Time to get out and plant. What you plant today you can harvest later!

Why Read TechTips?

Or...What's in it for ME?

- Keep abreast of important information relating to your Hudson Products

- Learn how to utilize and benefit from features and enhancements.

- Troubleshoot your own questions and issues.

- Get ideas on how to more effectively manage all aspects of your business.

BRING IN *NEW* BUSINESS WITH CUSTOM PORTALS

Mike Kaliczak is a hero to many Hudson clients and he can show you how to increase your web-based reservations and without requiring any capital investment!

Mike Kaliczak is Hudson's Internet and Marketing Development authority and works with Hudson clients, to maximize their web presence through the design of customized web portals. A custom portal can be designed in only a few minutes.

Currently, your Internet clients log onto your company web site, enter a frequent user ID or Group Code and then proceed with reservation entry. A customized web portal is nothing more than a special or different login screen presented to the client when they first con-nect to your web reservation system.

As an example let's assume that you have a large hotel as a corporate client. Rather than connecting to the Internet and going to a page that displays your logo and company information, the client actually connects to your system and immediately sees their own company logo and customized welcome message.

The hotel will feel like they are using a system that 'belongs' to them rather than using a system belonging to a vendor (you). The hotel staff hotel will use the system more often and will direct their guests to this site, as it appears to be an extension of their hotel organization. The result is an increase in reservation activity. If more of the hotel's

reservations are recorded online, this will decrease the incoming phone traffic to your office; also reducing the demand on your office reservations staff. Travel agents, corporate accounts, conference planners are other potential users of a custom portal.

Most Hudson clients record 1-5% of their reservations online. A couple clients who have seen the power of custom portals now take from 48-60% of their reservations via the web and custom portals, and the number of reservations taken daily continues to grow. Maybe it is time for you to consider giving Mike a call and learning how custom portals can bring you more revenue…! Contact information for Mike Kaliczak is on Page 4.

KNIGHTS LIMOUSINE TURNS 20

Knights Limousine of North Grafton MA celebrated their first 20 years in business by hosting a gathering at Boston Billiards in Worcester MA on March 23. Local Hudson staff attended and thanked owners for their loyalty and support over the years. Appearing in this photo (L to R): Lyndy Burnham, Lynn Millard, Mark Ustik, Tom Hogan (Knights Owner), Rich Sorrentino, Derek Skawinski. Happy 20th!

Technology Experts Partnering to Grow Your Business.

KNOW WHERE YOUR CLIENTS ARE!

Timing the arrival of your vehicle to coincide with the arrival of your clients flight can be challenging, even under ideal conditions. Add bad weather and flight delays and it can be nearly impossible.

Hudson has partnered with RLM Software, developers of the popular FlightView® system to integrate live FAA flight data into HWeb Agent and Dispatcher so that you can know precisely where your client's flight is and when they should be arriving.

Two different FlightView®

packages exist: A basic system allows dispatchers and agents to check the status of flights arriving within the next 24 hours, the advanced system allows you to check current status as well as flight schedules during the next 30 days.

Dispatcher grids can be formatted to display Flight Status (Proposed, InAir, Landed, Canceled), ArrivalTime (Scheduled, Actual) in addition to Airline, Airport and Flight number. Reservations on the dispatch screen can be set to change color as flight arrival times change.

Every few minutes, HWeb

will gather all arrival reservations for the next few hours and will post updated flight status information on your screen. As new information is added, Dispatchers can modify start times of trips and can more effectively manage dispatched vehicles. Pricing for the FlightView system ranges from $200-$250/mo.

Lookup FlightView® in the *Knowledge Base* for more information and to learn how the system works, or contact TechSupport today to sign up for this valuable service.
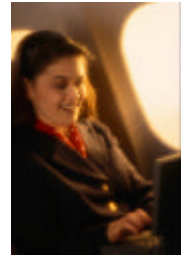
HWEB KNOWLEDGE BASE LAUNCHED

Last month you should have received a copy of TechTips EXTRA which announced the launch of Hudson's Knowledge Base (www.thehudsongroup.com/techtips.htm). The KB is a repository for answers to

your most frequently asked questions as well as instructions on everything from how to enter a reservation to directions on how to configure and use the Frequent Rider Program which is in-

cluded in your HWeb software. If you get an error message and want to know the meaning, or if you want to print out some instructions on how to update your fares, chances are the answer is here. With 120 articles now, and more being added daily, your answer is only a click away: **www.hudsonltd2.com/kb1.**

HWEB QUICK—SELF DRIVER CHECK-IN.

