GoBook

For

Your Business!

1.   **Introduction**

If you answer yes to one or more of the following questions, then www.gobook.co.za is the answer for you! :-
- Do you want to offer your current and prospective clients the ability to make bookings for your services 24/7 from any web browser?
- Do you want to relieve your staff of the drudgery of taking bookings telephonically so that they are free to do more productive work?
- Do you want to eliminate those "no-shows" due to clients forgetting about their bookings?
- Do you want the ability for all clients that have made bookings via www.gobook.co.za and who are now affected by the sudden unavailability of staff (e.g. staff off sick) to be notified automatically?
- Do you have your own computer systems that you would potentially want to interface with www.gobook.co.za to, for example, facilitate validations of bookings made by clients for your services?
- Do you want a Web presence in order to promote your business? If you already have a Web presence, do you want an increased Web presence?

This document describes what www.gobook.co.za is and what it can do for your business.

2.   **About Us**

www.gobook.co.za is the creation of MN Software, a software house specialising in developing applications for the Microsoft .NET platform. We develop customised Windows-based or Web-based applications for our clients but also have our own software products that we develop and sell. Here are our contact details:-
Mobile/Cell number :-   (083) 4726436
Landline number :-   (021) 5524305
Email address: -   mark@mnsoftware.co.za

3.   **What is GoBook?**

In a nutshell, www.gobook.co.za is a portal where various companies, small businesses, organisations and individuals *("the providers")* can offer their clients, customers, members or subscribers *("the clients")* the ability to make online bookings for their facilities, services or events *("the services"),* 24 hours a day, 7 days a week, from any Web browser.

There are 2 registration options available:-
- *Provider* – These are providers of services who wish to subscribe to GoBook so that their current and prospective clients can use this website to make bookings for their services 24/7 from any web browser. There is a small fixed monthly fee and a cost for each booking made by their clients.
- *Client* - These are users of the services offered by providers who have subscribed to GoBook. Upon registration, they will be able to make bookings for these services. There are no costs involved in using this website as a client.

Since the site is used by multiple providers and clients alike, security is an important issue. Users of the site are given either client-level access or provider-level access. Provider A will obviously not be able to access provider B's data and visa versa. Similarly, client C will not be able to access client D's data and visa versa.

Please take the time to read through the rest of this document in order to find out what www.gobook.co.za can offer your business and your clients. Should you be interested in registering your business as a provider, there is further information about the costs involved, how to go about registering and what we will need to know about your business when you register.

4. **Glossary**

Here are definitions for some of the more frequently-used terms in the discussion that follows:-

- *GoBook* – refers to the www.gobook.co.za website.
- *Provider* – company, small business, organisation, individual, etc that has subscribed to GoBook in order to give their current or prospective clients the ability to make online bookings for their services.
- *Service* – service offered by one or more providers as part of their business.
- *Client* – users that have registered on GoBook in order to be able to make online bookings for services.
- *Service delivery method* – method that a provider uses to deliver its services to clients. Examples of service delivery methods are facilities (e.g sports clubs), tables (e.g. restaurants), practitioners (e.g. medical practices), hairdressers, consultants, etc.
- *GoBook Client software* – software that runs on a provider's server and which acts as the interface between the provider's computer system(s) and the GoBook website.
- *Confirmed booking* – refers to a booking that has been accepted OR rejected.

5. **What can the Website Offer Your Business?**

As a registered **provider,** you will be able to do the following:-

- Your business is automatically listed on the GoBook website page which shows all the providers that are currently registered with GoBook (http://www.gobook.co.za/publ/providers.aspx). This page is available to all users of the site, not just the registered users. When the user clicks on the "more info" button next to your business name, he/she can either be redirected to your own website (if you have one) or to a page promoting your business that you have explicitly set up within the GoBook site itself. Please see below for more details on how you can set up such a promotions page.

- If you have forgotten your login details, these details can either be SMS'ed or emailed to you.

- Update certain of your business's details such as:-
  - o Description of your business.
  - o The maximum number of bookings that any one client may make for your services in one calendar day.
  - o The maximum number of bookings that any one client may make for your services in a week.
  - o The maximum number of bookings that any one client may make for your services at one time.
  - o Whether you want to allow clients to be reminded about their bookings via SMS or email.

- Update the contact details for your business, i.e. email address, telephone and fax numbers and business address (including GPS coordinates).

- Change the password that you use when logging in to GoBook.

- Update details of the services that you offer and optionally remove a service from the list.

