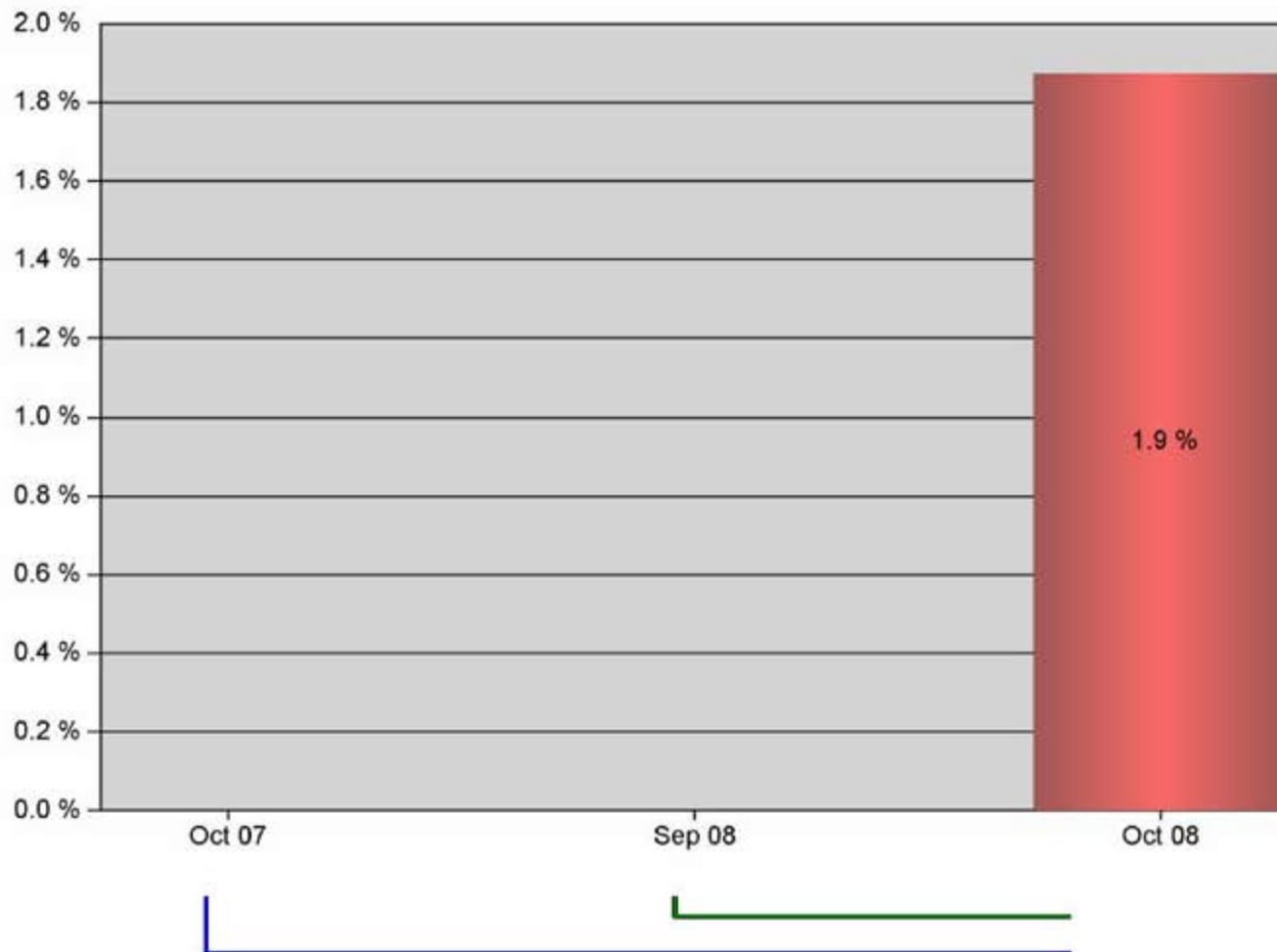


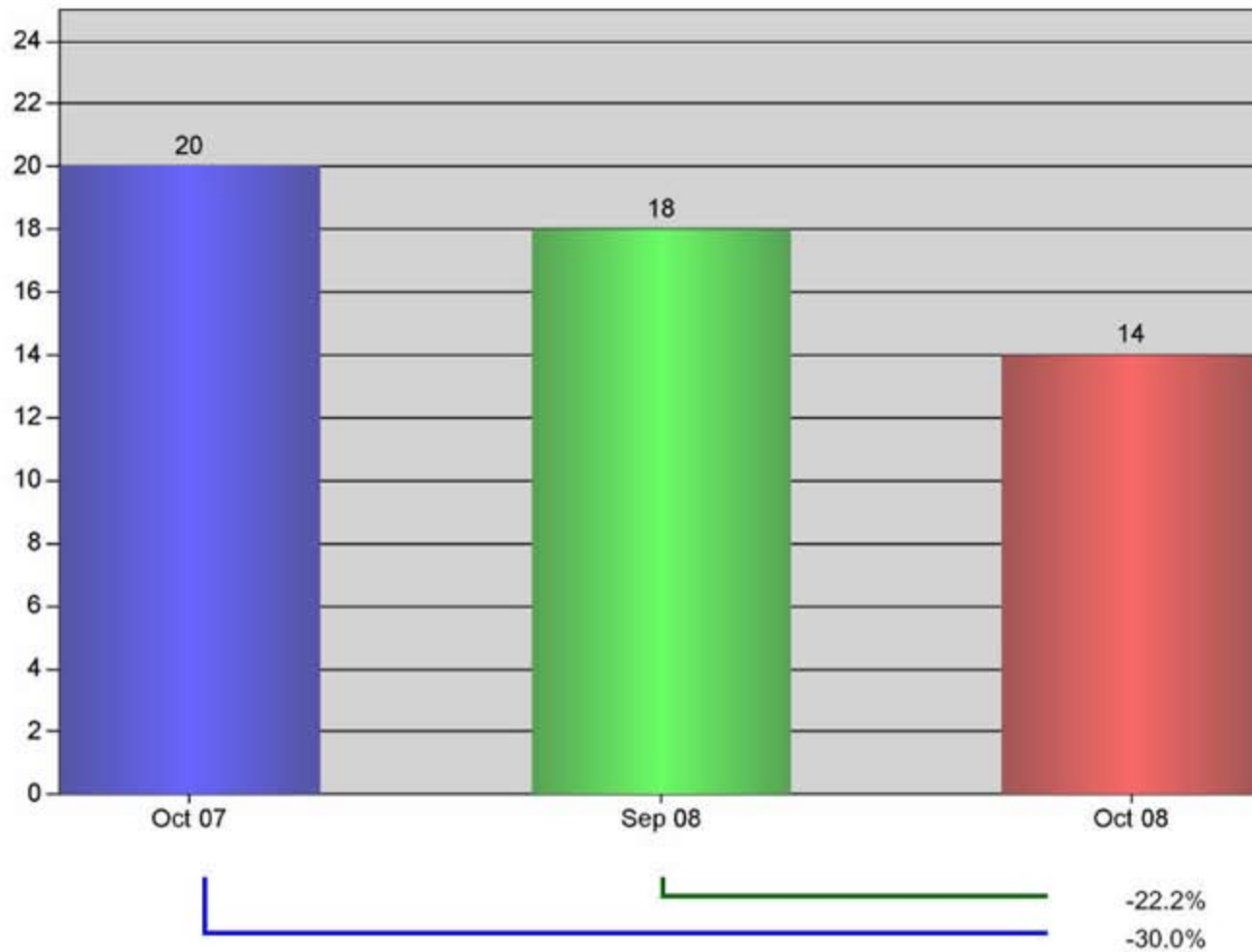
Month	Bookings	Revenue	Revenue / Booked
October 2008	597	\$732,167	\$1,226
September 2008	697	\$1,130,174	\$1,621
August 2008	508	\$765,474	\$1,507
July 2008	594	\$540,205	\$909
June 2008	721	\$703,525	\$976
May 2008	660	\$538,129	\$815
April 2008	718	\$640,438	\$892
March 2008	351	\$271,895	\$775