Checking drivers in and out, assigning vehicles and communication devices and recording starting and ending mileage can consume a busy dispatcher's valuable time. If your dispatcher is too busy to do this, then valuable information you need to manage your business is being missed. **HWeb Quick** is a Hudson application in-

cluded in recent releases which can be used to allow drivers to sign themselves in and out of a vehicle at the start and end of their shifts. They can record their own mileage and communication devices via a keyboard or simple numeric keypad located anywhere in your facility.

If you are using HWeb's

'time-clock' function to track staff and employee check-in and check-out times, along with up to 3 breaks per shift, you can also setup **HWeb Quick** to allow company employees (Agents, Dispatchers, Accounting staff, etc) to sign themselves in and out via keyboard or keypad. All these features are standard, and are included in your license fees. Contact TechSupport today to learn how HWeb Quick can save you time and money!

HWeb Reservations
HWeb Agent
HWeb Dispatcher
HWeb Admin
HWeb Utilities
HWeb Bridge
HWeb Exchange
HWeb SafetyNet
HWeb Bugzilla
HWeb InfoView
HWeb Quick

...A suite of products, all customized and configured to assist you in obtaining *maximum performance and return* from your people, your fleet and your infrastructure while making it easy and pleasant for your clients to do business with your company.

RECENT ADDITIONS

The Hudson Group development staff are continually seeking ways to enhance and improve the functionality of all Hudson products. We are pleased to profile here some of the more recent additions, designed to improve your efficiency:

Remittance Logo (HWebAdmin) ~ Invoicing now supports a graphical Logo/banner in the remittance configuration. The size must be .7" X 7.5" and supported formats are bmp, ico, cur, gif, jpg, wmf, and eps. See the Knowledge Base for more information.

Multiple Tickets/Group (HWeb Agent) ~ Ability to print multiple Tickets for booth operations. One ticket per person, instead of one ticket for the entire group.

%CELLFILTER% in QuickFilter (HWeb Dispatcher) ~ When added to a Grid Quick Filter (see Vol 1:8 p4), it allows a user to highlight any cell and filter on that value. Ex: highlight TownCar in your service type field, then select Quick Filter %CELLFILTER%

configured, the grid will only show TownCars. Or if you highlight a particular driver in a grid, all reservations or trips for that driver can be displayed.

Day of Week Token Adding 'DOW' to date tokens like %PICKUPDOW%, %DROPOFFDOW%, etc. returns the numeric value for the day of week 1-7, 1=Sunday, 2=Monday…. These may be added to confirmations and other rtf templates.

Right Mouse Options (Bill/Don't Bill; Pay/Don't Pay) (HWeb Dispatcher) ~ If BillClientID, PaySalesID, PayDriverID columns are visible in a dispatcher res-

ervation grid, users can right click on value in field and get the option to Bill/Not Bill, or Pay/Not Pay depending upon which field they right click in.

Driver & Vehicle Filters (HWeb Dispatcher) ~ Added driver and vehicle group filters on the vehicle In/out tool. The default filters can be passed as a parameter in the hotkey when launching the dialog. Ex: DriverGroup=Group1, VehicleGroup=Group1

For additional information on setup and use of these items, consult the Knowledge Base or contact Hudson Tech Support: support@hudsonltd.com

AVOIDING CC CHARGEBACKS (CONT.)
PAYMENT RESOURCES INTERNATIONAL, LLC

(continued from Nov 2004)

PRI is one of The Hudson Group's newest strategic partners, offering internet based processing of credit cards. PRI representative Bruce Remick provides here ways that merchants can avoid the dreaded credit card chargeback, resulting in lost revenue. Though not always practical, these steps could save you time, money and aggravation.