- Add and update details of the methods that you use to deliver your services to clients and optionally remove a service delivery method from the list. Examples of service delivery methods are facilities (e.g sports clubs), tables (e.g. restaurants), practitioners (e.g. medical practices), hairdressers, consultants, etc. You may also

make a service delivery method unavailable for a day, e.g. when one of your staff calls in sick – the system will automatically sms/email the clients affected by the unavailability advising them that their bookings have been cancelled.You also have the option of keeping contact details for your consultants and giving them access to the website.

- View and maintain schedules for the service(s) that your business offers:-
  - Schedules can be added, updated and removed.
  - Schedules are defined for a service for a particular service delivery method and are applicable from a particular date for a particular day of week or public holiday.
  - Schedules can be post-dated, i.e. they can be captured now but will only take effect sometime in the future.
  - Any schedule can contain zero or more booking time slots. A schedule with no time slots is a good way of indicating that that particular service and service delivery method is not available for a particular time period.
  - Booking time slots for the schedule can be added and updated, but can only be removed if there are no bookings for that time slot.
  - There is a "generate times" option which can be used to speed up the schedule capture process. Given a start and end time and duration of each booking time slot, a sequence of time slots will be automatically generated for you.
  - The schedule capture process can also be accelerated by using the "copy" option, which will automatically copy an existing schedule with all its booking time slots to a new schedule.
  - You may also export the complete schedule for all your services and service delivery methods for the current date to a comma-separated value (.csv) file for subsequent importation into a desktop application (like Microsoft Excel).

- View and maintain the list of clients utilising your services:-
  - New clients may be added at any time, but a client may only be removed if the client has given you permission to edit his/her details. By default, if you add a new client, you are automatically given permission to edit that client's details.
  - For an existing client, what you can view and update depends on the permission that the client has given you. By default, when a client, that you have not explicitly added yourself, makes a booking for your services or explicitly adds you as a provider, you are given view-only access to the client's details. If the client removes your view-only access, you will not be able to view his/her contact details and some of his/her personal details.
  - You can send any of your clients an SMS or email (provided, of course, that the client has a mobile/cell number or email address, respectively).
  - The details kept for a client are the following:-
    - Personal details (first and last names, gender and date of birth)
    - Contact details (email address, telephone and fax numbers and address, including GPS coordinates)
    - The maximum number of bookings that the client may make for your services in one calendar day (always edittable by you).
    - The maximum number of bookings that the client may make for your services in a week (always edittable by you).
    - The maximum number of bookings that the client may make for your services at one time (always edittable by you).
    - The client's booking notification options, i.e. whether he/she wants to receive sms and/or email confirmations of bookings.
    - The client's booking reminder options, i.e. whether he/she wants to receive sms and/or email reminders of bookings.
    - The number of hours before any booking for the client at which time the client will be reminded of the booking via SMS or email or both). This item is view-only.

- If GoBook has to interface with your computer systems to, for example, validate a booking, then typically your clients will have been defined on your system and will normally have a username and password for authentication purposes – the client details you can capture on GoBook make provision for storing this username and password.
- There is also an option for the client to specify that when he/she changes his personal and/or contact details on the GoBook site, these changes will be fed through to your computer systems. This option requires the GoBook Client software.
  - You may also export all your clients' details to a comma-separated value (.csv) file for subsequent importation into a desktop application (like Microsoft Excel).

- If you have a back-end computer system that will be interfacing with the GoBook website and you use user/login names and PINs/passwords to authenticate your clients in your back-end system, you have the option to import these details so that they are stored on the GoBook website. This helps to ensure that only your clients can make bookings for your services. These details may also be edited and removed on the website and new login details may also be captured.

- If you want your clients to enter additional information when they make a booking for your services, you may add these custom fields and indicate whether they are mandatory, what the expected type of data is and what the default/maximum/minimum/permissible values are that your client must enter for these fields.

- Make a booking or bookings for your services on behalf of your clients. You may make as many bookings at one time or in one calendar day/week for a client, since the limits that are in effect when a client makes a booking do not apply when a provider makes a booking. Bookings are classified as either single or multiple (aka block booking) depending on whether one or more than one booking time slots, respectively, were selected when the booking was made. You may also make what are termed "anonymous" bookings – these are not allocated to any of your clients, but the selected booking time slot(s) is/are reserved.

