

# CONTTESSA

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CONTtest  
is now

# CONTTESSA

What's the story behind Conttessa?

In the Marriage of Figaro, Contessa Rosina is a master of information management. Presenting herself in disguises and revealing only the content she deems appropriate in each situation, she finally gets her husband to stop considering third parties and stick with her!

Find out more in our short [Explainer Video](#)

# Why Conttessa?

Conttessa is a **content management tool for descriptive (static) OTA content**.

Automated updates across all employed third party channels ensure that guests always have access to the most recent hotel information.

While Conttessa maximizes data quality, hotel staff workload is held to a minimum.

## Benefits

**Central database** manages static content of all connected online channels

**Content parity is assured** for multi-channel distribution (disparity can exceed 40%)

**Time savings of more than 50%** allows staff to focus on value-added guest services

**Improves visibility/page ranking** through optimal listing of relevant search criteria

**Secures persistent OTA Content Score** of 100% (for channels with this feature)

**Increases hotel information accuracy** (OTA criteria updates without notification of the hotel)

**Reduces negative guest reviews** (content parity avoids wrong guest expectations)

**Ensures high quality photo displays** via image checks in all employed channels

**Optional:** **Keep images accurate** with the self-managed image tracker

**CONTTESSA** is unique!

**No other company manages static/descriptive hotel content as complete and detailed as h2c.**

# Scope of Content Managed

## Descriptive Content

**Hotel Profile**  
**Room Types**  
**Hotel Amenities**  
**Hotel Services**  
**Hotel Policies**  
**Extra Charges**  
**Search Criteria**  
**and many others**

### Hotel Description

h2c review of free flow text

## Visual Content

### Images

Review by h2c during Onboarding Check, Implementation by hotel chain or via Leonardo/ICE Portal

### Optional: Image Tracker

The hotel monitors correct image loadings per channel on a regular basis via h2c's self-service tool

