

# Continuous Optimization: Innovating Your Business with Track

**NEXT**  
SERIES

The **Heart** of Hospitality

# Today's Speakers



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# Today's Agenda

- I. Track Distribution
- II. Embedded Fees vs Booking Fees
- III. Track Payments & What's Coming
- IV. Guest Communications
- V. Account Disbursements
- VI. Continuous Optimizations

# Track Distribution

- Reporting
- Bulk Updates
- Fee Features/options

# Booking vs Embedded fees

- Booking Fees are off-statement owner related txns
- Embedded Fees are off-statement guest charges
- Key differences:
  - Management and ease of use
  - Complexity in components (use with derivative rates vs any rate)
  - Versatility of transactions used

# Track Payments

- Direct support with all data
- Direct integrations to your channels and owners
- Improved features
  - Plaid integrated payments coming soon (beta approved and ready)

# Continuous Optimization Engagements

Continuous Optimization Work Orders are used for customers post-implementation. These customers have previously been handed off to Track Support & Customer Success, and would like to re-engage with the Professional Services team. The minimum number of hours permitted on these engagements is four hours.

# Continuous Optimization Engagements

## Continuous Optimizations Are:

1. Retraining opportunities for potential new staff
2. Review of current processes to help optimize workflows
3. Data migrations / company acquisitions

## Continuous Optimizations Are NOT:

1. Internal (Track-department) knowledge deficiencies
2. “How do I” questions
3. Functionality questions

A serene winter scene featuring a rustic wooden cabin with a snow-laden roof, nestled in a snowy field. Snow-covered evergreen trees stand to the left, and a misty, snow-covered mountain range forms the background. The entire image is overlaid with a semi-transparent blue gradient.

# Thank You!

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