Did You Get an Imprint?

If you are unable to swipe a credit card through your point-of-sale terminal, it is important that you obtain a manual imprint of the card whenever possible. Make sure the manual sales slip is completed and contains the customer's signature and note the authorization code and purchase amount on the slip.

Failure to follow these instructions can result in the following chargebacks:

- Fraudulent transaction -- no cardholder authorization
- Fraudulent transaction -- no imprint obtained
- Fraudulent transaction -- signature not obtained

Respond Promptly to Requests for Transaction Copies

Many times a customer will request a copy of a transaction through his or her credit card company. Such requests are

forwarded to Cardservice International by MasterCard/Visa. It is imperative that we receive from you copies of these transactions as quickly as possible. When these transaction requests are not fulfilled, or are fulfilled too slowly, they almost always result in one of the following chargebacks, for which you have no response:

- Non-receipt of requested item
- Requested copy illegible

It is in your best interest to respond quickly to such requests. You may fax your copies to us at Payment Resources International to the attention of Carol Duncan, PRI RISK
   T: (949) 729-1400 X 129
   F: (949) 729-1181
 or e-mail your receipts to carol@paymentresource.com.
(Author Bruce Remick available at: brucer@e-f-s.com)

Our Mission

Hudson partners with our service provider customers to streamline operations and help better manage information processing to result in overhead reduction and revenue increases using our e-commerce services combining computer telephony, database, EDI and web-based technologies.

Our goal is to be the top Application Service Provider (ASP) in our class by providing the best end-to-end services to our customers. To ensure consistent growth and opportunity, Hudson uses a unique development methodology and pricing model which requires us to invest in our application service solution and its delivery -- only succeeding if our customers do.

Your Questions Answered:

Questions are inevitable and will be gladly answered. Routine support questions should first be directed to our Tech Support staff by contacting us at:

support@hudsonltd.com, or by phone: **617.499.1959 ext. 1**.

If you need to talk with one of our department heads, their contact information is:

Tech Support & Systems Engineering: **Rich Sorrentino ~ richards@hudsonltd.com** **T:** 617.499.1959 x1
Manager of Software Engineering: **Derek Skawinski ~ dskawinski@hudsonltd.com** **T:** 508.767.1980
Internet Marketing & Development: **Mike Kaliczak ~ mikek@hudsonltd.com** **T:** 530.343.1886
President/CEO, Administration/Acctg: **Mark Ustik ~ mustik@hudsonltd.com** **T:** 617.499.1959 x4

IT'S ALL ABOUT NUMBERS

If you missed the cover article about bringing in new business with Web Portals or if you don't think that web based reservations can make money for you, perhaps you should think again...you may be missing a significant source of revenue. Look at these recent statistics and think about what this could mean for your business.

- Hudson has 10 clients who average 100 web reservations each day!
- Hudson has 3 clients who average 200 web reservations each day!
- Hudson has 1 client who averages 300 or more web reservations each day!
- During Holiday periods—these daily totals double!
- There are 6 Hudson clients who receive 40% or more of their reservations via the web!
- There are 2 Hudson clients who receive 50% or more of their web reservations from group, corporate or hotel portals!

THE PRESIDENT'S VIEW
MARK USTIK, CEO

As a business owner, you continually evaluate your operation and how you conduct business. Often the best source for inspiration is the people who are closest to the issues at hand: your staff and employees. Talk to those who are shoulder deep in the challenge of every day operations, and you will often find creative and promising suggestions for how to improve procedures. I do this from within The Hudson Group. My people don't come to me with problems, they come to me with their solutions. This changes how people view and approach their daily work: looking for better ways to do things rather than looking for another opportunity to voice a concern. As an end user of HWeb products and services, your input is invaluable to me. I do seek from you suggestions and ideas on how to make that which we provide to you better, stronger and more suited to your needs. Nobody knows better than you, and your staff, how Hudson products _have_ to perform. Give me a call, anytime, to help me make HWeb better for us all.

Mark