Full  
content  
update  
for each  
selected  
channel

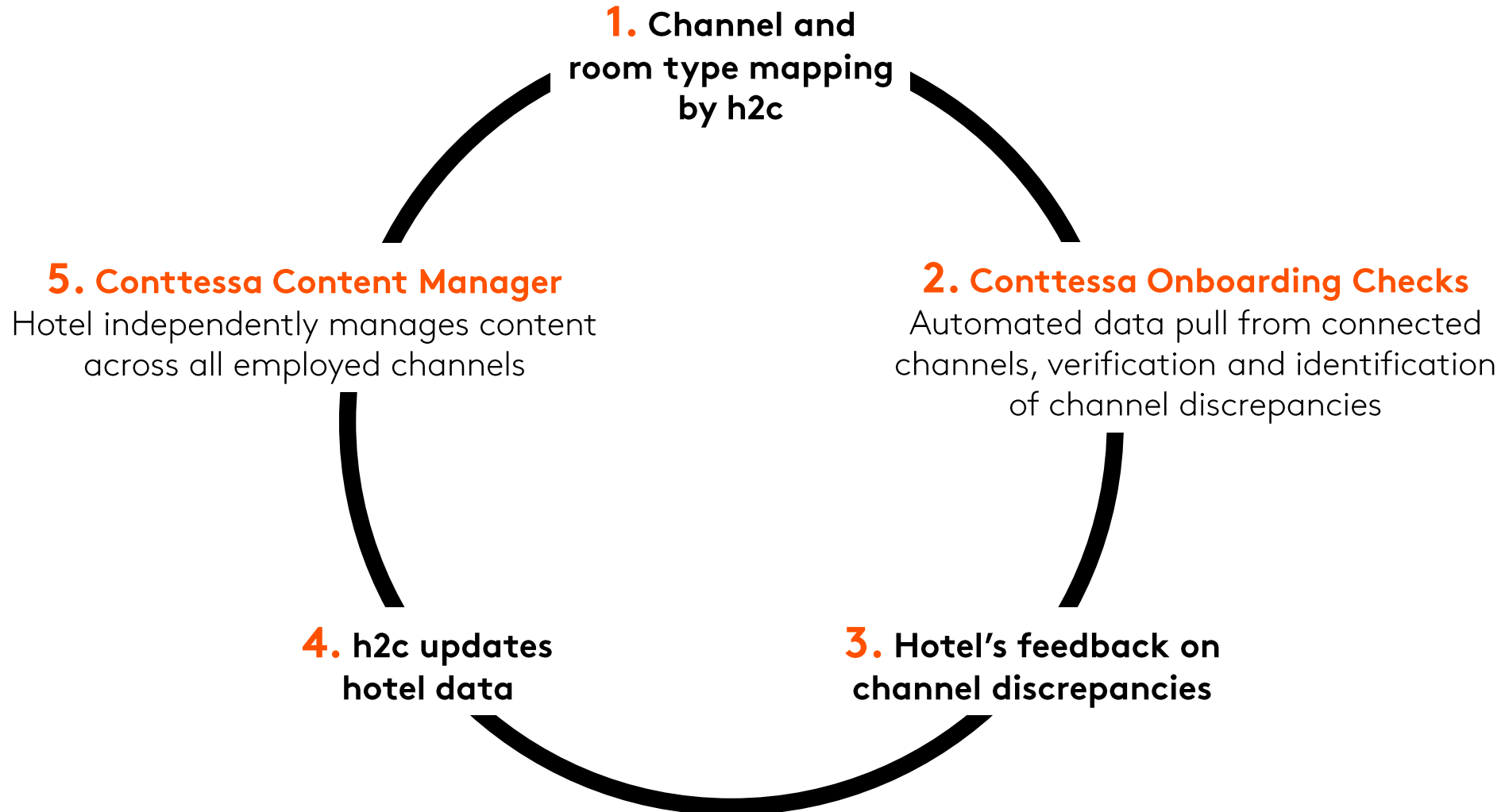
## Channel Coverage

<b>Booking.com</b> <sup>1</sup>	<b>Prestigia</b>
<b>Expedia</b> incl. hotels.com & ebookers <sup>2</sup>	<b>Check24</b>
<b>HRS</b> incl. hotel.de <sup>1</sup>	<b>Wego</b>
<b>Agoda</b> <sup>1</sup>	<b>Hotelspecials</b>
<b>HotelsCombined</b>	<b>Dayuse</b>
<b>Trivago</b>	<b>Kurzurlaub.de</b>
<b>Google My Business</b> <sup>2</sup>	<b>TOMAS</b>
<b>Trip.com</b>	<b>Jumbo Tours</b>
<b>Hotelbeds</b> <sup>1</sup>	<b>ODIGEO</b>
<b>TripAdvisor</b>	<b>Ostrovok</b>
<b>Kayak</b>	<b>dnata</b>
<b>Tablethotels</b>	<b>Zoweg.nl</b>
<b>Airbnb</b>	
<b>HolidayCheck</b>	
<b>Lastminute</b>	
<b>Mr. &amp; Mrs. Smith</b>	
<b>HotelTonight</b>	
<b>Sunhotels</b>	
<b>Kurzmalweg.de</b>	

<sup>1</sup>Conttessa automatically updates channel. All other channels are in the pipeline for automated updates (currently handled manually)

<sup>2</sup>Semi-automated channel

# Hotel Onboarding Process



# Conttessa Management Process

## Instant Updates

Who triggers updates?	What triggers content updates?	How does Conttessa react?
<b>Hotel</b>	<b>Changes in hotel characteristics, amenities, seasonal offers, etc.</b> e.g., restaurant terraces	Conttessa <b>updates all employed channels</b> and improves time to market.
<b>OTAs</b> (without prior notice to hotels)	<b>Regular changes in OTA extranet/frontend</b> e.g., additional criteria	New criteria are mapped, and hotel receives timely <b>email alerts</b> . Hotel updates new criteria in Conttessa.
<b>OTAs</b> (without prior notice to hotels)	<b>Regular OTA Content Score algorithm updates</b> OTAs renew algorithms about 4 times per year, thereby reducing the hotel's content score	Conttessa updates the OTA's new requirements, assuring content scores of <b>100%</b> . Hotel receives <b>email alert</b> if feedback is required.
<b>Hotel or OTAs</b>	<b>Image changes initiated by the hotel or OTAs</b>	Hotels use the <b>Image Tracker module</b> of Conttessa to verify correct image loadings per channel.

