conferma

connect™

Better Hotel Payment Communication

API, Email, Fax?

All hotels are different. With Conferma Connect, hotels select a preferred communication method that works best for their specific process, no matter on what platform the booking is made. This automates virtual card delivery removing the need for a manual offline chargeback or lengthy payment instructions for both TMCs and Hotels.

A range of options

Conferma Connect is a full-service offering that has helped virtual payment grow out of its fax reliance and move on to email encryption and API (Application Programming Interface). Every hotel can choose what suits their property best.

1. API connection
An API connection removes all manual intervention by delivering payment instructions directly into the hotel's preferred operating system, be that the property management system (PMS), a 3rd Party Service Provider (e.g. E-auth form service) or a payment processer. In other words, Conferma Connect offers the option for a universal platform open to all hotels directly connecting their payment and reconciliation processes. Upon checkout, Conferma automatically recovers transaction information. The API sends all virtual card communications through the hotel's PMS, removing any manual intervention throughout the whole cycle guaranteeing delivery of payment details to the supplier.

2. Email types
The email service element provides two options. Hotels can choose a secure email which sends the full card number, CVV and billing instructions through an encrypted gateway. Or they can choose masked email containing just the last 4 digits of the card number. The full number is available as the card guarantee within the original booking made via a GDS or an online booking tool.

3. Fax
Goodbye fax? Not quite! Fax still has its place and can also be found in the Conferma Connect service. For change to take place effectively, we need to work in a way that includes the existing process for the many properties around the world. We support our partners in ways that are relevant to them until such time that they feel comfortable they can move on to alternatives.

The perfect hotel check-in experience

As the demand for frictionless check-in is increasing, hotels are gearing up to offer a seamless experience. When your traveller arrives, payment is easy. They don't have a physical plastic payment card to show at check-in, but the hotel receptionist simply retrieves the virtual card details that have been sent directly into the PMS. That's how easy it is with Conferma Connect - it makes the process of guaranteeing the booking with a virtual card much smoother. On check-out, the virtual card is charged, and the folio document is automatically sent to Conferma Snap for reconciliation.
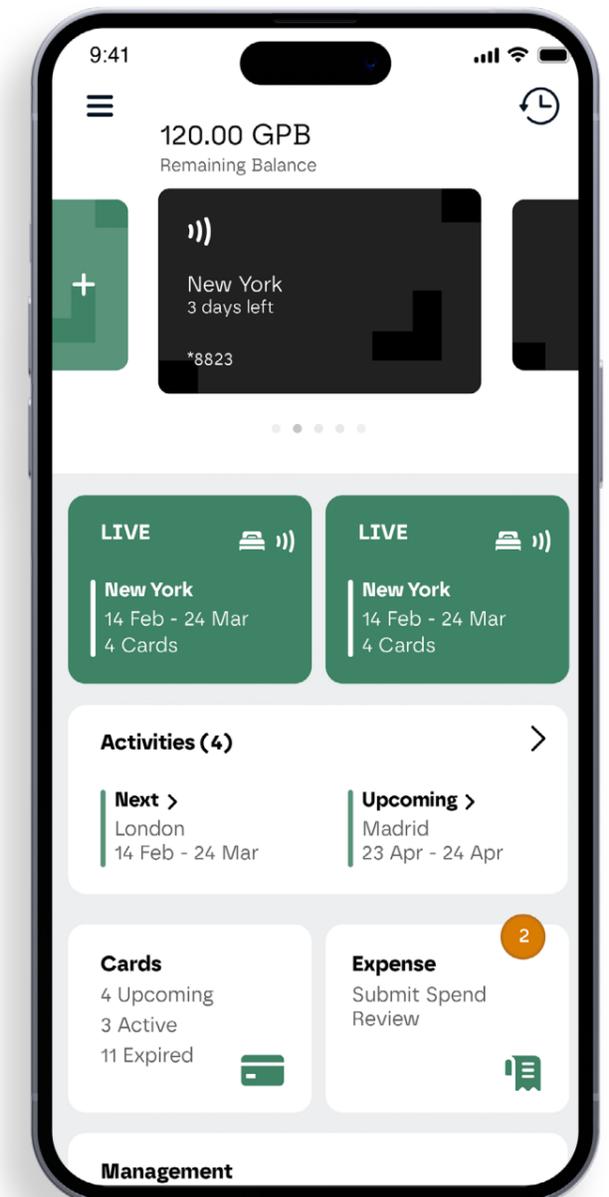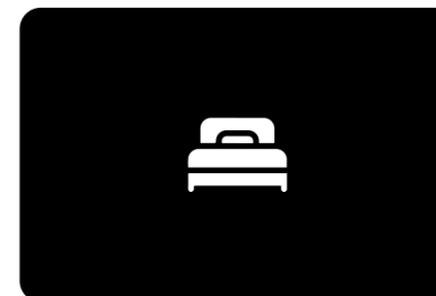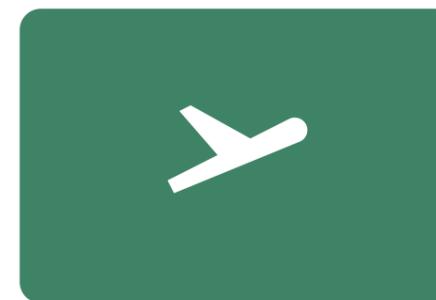
How it works

A more secure method

Conferma Connect is a highly secure method of delivering virtual card details, as it verifies that encryption capabilities are adequate to guarantee the successful delivery of virtual card details with every single transmission. When a room reservation is confirmed, the virtual card details are sent directly to the hotel along with the client's payment restrictions, advising which permitted charges can be placed on the card (e.g. room, breakfast, other meals, etc.), completely removing the need for human intervention.

A more efficient process

Receiving virtual cards via fax also involves significant administration time. Conferma Connect's expert team conducted a time and motion study with one of its hotel partners, concluding that each fax incurred 15 mins processing time to receive, manually transfer the card details to the hotel's property management system to take payment and then destroy the fax. In addition, all cards charged need to be checked by the General Manager, Finance Manager or Credit Controller at the hotel to ensure that the correct amount has been processed. This can accumulate to an average of 2-3 hours a week.

With Conferma Connect, electronic records received by Secure Email can quickly and easily be stored directly in the hotel's PMS, whilst API transmissions go one step further and remove this manual step from front office staff. Once stored within the PMS, card details can swiftly be retrieved by authorised staff, whilst other costs such as paper, toner, transmission and maintenance are eliminated. The results can be significant in reducing administration time for hotels. Receiving virtual card details via Conferma Connect can reduce hotel processing time by an average of 80% (down to 2 minutes per transaction in comparison to an average of 15 minutes spent per transaction prior to adopting the solution).

For TMCs, this provides significant reductions in reconciliation and chasing time, saving an average of 60% on traditional fax delivery by reducing transmission, paper printing and maintenance costs and negating the need for fax to PDF transmission fees. Additionally, this automation increases payment success rates, allowing businesses to further benefit from the automatic data reconciliation, improved expense management and significant reduction in fraud afforded by virtual cards.

Key benefits in brief

- Enhanced guest experience
- PCI DSS compliant
- No complex encryption, no downloads
- Saves time and money

A range of options

- API
- Secure email
- Masked email
- Fax override

Activate Conferma Connect now

Simply register your hotel for free via the Opt-in Portal. It takes just a couple of minutes and could change the way you do business forever.
https://www.confermaconnect.com/register.aspx

Discover more

Get in touch with our team of payment experts
www.conferma.com/contact-us

New York
3 days left
*8823

conferma