

Have U A PowerFilter Guide

Introduction

Haveua's PowerFilters enable you to channel leads that come through the platform to your mailbox that have passed your criteria.

We mimic most of the items available on our enquiry forms and this is passed through an algorithm which checks the incoming information and its adherence to the PowerFilters stored for the specific sector.

Hence, one of the main differences between a PowerFilter form and an Enquiry form is the ability to multi-select items, in a dropdown list for example. Take the Holiday Abroad form, a user will only select one item from the 'Type Of Holiday' list (e.g. package) but a holiday agency may have multiple items selected on their 'Type Of Holiday' list (e.g. package, cruise, gold). Because 'package' is included in the agency's list, it is passed through.

You can have many PowerFilters in your library. A good example of utilising a library is a Holiday Park which can have criteria and costs applied to different times of the year e.g. in summer they have a Swimming Pool open (hence ticked on their form) and a type of cabin available with a date range and a daily fee. In Winter, there is no swimming pool, some cabins are not available and hence the fee is smaller.

Configuring Your PowerFilters

All PowerFilters need a reference (or title if you will) so that you can identify them later. There are normally sections for you to select and all have a Ticklist area. In the non-ticklist sections, you can select items and apply your criteria...but if you leave an item as empty (i.e. non configured) then the algorithm will ignore it when a lead comes in. An example of this is if there is a date range and you are not affected by a date range – simply leave them blank. Similarly, leaving a dropdown list with no items selected will make the algorithm assume you can in face service all the dropdown items. This is very useful when there is a large list of items, and you can service them all.

As soon as you select items the algorithm will then ensure that incoming leads meet those specific criteria.

Ticklists are different – you must select what you can and cannot accommodate. Leaving a ticklist item as non-selected will make the algorithm understand you cannot service it and any leads that have it ticked will not pass through.

Finally, save your PowerFilter and understand that you can always revisit it at any time by clicking on 'PowerFilter Library' in the top menu.