Regular Changes



Prompt Response



**CONTTESSA**

# Use Cases

Time savings free up valuable resources



	USE CASE 1	USE CASE 2	USE CASE 3
<b>CONTENT MANAGEMENT TASKS</b>	A hotel needs <b>to add a renovation notice</b> on 10 OTA channels.	A hotel needs to update the <b>parking charges</b> on 10 OTA channels	Initial OTA content <b>loading of a new property</b> of a hotel chain.
<b>FREQUENCY</b>	Regular Update	Regular Update	One-time Implementation
<b>HOTEL IMPLEMENTATION TIME</b>	<b>90 minutes</b> for all 10 OTA extranets	<b>60 minutes</b> for all 10 OTA extranets	<b>27 hours</b> for 10 OTA extranets
<b>Conttessa IMPLEMENTATION TIME</b>	<b>3 minutes</b>	<b>1 minute</b>	<b>4 hours</b>
<b>TIME SAVINGS WITH Conttessa</b>	<b>97%</b> vs. manual process	<b>98%</b> vs. manual process	<b>85%</b> vs. manual process



**97%** freed up resources

**Only 3%** assigned to content management



**85%** freed up resources

**Only 15%** assigned to content management



# Use Cases cont'd

Time savings free up valuable resources

	USE CASE 4	USE CASE 5
<b>CONTENT MANAGEMENT TASKS</b>	A hotel needs to <b>add a restaurant</b> on 10 OTA channels, where possible	A hotel needs to <b>set up a new room type</b> on 10 OTA channels, where possible
<b>FREQUENCY</b>	Regular Update	Regular Update
<b>HOTEL IMPLEMENTATION TIME</b>	<b>50 minutes</b> for the 4 OTA extranets where it is possible to add info	<b>80 minutes</b> for all 10 OTA extranets
<b>Conttessa IMPLEMENTATION TIME</b>	<b>10 minutes</b>	<b>5 minutes</b>
<b>TIME SAVINGS WITH Conttessa</b>	<b>80%</b> vs. manual process	<b>94%</b> vs. manual process



**80%** freed up resources

**Only 20%** assigned to content management



**94%** freed up resources

**Only 6%** assigned to content management

# Channel Coverage

- The number of criteria fields to be filled in by the content manager is reduced to a minimum as one system manages all channels.
- Using one system significantly reduces errors, making it easier to achieve content parity.
- This example is based on two room types. Time savings increase with additional room types.

