

communicate more effectively and generate greater sales
with your publications!



Usablebook®

The benefits of traditional publishing combined with the advantages of web communication

Diamantea® UsableBook® is a powerful new sales and marketing tool that gives greater scope to your company's communication.

UsableBook® brings together the advantages of traditional publishing with those of web communication, combining in a single sales tool simplicity of use and functions that are not available with conventional printed material. Brochures, catalogues, magazines and books can be browsed on the screen in the same way as a printed publication while at the same time delivering interactive multimedia content and sophisticated commercial, booking and e-commerce functions.

The process of reading is transformed into an interactive and engaging multimedia experience that encourages customers to make a purchase. Digital pages can include sounds, moving images, animations and videos, such as actors who can step from page to page to provide commentary and explanation.

For example, besides containing descriptions and photos of places, a tourist brochure could also show a speaker who can step between pages to describe what is happening and to provide additional information on the videos presented. At the same time a user's propensity to make a purchase may be reinforced by a special offer and the booking can be made in real time depending on the facility's availability. The same brochure can provide e-commerce functions, allowing an article or a service to be purchased with a simple click.

An open window: your publications always on the customer's desktop

UsableBook® revolutionises the process of searching for information on the web by moving the site to the customer's desktop in the form of an interactive digital book.

This means that customers will always have the latest available information without having to search for it, while the supplier is provided with a constantly open window for communication. Even when not displayed, the digital book will always be available simply by clicking on its desktop icon.

UsableBook® not only saves time and resources by eliminating the costly stages of traditional printing and delivery, but can be continuously updated, modified and stored electronically, thereby eliminating problems relating to delivery, updating, new versions and storage. A UsableBook® document can be sent by e-mail or made available for download, it can be viewed both online and offline, via web browser or on a stand-alone basis, and it can be stored in the same way as any other digital content.

UsableBook® can also be placed directly on the company's site to become an excellent tool for focusing customer attention and boosting site traffic. The creation of a UsableBook® is the perfect opportunity to inform customers, by means of the company's e-mail archive, of the availability of a new highly functional tool that is easy to consult and keep constantly up-to-date.

The Contents of UsableBook®

Multimedia contents

UsableBook® can offer many different types of contents, such as:

- video and sound
- actors who walk from page to page and interact with the customer
- animations
- drawings and photos
- static pages
- dynamic pages (containing action elements)
- static forms to send requests or registration by e-mail

With UsableBook® it is also possible to insert contents geared to marketing campaigns or precise commercial actions, as in the case of games, competitions, quizzes, market surveys and specially developed programmes.

The system allows for the insertion and tracking of advertising messages, banners and links within the displayed pages, even on the fly. This enables advertising to be adapted to geographical areas or user targets.

The platform includes an audio-video chat module which allows for real-time audio-video communication with other users and which can also be used for end customer support as well as for booking and sales of the services offered on UsableBook®.

UsableBook® also allows for real-time streaming of remote video cameras, for example to view what is happening at a given location, to monitor the weather, an event, etc.

Exedra (Roma) - Booking
 Servizi nel sistema di booking digitalizzati. Trovare la vostra camera ideale non è mai stato così facile!

Arrival Date: 04/10/2010, Departure Date: 05/10/2010, Adults: 2

Rooms: 1, Children: 0, Rooms Type: Single, Room Type: Single

ROSCOLD HOTELS

Esce le nostre migliori offerte per la tua richiesta:

Stanza Doppia (100 mq)		
Colazione completa	100	<input type="checkbox"/>
Colazione vegetariana	100	<input type="checkbox"/>
Pasticcceria	100	<input type="checkbox"/>

Suite		
Colazione completa	200	<input type="checkbox"/>
Colazione vegetariana	200	<input type="checkbox"/>
Pasticcceria	200	<input type="checkbox"/>

#Search 1, Login 2, Checkout 3, Voucher 4

UsableBooking®

UsableBooking® allows for complete management of the booking process and can interface with other booking and management systems already present at the tourism facility. UsableBooking® allows customers to book accommodation, register, make a payment and view their vouchers on screen, print them or receive them by e-mail.

The booking section can be reached either by scrolling through the pages of the digital book or by clicking on a special button that can be placed on any page, thus exploiting the emotional engagement created by interactive multimedia contents to drive sales.

UsableBooking® offers is a dynamic form that allows promotions and special offers, events and packages to be presented and sold on UsableBook®. The administration area manages offer allotment with the insertion of code, description, image gallery, price, discount, period of stay, and duration of the offer.

Diamantea® e-commerce

The e-commerce form allows for complete management of the online sales process. Prices and contents can also be modified in real time, allowing them to be constantly updated with the latest new features. The system handles the products and the services on sale, orders, payments and deliveries, customers and statistics.

Marketing functions

Publication tracking

The UsableBook® documents viewed online or downloaded by customers can be tracked in real time, providing the company's marketing department with complete data relevant to the use of the publication such as number of brochures viewed and downloaded, sections consulted, clicks made, links followed, calculation of usage time and geographical location of users. All the data can be consulted by means of convenient text or graphic reporting.

Business Developer and mailing list management services

Business Developer allows for a significant increase in the number of e-mails delivered, improves speed of delivery and monitors all the delivery activities in real time. In addition to managing follow-ups and allowing for total customisation of sent messages, the system acquires and manages the legal authorisations necessary for e-mailing.

