

Secure messaging: streamlining the experience

Travelers would like to book a vacation rental the same way they book everything else -- in an easy, straight forward, online fashion.

Each software company, manager and owner have unique ways of communicating -- which can create a confusing experience.

HomeAway is evolving into an eCommerce booking platform vs. an advertising venue and in doing so are taking a bigger stance on ensuring all bookings go through HomeAway.

Why is secure messaging being implemented?



- ✓ Travelers want to book online, in an environment they trust.
- ✓ Secure messaging is an industry standard.
- ✓ All bookings to take place through HomeAway site.

Additional benefits



Response Score Response score is a critical metric used to determine a listing's rank in search results. With secure messaging, credit for response time will be given and will have a positive impact on position in sort.



Protect travelers from phishing and identity theft. Secure messaging facilitates communications with travelers. Both incoming inquiries from travelers and inquiry responses go through a secure, private system.

Getting ready for secure messaging

Software Providers

Please review and implement any changes needed to accommodate for inquiries with mediated email addresses

Review templates for contact information in autoresponders, lead management, and inquiry responses

Property managers

Review and implement any changes needed to accommodate inquiries with mediated email addresses

Audit your response templates to remove phone numbers, email addresses and non-HomeAway URLs

Encourage travelers to book online through a HomeAway site given and will have a positive impact on position in sort.

WHAT'S NOT CHANGING

1. Booking requests and the post-booking experience
2. Traveler phone number and email will be provided in the booking request and will appear in the property manager's software when the reservation is created.

ONLINE BOOKING REQUIRED



Online Booking is now required at renewal for subscription listings. Two types of online booking listings can choose from: Instant booking and 24-hour confirmation



Software Companies
Upgrade listings integration to HA-XML Listings 4.0 and OLB 1.2



Property Managers
If your listings don't have online booking, be sure to contact your HomeAway account manager.

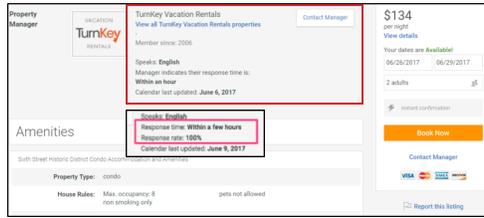
Instant Booking can be available on a per listing basis with HA-XML Listings 4.0

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Traveler journey walk-through with secure messages

Traveler finds a property

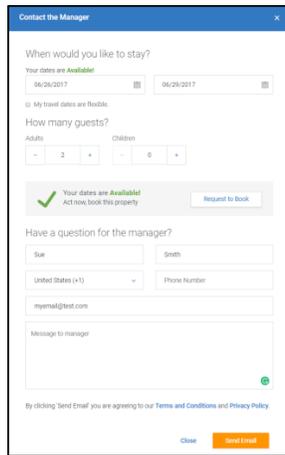
Contact Manager and Property Manager information section not changing.



Traveler finds a property they like on HomeAway.com, they view the property details page. The Contact Manager buttons and the Property Manager information section is not changing as part of this initiative.

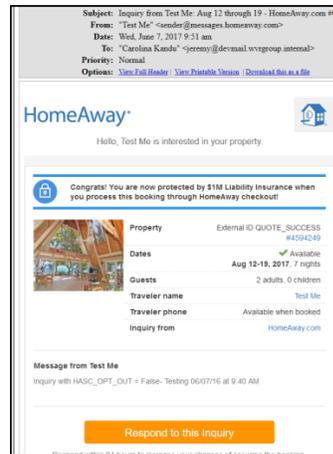
Traveler sends an inquiry

Traveler email and phone number are removed from the inquiry and inquiry service. Email 'From' and 'Reply To' is sender@messages.homeaway.com



Traveler submits this

Property manager sees this



Guest name, dates, number in party is visible in inquiry.

Property manager responds to an inquiry

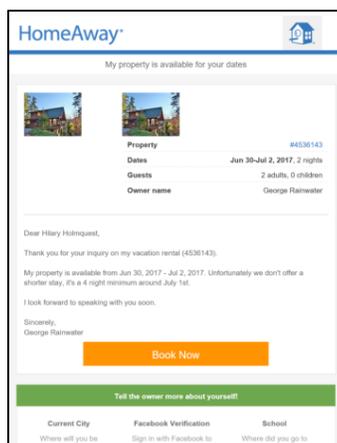
Property Manager phone number and email is removed from the response. The message content will have redacted phone number, email address, and any non-HomeAway URL. The traveler can respond to this email. 'Book Now' is the prominent call to action which includes a link back to the property.

Guidelines for responding to Inquiries

- Create a text-only response template for HomeAway inquiries
- Update verbiage that directs travelers back to website and/or special offers
- Update responses to remove:
 - URLs
 - email addresses
 - phone numbers
 - attachments
 - embedded images, including logos

Traveler sees this

From: George Rainwater <sender@messages.homeaway.com>
Date: Wed, May 10, 2017 at 3:28 PM
Subject: Re: Your inquiry: Jun 30 through Jul 2 - HomeAway.com #4536143
To: Hilary Holmquest <hholmquest@gmail.com>



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Property manager responds to an inquiry

Important information for managing inquiries

Inquiries will come from HomeAway with a mediated email address

- Each inquiry will have a unique email address
- Inquiries will not be matched to a previous booking
- No limit to the number of communications between the traveler and Property Manager
- Mediated email addresses last forever
- Communications back and forth will only include the most recent message
- There will be a unique traveler email for each inquiry

Replies to inquiries will go through HomeAway secure messaging

- Please refer to the response guideline recommendations

Booking and Post booking

No changes for the booking request or post booking experience

- No changes made to the HA-XML booking request
- Traveler contact information will be included



We recommend that you implement procedure changes to accommodate inquiries with a mediated email address

Listing policies reminder

- ✓ All bookings, whether they originate from inquiries or booking requests, must be processed through the HomeAway checkout or reported through your software

<https://help.homeaway.com/articles/What-are-the-HomeAway-listing-policies>

Communications and implementation

- ✓ Most Property Managers will be impacted starting in August 2017 and will be implemented in a phased approach.
- ✓ Latest integration versions are:
 - Listings Integration: HA-XML Listings 4.0
 - Inquiry Integration: HA-XML Inquiries 3.3.1
 - Booking Integration: OLB 1.2 (OLB 2.0 coming soon!)

How to get help



- 1 Attend the webinar on June 27 or watch it on demand in the Discovery Hub.
- 2 If you have additional questions specific to your account, please contact:
 - Your software provider or
 - PM-Support@homeaway.com