



PRODUCT OVERVIEW	2
BUSINESS MANAGEMENT	2
AUTOMATIC QUOTATIONS	2
WHAT TO EXPECT	2
WHAT ELSE DOES IT DO?	2
GETTING STARTED	3
PRIMARY CONFIGURATION	3
SECONDARY CONFIGURATION	3
THE USER INTERFACE	3
<i>The main screen</i>	4
<i>The Dashboard</i>	5
<i>Changing Your Password</i>	5
CONFIGURATION	6
<i>Host Configuration</i>	6
<i>Pricing Model</i>	8
<i>Assets</i>	8
<i>Syndicating an Asset</i>	10
<i>Make an item unavailable</i>	11
<i>Drivers / Staff</i>	11
<i>Extras management</i>	12
<i>Prices</i>	13
<i>Premium Days</i>	13
<i>Geographic Black List</i>	14
<i>Google Calendar</i>	14
LINKING YOUR WEBSITE TO INSTANT-QUOTE.CO	14
<i>The Quotation calendar</i>	14
<i>Embedded Forms</i>	15
<i>Facebook Integration</i>	15
<i>Sending quotes from your Facebook page</i>	15
<i>Link images</i>	16
CONFIGURING CARD PROCESSING	16
OTHER DOCUMENTS:	17



Product Overview

Business management

Whether you choose to go the Internet marketing route or the traditional route of Wedding Fairs and Local advertising, Instant-Quote.co is equally relevant to you as a consistent and reliable method of running your Wedding Transport Business.

The system will keep track of your quotations, bookings and finances and can be accessed anywhere where there is an Internet connection.

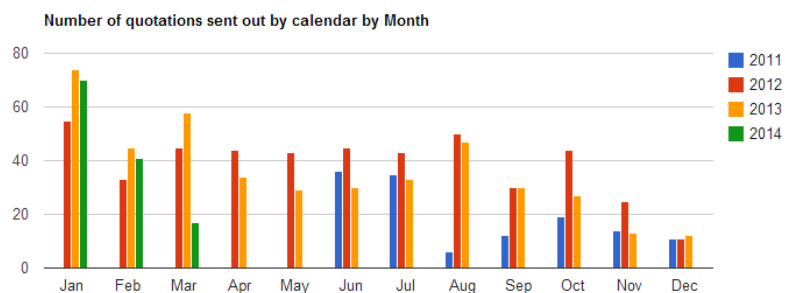
You will be able to see, in real time, how your business is doing: such as the number of people selecting dates on your site and their approximate location. You will be able to compare key business parameters year against year – You will be able to plan and manage your business in a manner you have never been able to before.



Web site visitor location

Automatic quotations

Automatic quotations are a key feature of the system. Companies will find considerable time savings where they have embraced the Internet and have a reasonable Internet presence. Even for companies that don't have a strong presence, using the system to issue quotes to people on the phone offers many benefits. These include sending a detailed quotation at the touch of a button; automatically applying different pricing strategies according to your business model; enabling people who know little of your business to answer questions about availability and pricing; automatically base your quotes on time and mileage.



Number of Quotations by Month chart

The Automatic quotation form can be embedded in your own web site and as an application in Facebook.

The system is feature rich and offers a wealth of useful functionality.

What to expect

Although being linked to Instant Quote will improve your Internet presence, it will not put you on the front page of the search engines on its own. In our experience, a middle ranking web site that uses Instant quote sends out between £4,000 of quotes per month in low season and £18,000 to £20,000 of quotes per month in high season. Customers with high ranking sites and a range of around five transport options send out between £30,000 of quotes per month in low season and £100,000 to £145,000 of quotes per month in high season.

Naturally, not everyone that gets a quote will book straight away so the system can send out follow up emails for quotes and, when you have a date to fill, you can see a list of people whose event is on that date and follow them up by phone, email or text.

What else does it do?

The system was designed in conjunction with two wedding car companies, one large and one small. We have listened carefully to their requirements and included features such as integration with Google Calendar. All of your



appointments are posted to a sub calendar that we create on your Google account. So when you leave for the event, you can be using Google Satellite Navigation on your phone in just two clicks – Nice feature!