- View and maintain the list of bookings that have been made for your services:-
  - You may filter the list based on client name, booking status, booking period or any combination thereof. The filter settings also apply when you export the booking list to a comma-separated value (.csv) file for subsequent importation into a desktop application (like Microsoft Excel).
  - Bookings selected from the list may be accepted or rejected depending on their current status and the options chosen when your provider profile was set up (see What do We Need to Know About Your Business for more information on provider profiles). If the booking was a "multiple" booking (see above), then you also have the option to accept or reject all the bookings that were part of the multiple booking.
  - The only change you can make to the details for an existing booking is to edit the provider notes field.
  - You also have the option to send the client that made the booking an SMS or email (provided, of course, that the client has a mobile/cell number or email address, respectively).

- View the list of financial transactions for your account with GoBook:-
  - Examples of such transactions are monthly service fees, booking fees, etc (see How Much will It Cost Your Business below).
  - You are able to see all the details for a selected financial transaction. Also, if the transaction related to a booking, you are able to click on a "booking details" button which will open a new browser window where you can view the details of the booking in question.

- o You may also export all your financial transactions to a comma-separated value (.csv) file for subsequent importation into a desktop application (like Microsoft Excel).

- Use the following options to promote your business using the GoBook site or to customise the site for your clients:-
  - o The page promoting your business can either be a link to your own website or a page that you design using the rich-text facility on the "My Customisations" web page. You also have the option to upload images to the GoBook site which can then be used in your promotions page. When anyone browsing the GoBook site clicks on the "more info" button next to your business name on the Service Providers page, a new browser window will open and they will then either be redirected to your own website or to the promotions page that you have created as described above.
  - o If you have your own website and you have added links to the GoBook site on one or more of your web pages and these links have the required information in the URL passed to GoBook, it is possible to customise the header, footer and side navigation areas of a typical GoBook web page so that their content is replaced by the content that you specify using the options on the "My Customisations" page. In this way, it is possible to present a client browsing your website with a similar look-and-feel when he/she hits the GoBook site. You design the replacement content using the rich-text facility and again you have the option to upload images which can be inserted as part of this content.
  - o The promotions page and replacement header, footer and side navigation content can be previewed so that any necessary corrections can be made before the content is made live.

- If you have the GoBook Client Software installed on one of your servers, there is an option in the software called Remote Backup. This option enables you to select one or more local files/folders, which, at a specified time of day, will be zipped into a single file and then this file will be uploaded to the GoBook site and stored there. This option is very handy to make remote backups of key files/folders which can then be downloaded and restored using the "My Backups" web page in the event of, for example, your server being damaged or stolen.

6.   **What can the Website Offer Your Clients?**

All users browsing the GoBook site have access to the website page which shows all the providers that are currently registered with GoBook (http://www.gobook.co.za/publ/providers.aspx). When the user clicks on the "more info" button next to your business name, he/she will be able to see the page promoting your business as explained above. In addition, should a current or prospective client register as a user of the GoBook site, he will be able to do the following:-

- If he has forgotten his login details, these details can be either SMS'ed or emailed to him.

- Update certain of his details such as:-
  - o Personal details (first and last names, gender and date of birth).
  - o Contact details (email address, telephone and fax numbers and address, including GPS coordinates).
  - o Booking notification options, i.e. whether he wants to receive sms and/or email confirmations and reminders of bookings.
  - o The number of hours before any booking he makes at which time he will be reminded of his booking via SMS or email or both.

- Change the password that he uses when logging in to GoBook.

- View and maintain the list of providers that he has used in the past or potentially will be using in the future:-
  - Providers may be added to or removed from his list of providers at any time.
  - The details kept for a provider are the following:-
    - An indication of whether the provider can view his details or not.
    - An indication of whether the provider can edit his details or not.
    - The number of hours before any booking with the provider at which time he will be reminded of the booking via SMS or email or both.
    - If GoBook has to interface with the provider's computer systems to, for example, validate a booking, he can store his username and password here to facilitate authentication on the provider's system.
    - He can also specify that when he changes his personal and/or contact details on the GoBook site, these changes will be fed through to the provider's computer system (GoBook Client software required for this option).

- Make a booking or bookings for services offered by providers. He may only make as many bookings at one time or in one calendar day/week as allowed by the selected provider. Bookings are classified as either single or multiple (aka block booking) depending on whether one or more than one booking time slots, respectively, were selected when the booking was made.