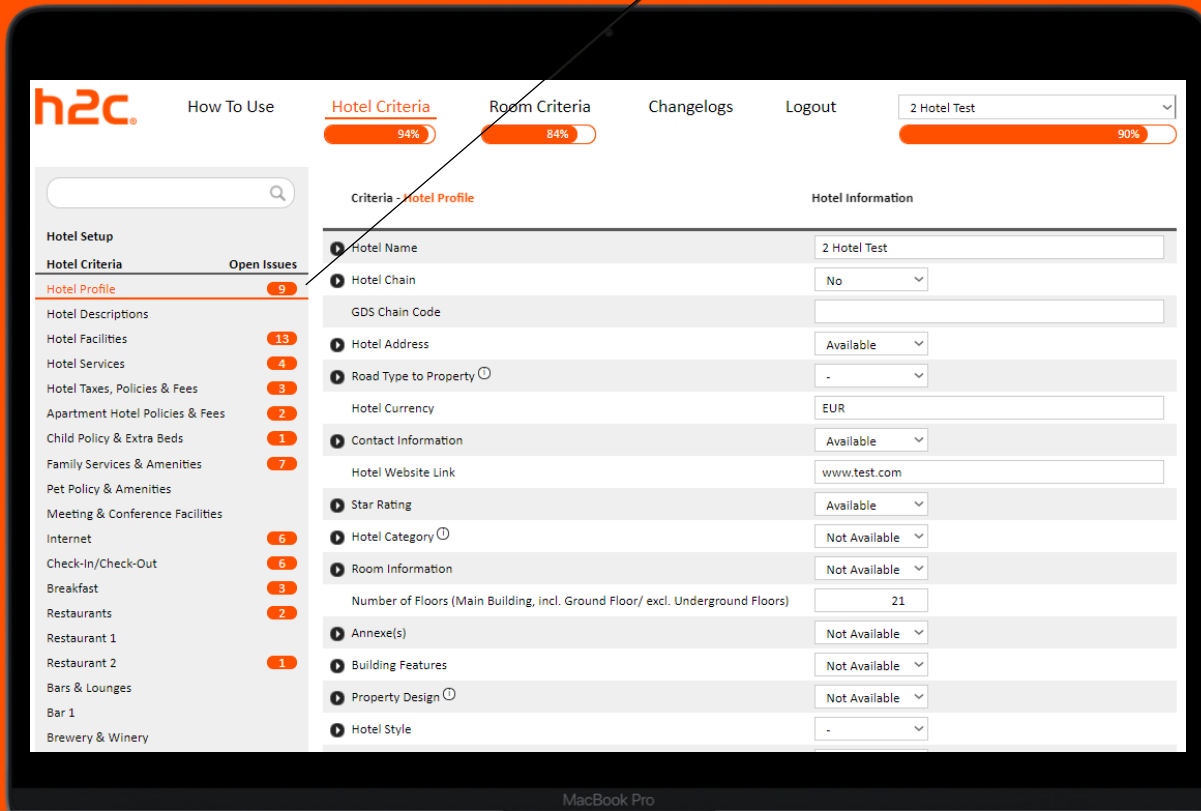
	No. of Channels	21	15	10	5
No.	Channel	No. of Criteria			
1	Booking.com	1.747	1.747	1.747	1.747
2	Expedia	2.489	2.489	2.489	2.489
3	Agoda	811	811	811	811
4	HotelsCombined	2.369	2.369	2.369	2.369
5	Hotelbeds	690	690	690	690
6	Trivago	129	129	129	
7	TripAdvisor	402	402	402	
8	HRS	874	874	874	
9	Lastminute	448	448	448	
10	Trip.com (Ctrip)	873	873	873	
11	Kayak	115	115		
12	Tablethotels	374	374		
13	Wego	76	76		
14	Mr & Mrs Smith	249	249		
15	HotelTonight	124	124		
16	Google MyBusiness	147			
17	SunHotels	32			
18	HolidayCheck	470			
19	ODIGEO Connect	488			
20	Prestigia	678			
21	Airbnb	439			
<b>OTA Extranet Data Feed<sup>1</sup></b>		<b>14.024</b>	<b>11.770</b>	<b>10.832</b>	<b>8.106</b>
<b>Conttessa Data Feed<sup>2</sup></b>		<b>2.364</b>	<b>2.153</b>	<b>2.065</b>	<b>1.754</b>
<b>TIME SAVINGS</b>		<b>-83%</b>	<b>-82%</b>	<b>-81%</b>	<b>-78%</b>

<sup>1</sup>Total No. of Criteria (content input) for manually updating each employed OTA Extranet.

<sup>2</sup>Total Average No. of Criteria requiring manual data input after onboarding. Onboarding is ensured (automated content import) if a hotel is listed on some channels.

# Conttessa GUI

Number of criteria to be reviewed by the hotel



Only the missing/contradictory information for the contracted channels (highlighted via orange buttons and orange rows) must be filled in.

