

SMS|Host® Scheduled File Export with Medalia

Springer-Miller Systems' Scheduled File Export (SFE) provides a framework to support automated, schedulable, one-way exports of files in various formats from SMS|Host to complimentary hospitality systems.

Medallia is a cloud-based customer experience platform that provides, amongst other services, guest satisfaction surveys.

Functionality

Acting as a protective gateway to your system, the SFE facilitates rapid and reliable access to files that a property wants to share with vendors or other external entities. Utilizing a flexibly configured scheduler, files designated for transport, either by naming convention or specific location, will be automatically forwarded to a validated set of SFTP credentials at the destination. This transmission mechanism accommodates the CSV export of a report, the output of a utility that has been run in the PMS or a file manually placed in a location for external transport.

Scheduled File Export Benefits

By employing Springer-Miller's SFE, properties gain the following benefits:

- **Security:** increased through elimination of direct/uncontrolled external access to SMS|Host
- **Protection:** reliance on SFTP ensures that all files are transported in an encrypted format
- **Reliability:** consistent and dependable delivery of data
- **Automation:** fully autonomous transport processing
- **Frequency:** scheduling ensures files are sent as expected
- **Economy:** the SFE can support multiple vendor exports from a single installation
- **Performance Safeguard:** reliance on an official export protects against unintended performance degradation

Concept of Medalia

Medallia utilizes data from the SMS|Host Mailing List. The output file contains contact information for Guests that can be filtered with a high degree of granularity enabling properties to identify very specific target audiences. Guests can be selected based on account attributes, activity or the lack thereof. Reservations can be chosen within a date range for arrivals, departures, bookings or occupancy. Filters include multi-properties, room type categories, market segments, group, wholesalers, corporations, VIP codes, media types or sources. The exported text file can be formatted as Comma Delimited (CSV).

Exported Content for Medalia

Contents

- SMS Brief Name/Address Mailing List report (R-R-3-P-B)

Frequency

- The report should be run nightly following the End-of-Day for the prior date using the CSV output option. Built into a Report Batch, it can be added as a Task to the property's Automated Night Audit for maximum efficiency.

Location

- The Scheduled File Export interface resides on the Legacy Interface Server and the CSV files will be placed in \HOSTPLUS\EXPORT\MEDALIA\

Software and Hardware Requirements

The product is compatible with, and requires, the following:

- Current release of the SMS Product Suite
- Multi-interface Processor (see Exhibit A, Rev. 5.0, Section 3, page 8 for details)

For More Information

To learn more about **Springer-Miller Systems** and our integrations with our ^{SMS}Host Hospitality Management System, please contact your SMS Account/Sales Manager, visit our web site at www.springermiller.com, or call 802.253.7377.

To learn more about **Medalia** and their products and services, please visit <https://www.medalia.com/>.

Note: The SMS Installer will work with the client to set up the reports below.

Run Nightly Prior to the End-Of-Day

The reports should be added as a Batch Task to the Automated Night Audit routine to run prior to the end-of-day (ideal time is around 12am Central Time).

Brief Name/Address List (R-R-3-P-B)

- This report will include today's departures for Unifocus Surveys
- The description of the report should be the Unifocus Property Name Guest Data.
- Parameters:
 - **OUTPUT to (F)ile or (P)rinted report:** F
 - **(A)scii comma delimited, (S)tandard fixed width or (C)SV:** C
 - **Include phone type in exported file (Y)es (N)o:** N
 - **List guest with (R)eservations, (N)o reservations, or all (G)uests:** R
 - **Include only guest with (E)mail addresses, (N)o email or (A)ll:** A
 - **Print (P)rimary or (A)ll email addresses:** P
 - **SELECT for (A)rrival, (D)eparture, (B)ooking, or (S)tay dates:** D
 - **Enter Begin Date:** Today
 - **Enter End Date:** Today
 - **Enter property code for report, blank for all:** At property discretion
 - **INCLUDE reservation levels:** O
 - **Select a Source code or blank for all:** blank for all
 - **Select a Season or blank for all:** blank for all
 - **INCLUDE guests flagged for Incorrect Address (Y)es (N)o:** Y
 - **INCLUDE guests flagged for Incorrect Email (Y)es (N)o:** Y
 - **INCLUDE guests flagged for No Mail (Y)es (N)o:** N
 - **INCLUDE guests flagged for No Email (Y)es (N)o:** N
 - **INCLUDE guests flagged for Do Not Call (Y)es (N)o:** N
 - **INCLUDE guests flagged for Do Not Sell Info (Y)es (N)o:** N
 - **INCLUDE only Active (G)uests, (B)lacklisted Guests, or (A)ll Guests:** G
 - **SORT by (N)ame, (Z)ip code, (S)ource, or (A)dded date:** N
 - **Export file to:** \HOSTPLUS\EXPORT\UNIFOCUS\