Getting Started

It does not matter if you are a signed up user or using the free trial, the system is the same. For satisfactory results, time should be spent configuring the system using the following steps:

Primary Configuration

These are the steps that are required for a basic configuration

1. Become familiar with The user interface
2. Change your password
3. Enter your Host Configuration
4. Enter your Pricing model
5. Enter your Transport items
6. Enter your Prices for each item
7. Define your Extras and their pricing
8. Set up your Premium days
9. Set up your Seasons
10. Test your configuration
11. Add the Instant-Quote.co Calendar to your site or the embedded quotation form.
12. Add the Facebook application to your business Facebook site.

Secondary Configuration

These are steps that are required for additional functionality

1. Personalise the Document Templates
2. Authorise your Google account
3. Enter your email account details
4. Set up expenditure categories
5. Entering historical bookings
6. Configure card payments (if you want to process Credit / Debit cards).

The User Interface

The user interface is secured by your user name and password. It is important to keep these safe so that your data remains confidential.

The login screen is accessed from the link on the home page at <https://www.instant-quote.co> or directly at <https://www.instant-quote.co/software/login.aspx>.

The system has a timeout of approximately 20 minutes of inactivity. Accessing a screen after the timeout will return you to the log in screen.

The screenshot shows a login form with a yellow background. At the top, it says "Log In". Below this are two input fields: "User Name:" and "Password:". To the right of the "Password:" field is a "Log In" button. Below these fields is a section titled "Forgot Your Password?" with the text "Enter your User Name to receive your password." Below this text is an input field labeled "User Name:". To the right of this field is a "Submit" button.



When you registered for the site you entered a password reminder question and answer. Should you forget your password, entering these on the login screen will send a new password to your registered email address.

The main screen

The screenshot shows the Instant-Quote.co admin dashboard. The interface is divided into a left navigation bar and a main work area. The navigation bar includes links for Bookings, Quotations, Finance, Web site activity, Configuration, Marketing, My Account, Card Payments, and Agency. The main work area displays a dashboard with various reports and tables. Annotations highlight specific features: 'Shortcut Buttons' points to the top navigation bar; 'Alerts & error messages' points to a warning message about a statutory test; 'Event Reminders' points to the 'Bookings for the next fourteen days' table; 'Web site activity' points to the 'Web site activity' table; 'Financial Information' points to the 'Financial Information' table; 'Hosts filter' points to the 'Filter' button in the navigation bar; 'Navigation Bar in Navigation area' points to the left sidebar; and 'The work Area' points to the main content area.

Dashboard

Bookings for the next fourteen days

	Date	First Name	Family Name
View / Edit	20 December 2014	Elaine	xxxxxxxxxxxx
View / Edit	21 December 2014	Caroline	xxxxxxxxxxxx

Web site activity

	Today	7 Days	30 Days
Dates selected by users			
All Selections	0	5	33
Unique Visitors	0	5	18

Quotations sent out

	Today	7 Days	30 Days
Quotations sent out			
Number of Quotations	0	2	15
Value of Quotations	£0.00	£650.00	£4,633.00

Bookings received

	Today	7 Days	30 Days
Bookings received			
Number of Bookings	0	0	2
Value of Bookings	£0.00	£0.00	£600.95

Financial Information

	7 Days	30 Days	60 Days	90 Days	120 Days
Payments					
Payments expected	£0.00	£0.00	£515.00	£765.00	£0.00
Overdue	£0.00				
Receipts					
Receipts YTD	£13,896.45				

All system functionality is accessed through a single interface. This screen is always divided into two with the Navigation bar to the left and the work area to the right.

The Navigation bar contains categories and when they are clicked on, they reveal (or hide) the sub categories relating to the category.

There are two further parts to the navigation area:



The Shortcut Buttons and the Hosts filter.

The shortcut Buttons provide quick access to the dash board (seen in the screen shot above), New Booking, New Quote and the Calendar.

The hosts filter provides important functionality. As the system supports multiple web sites, the hosts filter enables you to filter the results displayed in The Work Area. The Hosts filter is only available when appropriate, for example when viewing the dashboard, web site activity is displayed only for the selected hosts.