February 2008	4,759	\$4,890,588	\$1,028
January 2008	183	\$224,436	\$1,226
December 2007	1,596	\$2,722,120	\$1,706
November 2007			

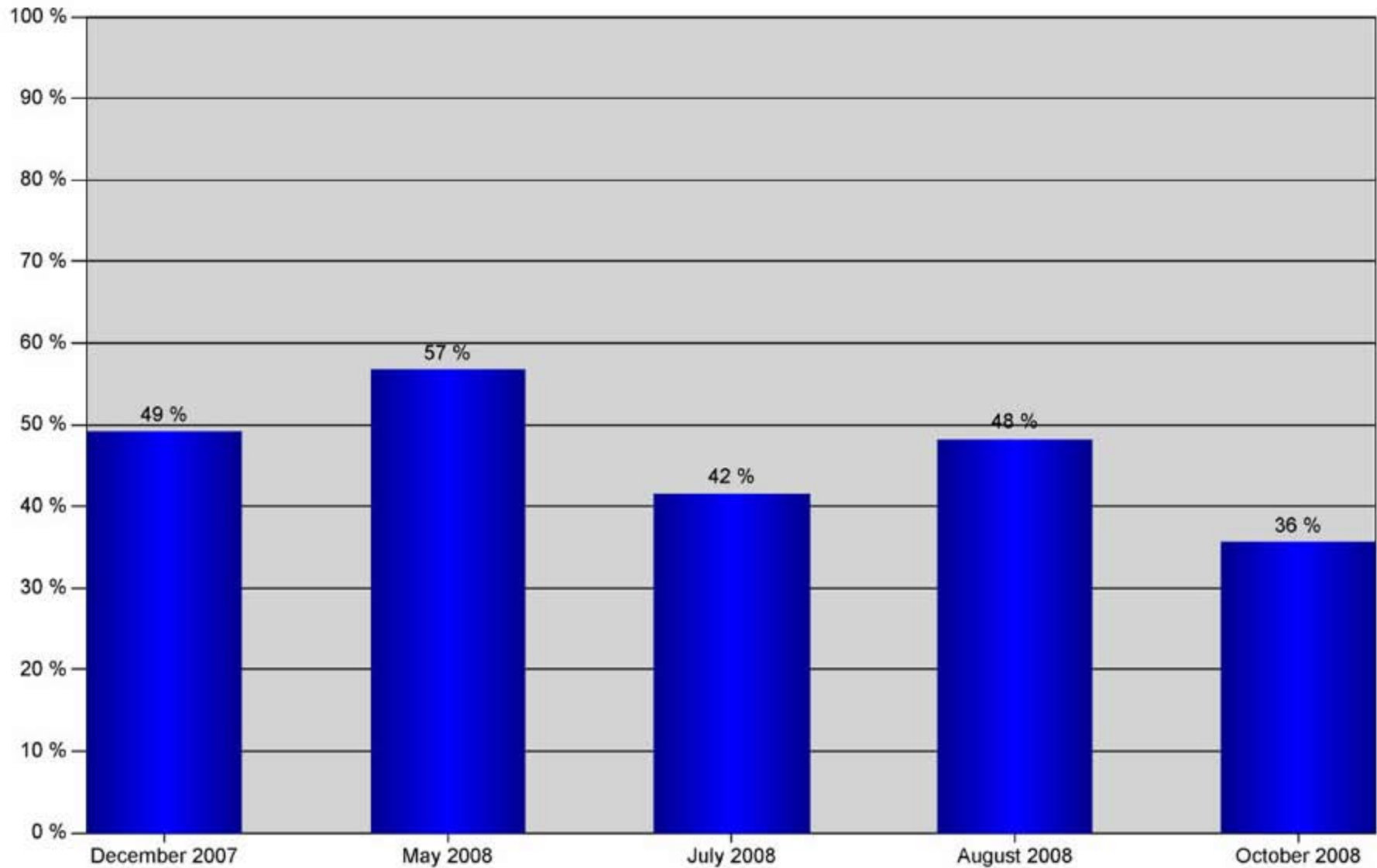




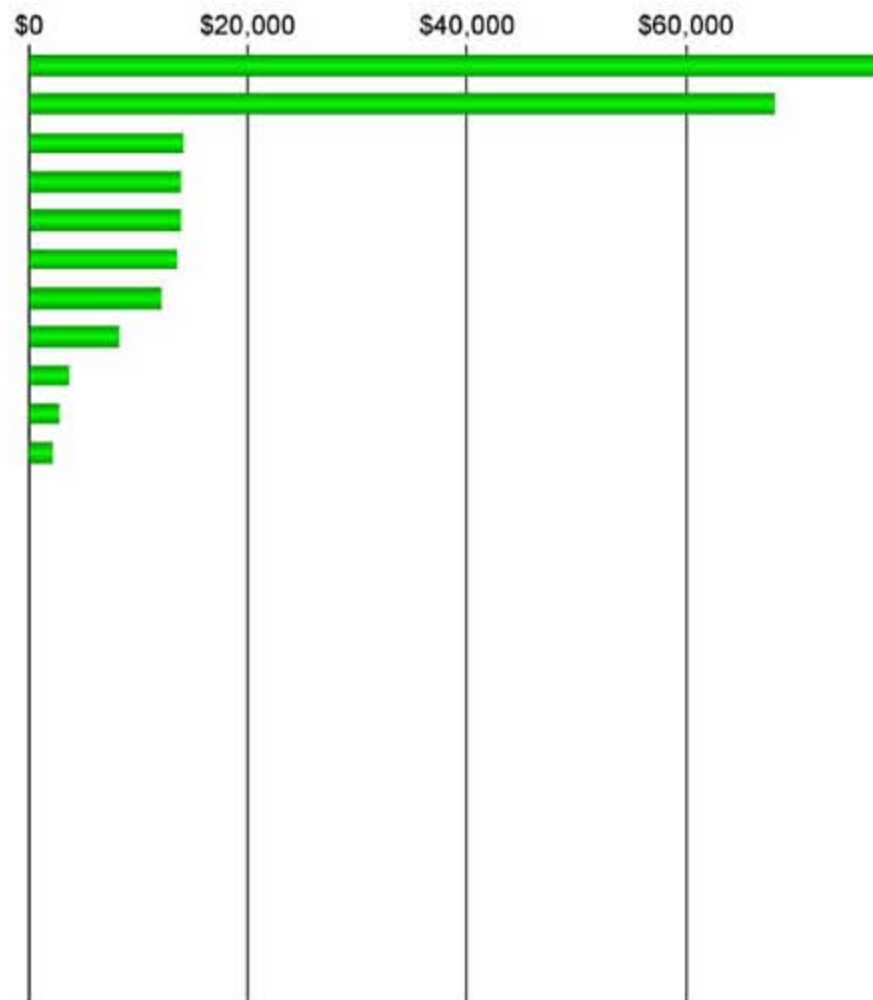








Campaign Name	Res Lead	Booked	Call Revenue	Total Revenue
INT-IHP:	93	26	\$70,398	\$78,550
GENERAL NUMBER	45	29	\$68,200	\$68,200
DBM-RVP: RSVIP Postcard	5	4	\$14,180	\$14,180
