Nor1’s easy-to-manage, pre-arrival program actively increases RevPAR and boosts guest satisfaction.

With eStandby Upgrade®, every upsell offer fulfilled is additional revenue.

eStandby Upgrade® empowers the hospitality industry to monetize premium inventory and services that sometimes otherwise goes unused and undervalued – and to relieve oversold situations. More importantly, hospitality companies can deepen their relationships with customers by creating active, meaningful interactions that build brand loyalty through personalized experiences.

Nor1’s pre-arrival upsell solution uses the travel industry’s most sophisticated pricing and merchandising engine, PRiME®, to make dynamic, individually customized, upsell offers. The patented PRiME® takes into account all the important factors in order to return the optimal upsell offer for each individual in the travel lifecycle.

FEATURES

- Offers various levels and types of integration (PMS-agnostic)
- Powered by Nor1’s PRiME® Pricing & Merchandising Intelligence Engine so can offer sophisticated pricing and merchandising
- Integrates completely with Nor1’s eXpress Upgrade™, CheckIn Merchandising™ & eReach™ products.
- Provides you with control of your rates and inventory
- Optimizes allocation of inventory that is available on day of arrival
- Includes easy-to-use administrative system and portal (average properties spend between 10-15 minutes/day working with all eStandby Upgrade® benefits)

BENEFITS

- Creates revenue opportunities that are otherwise missed. Incremental upgrade opportunities exist even in full-occupancy/overbooking situations, and guests are willing to pay
- Increases Guest Satisfaction. Surveys confirm that guests who receive paid or unpaid upgrades experience a 10-20% increase in satisfaction level
- Monetizes and leverages room features. This creates value that can’t always be captured by a standard room category definition
- Identifies your guests’ “willingness to pay” metrics. These can be leveraged in every future upsell transaction
Part of the Nor1 Universal Upsell Management Portal, Upsell Manager makes it easy to realize more revenue with every eStandby® offer.

- Upsell requests display in revenue maximizing order
- Hotel managers award eStandby Upgrades® according to availability
- It’s easy to load and change rates, set restrictions and view PRiME® controls

Traveler receives standby offer via app, email or on Brand.com confirmation page

+ Increases RevPAR
+ Boosts guest satisfaction
+ Creates operational efficiencies

Monetize and leverage room features outside the PMS or CRS

Offer sets are optimized to help drive demand to under-utilized inventory

BOOST eSTANDBY® PERFORMANCE

5X
ASK ABOUT eSTANDBY® OXI INTEGRATION WITH MICROS OPERA

Enjoy Conversion Rates Above 1.45% Industry Standard*
32% Average Increase in Original Booking Value for Upgraded Bookings!
ADR Increases 1%-5% When Normalized Across All Bookings Exposed!
More Than 2 Million Guests Are Exposed to eStandby Offers Every Month!

HAPPIER GUESTS IN 10 MINUTES A DAY

Nor1 provides an intuitive system to fulfill guests’ eStandby® requests, creates advanced reports, provides training documents and more

Sign Up For Merchandising Success!

The Leader in Hospitality Merchandising Technology