- View and maintain the list of bookings that he has made:-
  - He may filter the list based on provider name, booking status, booking period or any combination thereof. The filter settings also apply when he exports the booking list to a comma-separated value (.csv) file for subsequent importation into a desktop application (like Microsoft Excel).
  - Bookings selected from the list may be cancelled depending on their current status. If the booking was a "multiple" booking (see above), then he also has the option to cancel all the bookings that were part of the multiple booking.
  - The only change he can make to the details for an existing booking is to edit the client notes field.

- View the list of balances for his accounts with his providers (GoBook Client software required for this option). If the provider has also uploaded financial transactions for an account, he will be able to view the list of transactions and the details for a selected transaction.

7. How Much will it Cost Your Business?

The costs to a provider of using the website are:-

- Monthly service fee of R50 per month (VAT included). This is to cover costs such as website hosting, ongoing software maintenance and enhancements, etc. This fee is waived for the first 30 days following activation of your business as a provider on the site, so that you can evaluate the site and decide whether you wish to become a permanent provider on the site.
- Booking fee of R1 for every accepted booking (VAT included).
- Booking fee of 50c for every rejected booking (VAT included).
- Reminder fee of 50c for every booking reminder sent via SMS. Reminders sent via email are free.
- Cancellation fee of 50c for every SMS that needs to be sent to your clients when you are unable to honour their bookings due to, for example, the unavailability of your consultants, facilities, etc. Any cancellation advices sent via email are free.
- Fee of 50c for every ad-hoc SMS message sent by you to your clients using the functionality provided on the website. Ad-hoc messages sent via email are free.

Should you require that the website interface directly to your back-end systems and/or databases, this will be an additional once-off cost to you to cover our costs in developing and testing the interface. The cost involved will obviously depend on the complexity of the interface, etc. Essentially, we will customise the GoBook Client software (mentioned above) so that it can talk to your system(s).

8. How Do You Register Your Business?

Go to www.gobook.co.za, click on the Register link and then on the Register as Provider link or just click on the following link http://www.gobook.co.za/publ/provider_register.aspx. Fill in the form and click on the Register button – obviously the more information you can provide up-front, the less queries we will need to make before we activate your business as a provider on the site.

9. What do We Need to Know About Your Business?

We have identified the following different profiles for businesses using or planning to use GoBook:-

- **Immediate Confirmation** – bookings made by clients for the business's services via GoBook are accepted or rejected immediately after the client makes the booking. This profile is ideal for businesses that will use GoBook exclusively for capturing their bookings and where no manual intervention is required before a booking is confirmed.
- **Delayed Confirmation** - bookings made by clients for the business's services via GoBook are not immediately accepted or rejected. Confirmation of the booking must be made by the provider logging in to the GoBook site and accepting or rejecting each booking individually. This profile is ideal for businesses that use GoBook in conjunction with other methods for capturing bookings, e.g. traditional paper-based booking system. In this scenario, it is important to ensure that there are no clashes in the bookings captured in the different ways.
- **Back-end Confirmation** – bookings made by clients for the business's services via GoBook are not immediately accepted or rejected. Confirmation of the booking is done via communication between the GoBook site and the provider's own computer systems/databases. Such communication is typically implemented using special GoBook Client software which runs on the provider's server and acts as the interface between the provider's system and the GoBook site. Whether the booking is accepted or rejected is determined by the business rules as implemented by the provider's system.

In addition to knowing the profile above that best fits your business needs, we will need to know the following information about your business:-

- What are the earliest and latest times for which a client may make a booking for your services? Times may be specified right down to the minute and may extend for years into the future!
- Do you want to allow booking reminders to be sent to clients in a timeous fashion, so that the clients do not forget their bookings? This is to be highly recommended, since the small cost of sending an SMS to a client should be more than compensated by the client actually arriving for the booking and being charged for it!
- What is the maximum number of bookings that any one client may make for your services in one calendar day?
- What is the maximum number of bookings that any one client may make for your services in a week?
- What is the maximum number of bookings that any one client may make for your services at one time?
- What is the term that your business uses when talking about the method of delivering your services? Examples of service delivery methods are facilities (e.g sports clubs), tables (e.g. restaurants), practitioners (e.g. medical practices), hairdressers, consultants, etc.
- If you will be installing the GoBook Client Software on one of your servers and you will be making use of the Remote Backup option described above, we will need to know how many remote backup files you will want us to keep on the GoBook website server.

10. Conclusion

Using the website will have benefits for both your clients and your business. Your clients will be able to make bookings for your services 24/7 from any Web browser and you will be able to relieve your administrative staff of the task of personally taking and making these bookings.

Your feedback and suggestions are always welcome!