(No Campaign)	0	0	\$0	\$13,944
DIR-AEI: AEI Seminars	3	2	\$10,407	\$13,867
DBM-72H: 72 Hour "Price Free	4	2	\$13,532	\$13,532
Local Call transfer	25	7	\$10,550	\$12,179
INT-IHP: Booking Quotes from	9	4	\$8,328	\$8,328
GRP-RUL: Diane Seitter Group	0	0	\$0	\$3,634
INT-TPH: TripHomes Inquiry E	2	1	\$2,740	\$2,740
GRP-WDL: Conright Wedding	2	2	\$2,251	\$2,251
WH: Wholesaler Hotline	2	1	\$0	\$0
*O: Owner Hotline	0	0	\$0	\$0
WH-ASS:	0	0	\$0	\$0
CRS: Central Reservations, St	2	0	\$0	\$0
INT-CCI:	0	0	\$0	\$0
Group Sales 2008	1	1	\$0	\$0
Int-SNW	0	0	\$0	\$0
INT-GOO: Google Local Listing	2	0	\$0	\$0
DIR-LIT: Literary Sojourn Spon	0	0	\$0	\$0
DIR-BRO:	1	0	\$0	\$0
INT-PPC: Google AdWords/Pa	3	0	\$0	\$0
INT-P2T: NAVIS Push2Talk	1	0	\$0	\$0