IMPORTANT CONCEPT

The system revolves around Hostnames. This is usually a combination of the host's local name with its parent domain's name. For example, `www.wikipedia.org` consists of a local hostname (`www`) and the domain name `wikipedia.org`. This means that `www.mycarsite.com` is **NOT** the same as `mycarsite.com`. For this reason you should ensure that `mycarsite.com` redirects to `www.mycarsite.com`. This is something your web developer should be able to do for you. If you do not have this change made, you will have to manage both hosts - this includes setting up configuration, pricing etc. for both hosts. Most ISPs serve the default web site when the `www` is excluded, this is not ideal.

The Dashboard

The dashboard provides information at a glance and is divided in to three areas:

1. The Alert area informs you if there have been errors in submitting emails.
2. Web Site activity informs you about :
 - a. The number of dates selected from the calendar embedded on your web site and how many of those selections were by unique users.
 - b. The number and value of quotations sent out.
 - c. The number and value of Bookings that have been placed.
3. Financial information keeps you abreast of payments that are due and overdue and the value of receipts since 1st January.

Links are provided on the headings to help you navigate to more detailed information.

Changing Your Password

To change your password you will need your existing password and a new password.

1. Select the 'My Account' tab on the navigation Bar.
2. Select Change Password.
3. Enter your existing password in the Password box.
4. Enter your new password in the New Password box.
5. Enter your new password in the repeat password box.

For security purposes your password must contain both:

- A. A minimum of 7 characters
- B. 1 Non-Alpha numeric character



Configuration

Host Configuration

On its own, the system is dumb; it's your configuration that makes the system work for you. Time should be taken to make sure your settings are correct.

For each host that you are managing the following configuration steps should be undertaken:

Use the navigation bar to navigate to Configuration. Click on the configuration tab so that it is expanded.

Select 'Host configuration'

You will see a drop down list at the top of the work area that lists the hosts that are registered to you. If you need an additional host, you must contact support. The host that is visible in the list is the host you are configuring. Changes you want to keep must be saved before changing hosts. Your settings can be applied to all of your hosts by selecting 'Save values to all hosts'. This will overwrite existing values.

From the registration process we have completed what we can of this form and most of the settings are self-explanatory but you should work through each of the fields checking and completing the information as appropriate. Holding your mouse over the text in the right-hand column will display a tooltip with a short explanation of the data required. To edit the information, select Edit from the bottom of the page.

Where we have a tip or further information the field is listed below:

Company Information

- **Name of sender for emails** is the name that comes at the closing point of the email. For example Kind regards XXXXXX Where XXXXXX is the value of this field.

Company Information

- **Financial information** is required to inform the customer of how to pay by Internet banking and is not used for any other purpose.

Pricing Options

- **Discount for multiple cars** calculates a discount when more than one item of transport is selected.
- **Number of days grace** before receiving the booking deposit is used to calculate a date to inform the customer when their deposit has to be paid by. This should be set to a positive number.
- **Number of Days before the event** when payment is due is used to calculate the date when the balance is due. This should be set to a positive number.
- **Charge a different rate for public holidays** enables you to set a different price when there is a public holiday. See 'Pricing'.
- Region code for public holidays may well be blank if there is no region configured on the system.

Program Options



- **Your culture** is important and will impact on time, date and currency display. Typical settings are: United Kingdom: [en-GB](#), United States: [en-US](#), Canada: [en-CA](#), Australia: [en-AU](#). Case is important.
- **Check driver availability**. Select this if you want to ask a customer to contact you before booking if there is not a driver available. If you do not have a driver available, this does not prevent booking. See 'Assets' for how to prevent an item from being available for a date.
- **Send final payment reminder** sends an email about two days before the final payment is due – if the customer has not already paid.
- **Allow more than one booking in a day** has a significant impact to the system. If you accept more than one booking per day, your transport assets are displayed on the quotation page with a timeline of when they are booked on a date. If you select one booking per day, transport assets are not displayed if they have a booking on that day. A timeline is not displayed on the Embedded quote page or the Facebook application.