All hotel and room criteria for two room types (8,542) across 21 channels are displayed.

# Image Tracker

*Optional functionality*

Easy upload of **images used on** all OTA and metasearch channels, supported by sorting & tagging functionality.

Subsequent checks by the hotel monitor the correct loading of images on each channel **on a regular basis**.

## Benefits

- Quick overview of all loaded images per channel ensuring a consistent display
- Rapidly detect image issues on channels

Local Image                      Check Result

Incorrect  
Images not available

Correct  
Comment

Pool  
Remove

Restaurant XYZ  
Remove

252757596  
Remove

Channel	Correct Images (%)	Checks Completed
Agoda	50,00 %	11.06.2021, 28.12.2021
HRS	100,00 %	28.12.2021

The addition of an image distribution module is being considered for the future.

# References



# Customer Testimonials

## “ TIME Hotels

Working with Conttessa for a year now as our central tool for handling content management have done a lot of benefits for us. ... In timely situation like Covid-19, where a lot of changes is happening to OTA as to changes of requirement or guidelines, **Conttessa team has always been there to remind us with new updates** time to time and all we need to do is to do a **one-click and they do the rest of implementation** and review needed. Indeed, a **good helping hand and reliable content tool for hoteliers.**

## “ Lindner Hotels

Conttessa not only **simplifies the content management** of major partners, but also **significantly improves content quality** regarding completeness and timeliness of data. By continuous support of content specialists, process **time efforts are considerably reduced** for daily operations, and it is of great help for the responsible staff. Also **connecting new distribution partner channels is quick and easy!**

For more information, please view our [testimonials](#) and detailed [case studies](#)

# Pricing per Hotel

Setup Fee <sup>1</sup>	€ 300 initial one-time fee		
Monthly Fees for	up to 5 Room Types	6–10 Room Types	11 and more Room Types
<ul style="list-style-type: none"> <li>• Management of up to five (5) channels <sup>2</sup></li> <li>• Bilingual free flow text field updates <sup>3</sup></li> </ul>	€ 75	€ 100	€ 125
<ul style="list-style-type: none"> <li>• Management for each additional channel</li> </ul>	€ 15	€ 20	€ 25
<b>Optional: Image Tracker</b> Setup Fee Monthly Fee	€ 50 initial one-time fee € 35 for up to 10 channels / € 3.50 per additional channel		

- 1 For each channel exchanged during the contract period, an additional one-time fee of € 100 per channel applies.
- 2 Includes initial review of current OTA content. Minimum contracting period is six (6) months. Volume discounts are provided.
- 3 English is the standard language for free flow text fields. German is available as a second language. More can be added, if required.

**EXAMPLE with 5 room types and 5 distribution channels:** € 300 + € 900 = € 1,200 for Year 1 and **€ 900 per year from Year 2.**

**EXAMPLE with 8 room types and 7 distribution channels:** € 300 + € 1,200 + € 480 = € 1,980 for Year 1 and **€ 1,680 per year from Year 2.**

# ROI Indication

Time savings reduce cost



ROI Calculation - EXAMPLE -	
No. of Change Logs	8,000 per year
Avg. Time Spent per Change Log	2 minutes
Staff Cost	€ 15.00 per hour
Cost for Manual Changes*	€ 4,000 per year
Conttessa Fee	€ 900 per year
Cost Savings	€ 3,100 per year
Return on Admin Spend	344%

\*Assumptions: Manual changes are made timely and frequently.  
Example is based on average h2c client data for 1 year.

In order to maintain top quality content, the hotel must manage ALL **OTA Extranet changes**:

- For each change as it becomes effective (**frequently**)
- For fast implementation (**timely**)
- **For each channel** (managing various extranet logins, setups, structures, etc.)

**Parameters influencing the number of potential changes:**

- No. of Room Types
- No. of Distribution Channels
- No. of Hotel/Facility/Restaurant features...
- Complexity of Extranet