GRP-BRO: Group Sales Broch	0	0	\$0	\$0
75 Other Campaigns	10	1	\$0	\$0
Totals	210	80	\$200,586	\$231,405



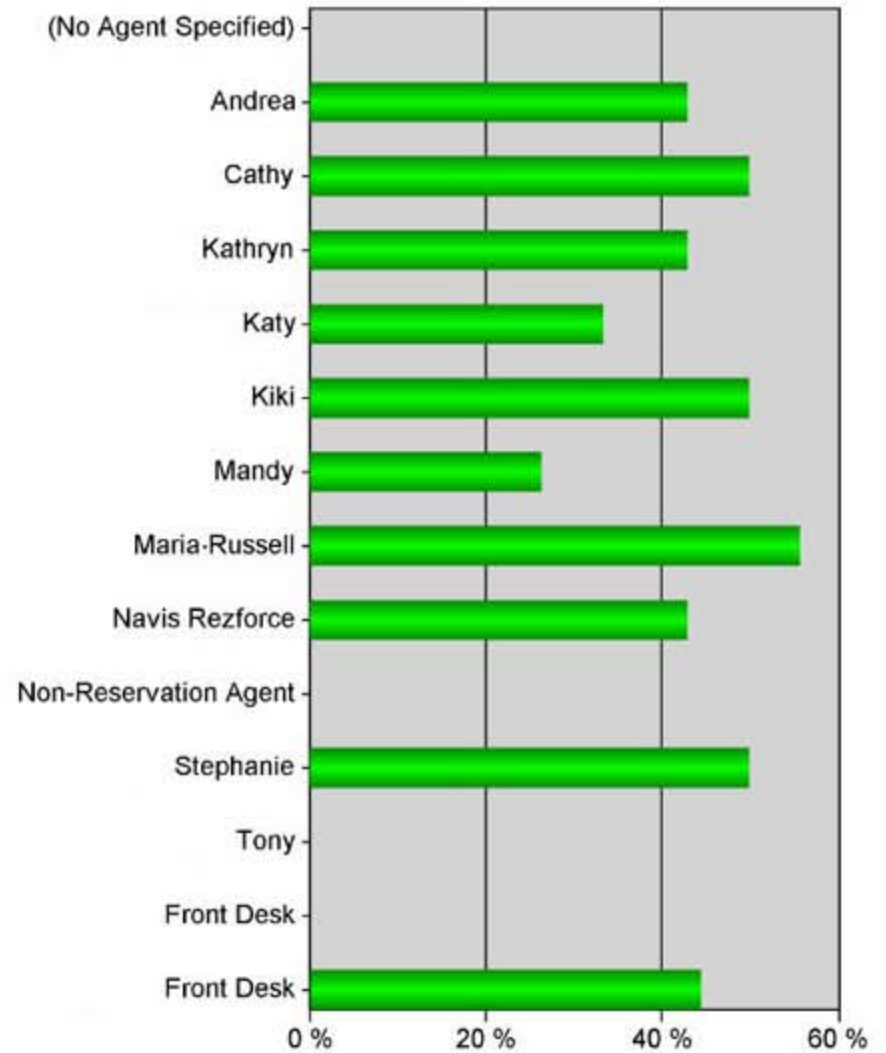
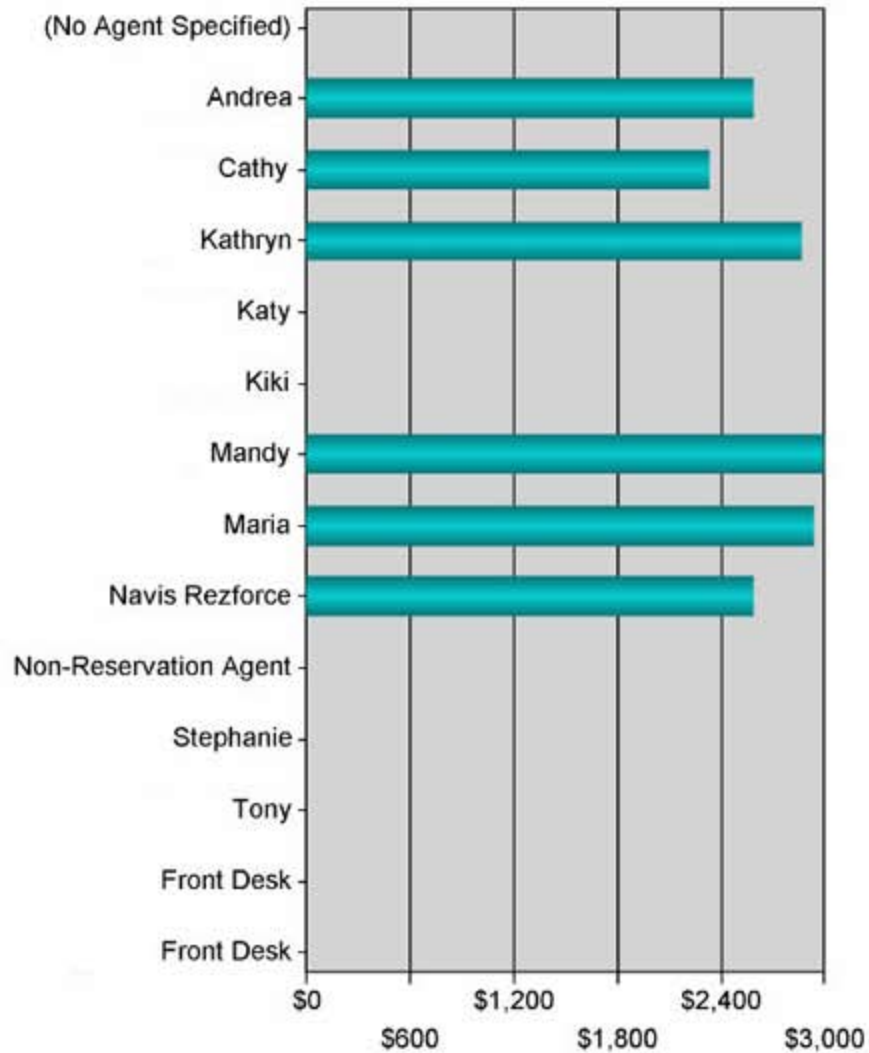


Agent Performance

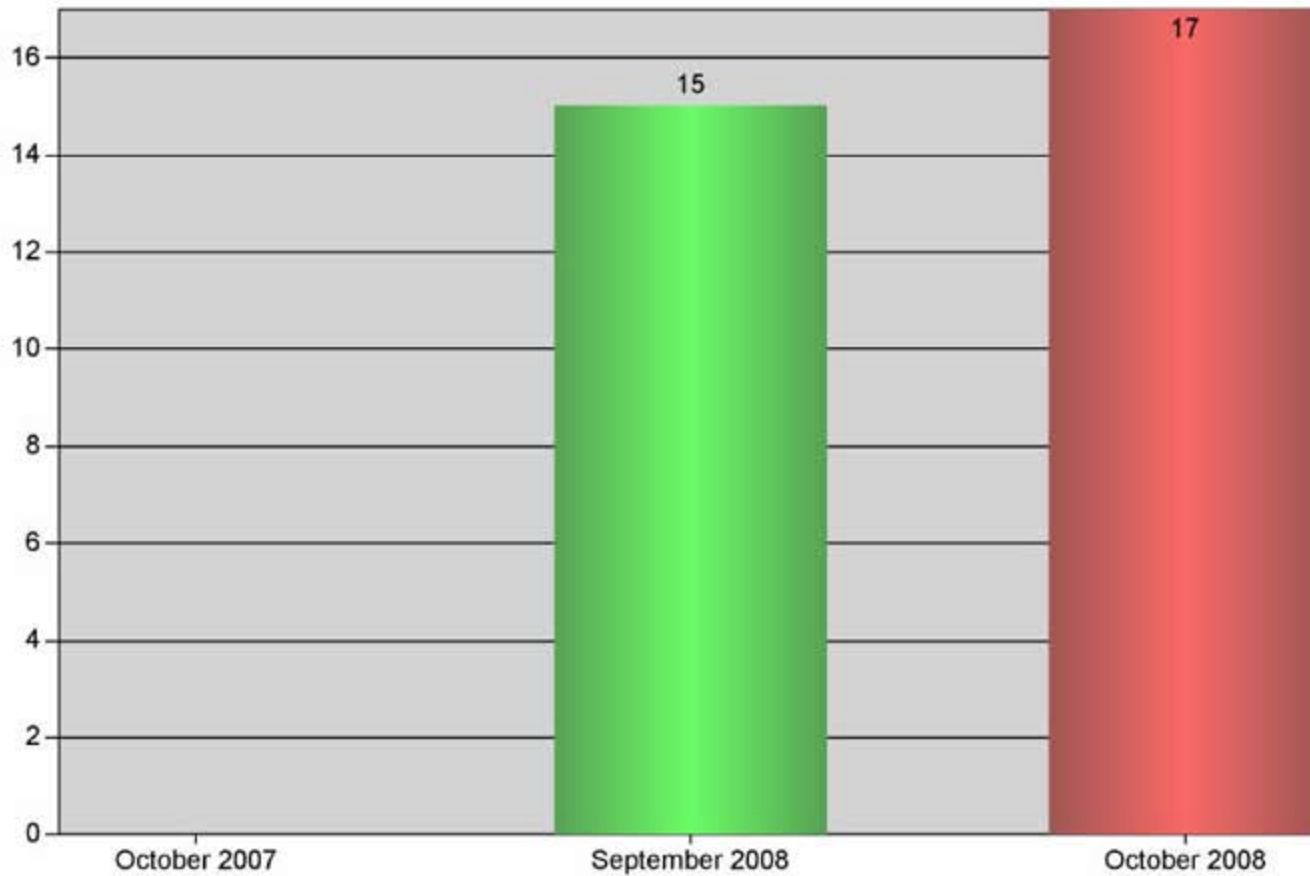
Agent	Answered	Res Lead	Booked	Conv. Rate	Revenue	Rev / Booked
Maria	42	9	5	55.6 %	\$14,678	\$2,936
Cathy	16	2	1	50.0 %	\$2,337	\$2,337
Kiki	39	6	3	50.0 %	\$0	\$0
