

RTM by GIATA

Q & A

August 2020

Q. What does the product/tool do?

A. Allows like-for-like comparisons of inconsistently named room types, across multiple suppliers, by grouping similar room types together under a standardised naming convention

Q. What are the benefits to my business?

A. Provides clarity to your customer on what room types are available, identifying the best available price for each room type. This creates upsell opportunities, improves conversion and the end-user experience

Q. How does the Product work?

A. The product does not use a traditional data mapping solution – there is no database per se, and the solution is supplier independent meaning that it works for all your suppliers without the need for any mapping or data set up. The product uses an algorithmic approach utilising a data dictionary of commonly used terms, creating a standardised Group Name for common room types along with key attributes that define the room

Q. Why an Algorithmic approach?

A. Supplier Room Type names are constantly changing and are often used as a way of promoting special offers, including booking conditions such as non-refundable, or gaining a marketing advantage by changing the name. It is a highly dynamic environment with new or amended room types added on a daily basis.

This represents an almost impossible logistical challenge to manage in a timely manner, using more conventional data mapping techniques. Hence the Algorithmic approach, which enables Clients to successfully de-dupe the supplier room types dynamically. GIATA analyses the data from millions of availability responses and continually evolves the product. Embedded in the Algorithmic approach is the ability to learn and adapt from these responses so that every Client benefits from the GIATA network effect of their 21,000 customers

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Q. What are the different options available?

A. The two options available are “Base” and “Plus”. The Base product provides Groupings and a suggested Group Name only. The Plus product also includes the Primary Attributes (room characteristics) e.g. room class (superior, etc.); view; number of bedrooms, which can be used as required throughout the booking journey e.g. filters to improve the search capabilities and user experience. The Plus product also includes a “Confidence Factor” indicating how well each supplier room type is matched to the standardised Group Name

Q. Do I have flexibility in the Groupings / Names?

A. Depending on client feedback, the Product roadmap will include a feature to adjust the profile to match your business model, allowing you to define how room types are grouped together

Q. Where in my application does it sit?

A. The product is intended to kick-in at the point where the availability responses have been received from your suppliers and will enable you to show your customers a summary of available offers in an optimised and standardised format. The remainder of the booking journey is largely as per your current process e.g. you will still confirm the booking to the supplier using their original room type code

Q. What is the benefit of receiving the Attributes?

A. These can be used to create bespoke search options tailored to your customers’ needs e.g. filters for accessibility; or for rooms with specific features e.g. Ocean View or Junior Suite

Q. How do I consume it?

A. There are two basic methods of consumption:

i. Direct API call at point of sale

ii. Offline cache environment where the same API is used in background mode (to ensure the cache is continually refreshed)

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Q. Can I have the product installed directly in to my own environment?

A. Not currently however there is an installable library solution available, which can be discussed depending on your individual requirements. This would include both the Algorithm and Data Dictionary

Q. How often do I need to refresh the data?

A. The API is continually refreshed. For an offline cache solution, our technical team will advise you how best to manage this in accordance with your business model e.g. more regular updates for your most booked hotels/destinations. Also incremental updates will be available to maximise operational efficiency

Q. What input data is required?

A. The key element is the supplier room type name plus a Property identifier. The cached version will also require a room type ID. Finally, the supplier name is useful, but not mandatory

Q. Is any mapping required?

A. No.

Q. What changes to my application are required to maximise the benefits?

A. The key is to improve the user experience both in terms of searching (e.g. Accessible rooms can now be pre-selected) and displaying the best available offers, including highlighting upsell opportunities e.g. by identifying higher class rooms which offer better value for money.

Q. What support is available for the integration process?

A. The product includes an integration fee which covers a full consultation from our experts on how best to integrate the product into your current applications in order to maximise the benefits

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Q. How will the product function in a cached environment?

A. Detailed guidelines are available on request, however the product has been designed to provide the flexibility for you to create a cache which works best in your operational environment. Our experts are available to guide you on how best to design the cache in order to maximise operational efficiencies and minimise risk.

Q. What is the “Confidence Factor”?

A. This is an indication of the confidence that the supplier room types within each room type Grouping are correct.

Q. What are “Leftovers”?

A. These are words or phrases that have not been found in the GIATA data dictionary. These are immediately sent to a manual review process and are incorporated swiftly into the dictionary to ensure they are available for future searches within a few working days

Q. What do I do if I discover an incorrect Grouping/Naming?

A. Please email us immediately at support@roommapping.com including as much detail as possible. These emails are manually reviewed as part of an on-going weekly process

Q. Does the product support other languages?

A. Initially the product provides responses in English only, however because GIATA is a multilingual specialist, subject to demand the product can be swiftly expanded to support other languages. Please note that the dictionary already includes commonly used foreign language input terms e.g. Apartamentos for Apartment

Q. Are there any limits to the number of searches I can perform?

A. No limitations, but for high transaction environments, we will recommend the cache-based solution

Q. What response times can I expect from the API?

A. The product is designed to interface with your search process with the absolute minimum impact, and the affect on your search response times will be almost imperceptible

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Q. Will the product work in a shared platform environment?

A. Yes the product has been designed to work in both single and shared platforms

Q. Are any additional supplier or third party permissions required?

A. No – we are only working with data that you are already authorised to access via your existing agreements with your suppliers

Q. How do I test the product?

A. The product will initially offer a free two month testing and implementation period, plus there is a tool available to give you access to the API so you can gain a better understanding of product functionality. The first licence fee will therefore be collected two months after the signature date of the Contract.

Q. Does it match to actual / official hotel room type names?

A. Not in phase one, but this is scheduled for future development and GIATA is already collecting thousands of official hotel room types directly from hotels via their [MyGiata product](#)

Q. Does it handle all property types?

A. Yes – it is designed to cover hotels, apartments, villas and all traditional forms of vacation rental properties. Please note however that Hostels are still a work in progress

Q. Is there any limitation on the number of suppliers?

A. No

Q. Do I need to be an existing GIATA customer to access this product?

A. Yes. All RTM customers must as a minimum have a Multicodes or TTIcodes licence

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Q. Can I use RTM for suppliers not yet mapped by GIATA?

A. Yes – any unrecognised terminology will be swiftly incorporated via the existing Leftovers process

Q. Is the service available 24/7?

A. Yes – subject to normal maintenance windows, which will be publicised in advance

Q. What happens if an error leads to a customer complaint?

A. We strongly recommend that the original supplier room name is clearly shown to the customer before the final booking confirmation to ensure that the customer has full clarity on what is being purchased. All Groupings and Group Names are constructed on the basis that we do not overpromise e.g. if we are not totally sure that a Room is Superior, then we will only offer it as a Standard Room. All genuine errors where possible will be corrected within 3 working days of being reported to the support email address.

Q. Is compensation payable in the event of booking losses caused by the Product?

A. No. The Product has been designed to be as risk free as possible, and the monthly licence cost has also intentionally been kept low to reflect this. GIATA will work closely with you during the integration phase and advise you on how to best minimise any risk.

Q. How are product updates communicated?

A. This will be displayed on the website and included in the weekly GIATA Newsletter