Stephanie	14	2	1	50.0 %	\$0	\$0
Front Desk	38	9	4	44.4 %	\$0	\$0
Andrea	305	70	30	42.9 %	\$77,592	\$2,586
Kathryn	233	42	18	42.9 %	\$51,649	\$2,869
Katy	19	3	1	33.3 %	\$0	\$0
Mandy	429	65	17	26.2 %	\$50,813	\$2,989
Front Desk	15	2	0	0.0 %	\$0	
(No Agent Specified)	60	0	0		\$0	
Navis Rezforce	305	70	30	42.9 %	\$77,592	\$2,586
Non-Reservation Agent	174	0	0		\$3,517	
Tony	1	0	0		\$0	
Total	1,385	210	80	38.1 %	\$200,586	\$2,507

Rev / Booked

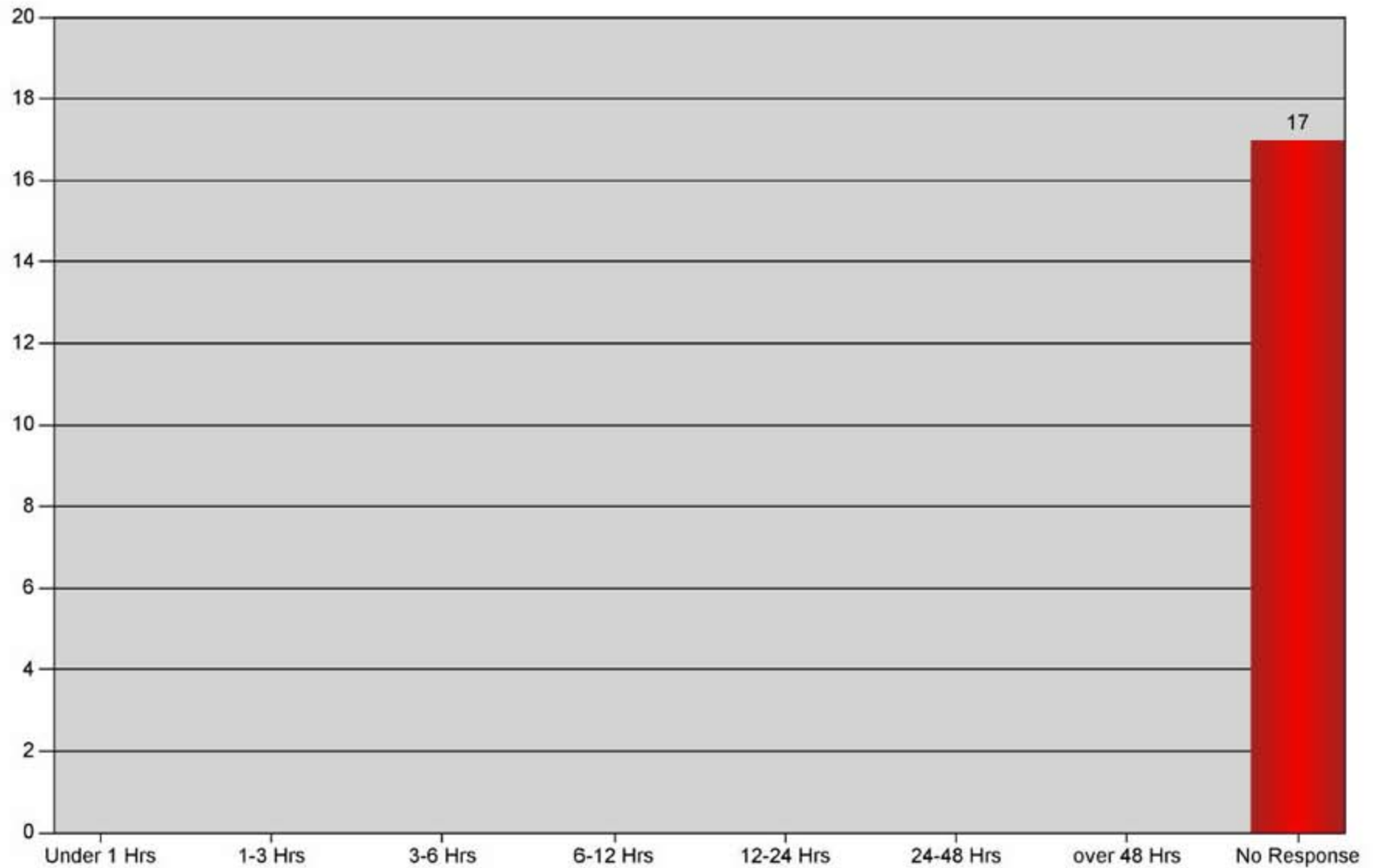
Conversion Rate



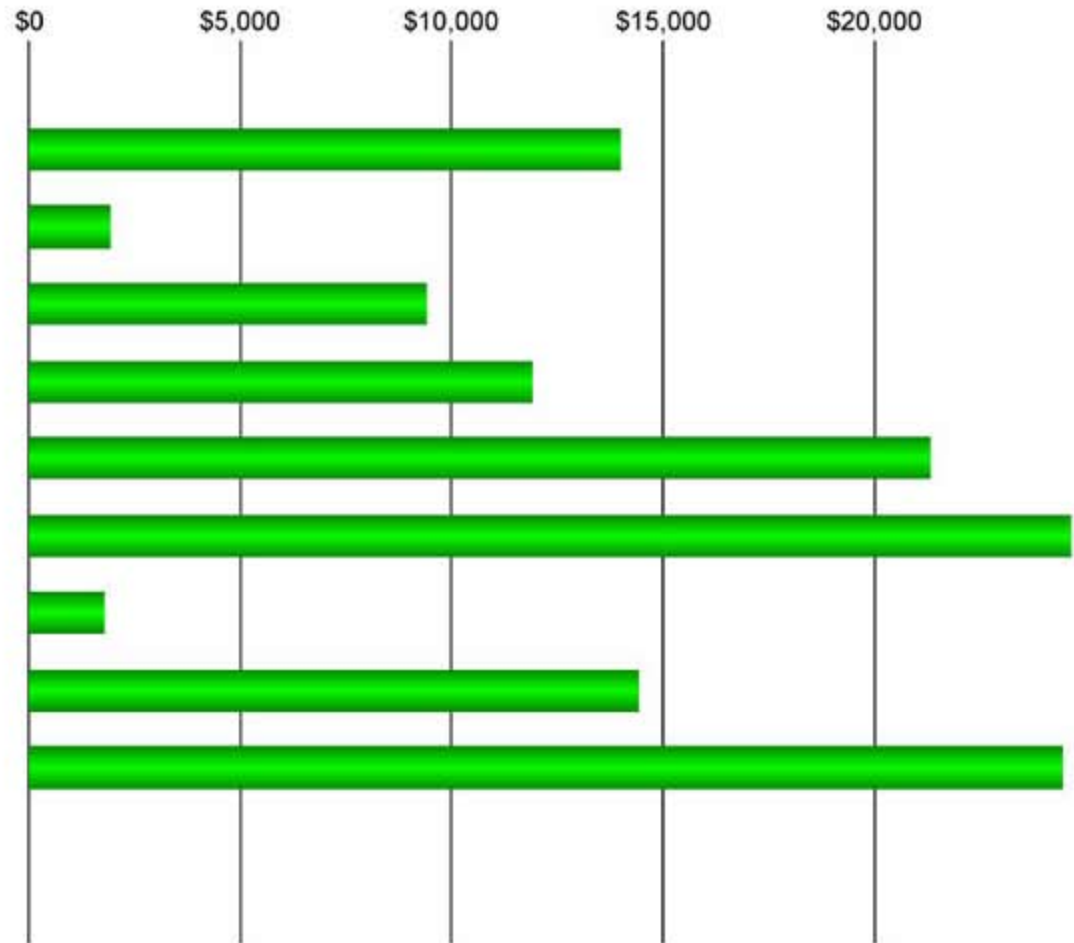
	October 2007	September 2008	October 2008
Leads	0	15	17
Conversion Rate		0.0 %	0.0 %
Average Response	0.0 Hrs	0.0 Hrs	0.0 Hrs
Revenue	\$0	\$0	\$0

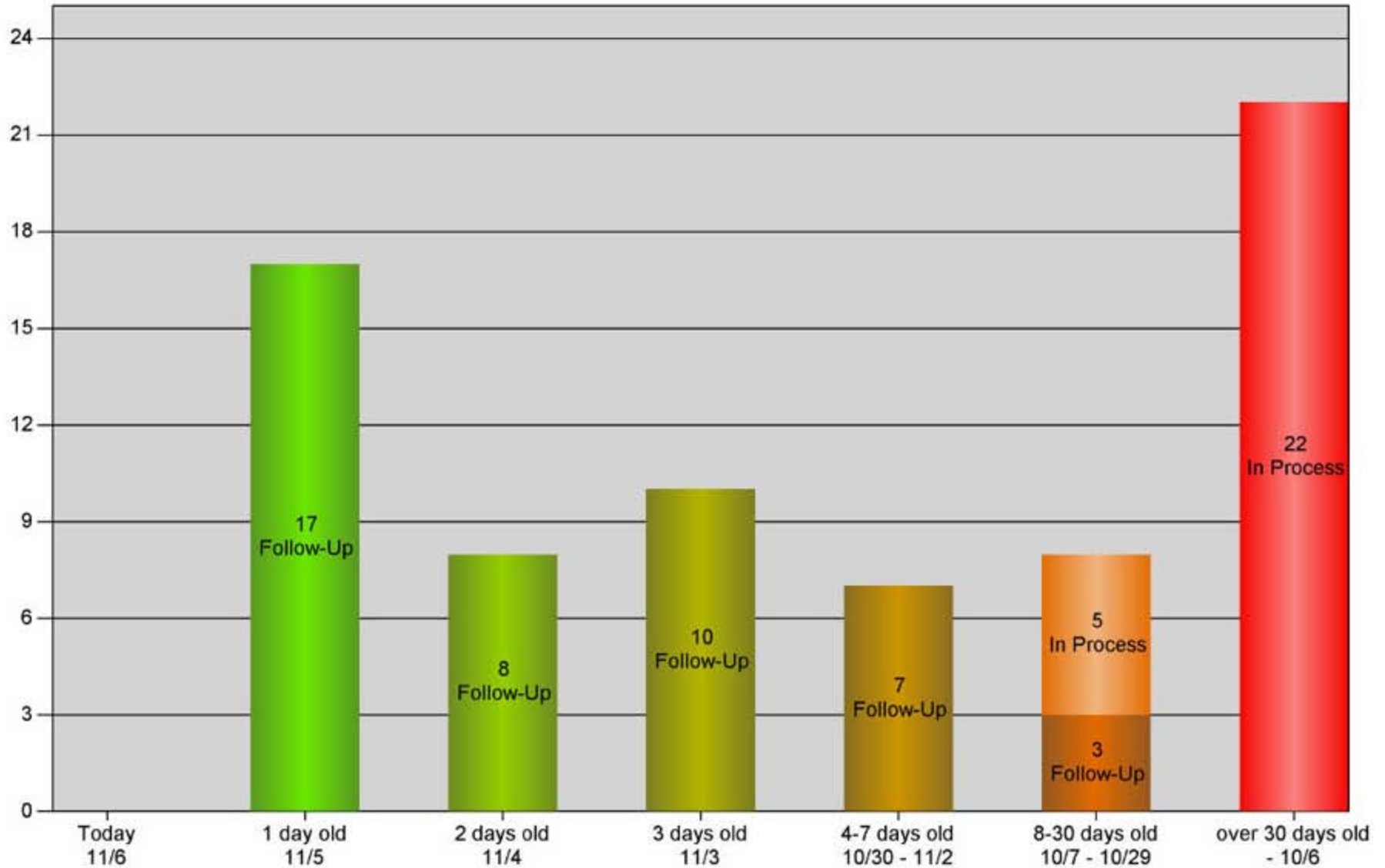


+13.3%



Month	Calls	Res Lead	Booked	Revenue
October 2008				
September 2008	81	23	8	\$13,970
August 2008	77	22	3	\$1,911
July 2008	118	31	10	\$9,441
June 2008	141	35	14	\$11,929
May 2008	149	45	19	\$21,364
April 2008	62	17	5	\$24,668
March 2008	141	16	3	\$1,782
February 2008	178	23	8	\$14,399
January 2008	150	19	9	\$24,457
December 2007				
November 2007	6	0	0	\$0





Auto-Complete set to ON: 7 Days