Program Text

Some pages are customisable to reflect your web site design; these pages are the public facing pages such as for quotations, payments and the customer's 'My-Booking' page. (This a page that your customer can see with their booking details on it.)

The customisable items are set here:

- **Page background image**: You can link this to the background image of your site. For example: <http://www.mysite.com/images/background.jpg>.
NOTE: our pages are served over https. If you provide a link to an image on a non https site, some browsers will not display the page; others will show a 'broken padlock' in the address bar.
- **Page header font** (A Google font) allows you to set the header font to a style you desire. Select a google font from <https://www.google.com/fonts>. An example might be Clicker Script. (Only Google fonts are supported for this feature).
- **Company tag-line** is the text that appears below your company name on the quotations page and selected other locations.
- **Your address latitude and longitude** is used to centre the map on the quotations page. Selecting the lookup button gets the latitude and longitude based on the address you have entered in your settings.
- **Your time zone** in IANA Time Zone format is also based on your geographic location. The formatting of this input is important and the suggested text should be used unless you know it to be incorrect.
- **Minimum booking duration** is used in price calculations for time. Setting this to 1 would mean that bookings of less than one hour duration are priced as 1 hour. By default, the units are hours and must be positive.
- **Units for the duration of bookings**, Default duration, Interval between duration options affect how the quotation and booking duration selectors are displayed to end users.

Your Service Limits

Specify the maximum number of round trips you are prepared to undertake in a booking.

Automatic marketing



Automatically send promotional vouchers enables you to send out 'Voucher emails'. These emails are configurable to contain a discount voucher of your own design. The emails can be sent out automatically to users that have received a quote. They can equally well use these emails without a voucher, but ensure the Voucher Value is set to 0.

When booking online, the system checks for discount vouchers and automatically applies any discount to the booking.

Pricing Model

The Pricing model should be configured to reflect how your business operates or would like to operate the charging policy.

Configurations need to be made for each of your hosts – there is 'no save to all' option and changes take immediate effect when you make a selection.

Using this screen you can set whether:

1. You charge per hour.
 - a. The minimum number of hours you charge for. (i.e. charge 1 hour for 45 minute booking)
 - b. Hours threshold – i.e. don't charge for time until 3 hours have elapsed.
 - c. Charge to and from base. The time charge starts and ends at the garage.
2. Charge per mile.
 - a. Mileage Threshold – i.e. don't charge for time until 30 miles have elapsed.
 - b. Charge to and from base. The distance charge is calculated from leaving the garage until returning.
3. Round Trips
 - a. An additional charge can be made for round trips (where we can ascertain them).
 - b. Threshold – The number of free round trips.

Assets

Before pricing can be completed, the transport you offer must be entered and the individual item must not be 'hidden'.

When you first select Assets, a template for an item of transport is already inserted.

Information you enter on this form appears on other web pages and in emails. A new template can be loaded by selecting the 'Add' button.

You can use this form to:

1. Add an item such as a Wedding Car to the database.
2. Make it available between certain dates.
3. Select which days of the week it is available to book (in general).
4. Set the item as being off road – for reasons such as maintenance, or because you don't take bookings in the winter months or for whatever reason you choose. If an item is unavailable, it does not appear on the quotation page for the dates you specify.
5. 'Available to' sets which of your hosts the vehicle is available to.
6. Test availability. Use this to check your availability configuration. – This does not check bookings.



Note: To protect the integrity of reports, you cannot delete a transport item completely. At the end of a vehicles life, set the retired date. Do this well in advance of the date the vehicle is to be retired to prevent quotations being issued for the item after it is to be retired. **Do not re-use a vehicle's settings for another vehicle** once it has been used for quotations or bookings.

To prevent an item being displayed to users, set it to hidden.

Explanation of settings

1. Make, Model, Engine size, Colour, Body Style, Passengers, registration are all descriptive fields that are for information only.
2. Available from - The date from which the item is available to carry out bookings.
3. Retired from - The date to which the item is available to carry out bookings.
4. Garage Postcode – **Important!** The location the vehicle begins and ends a booking. Generally this is where the item is stored. This can be a postcode or full address. Test which works best for you.
5. Speed adjustment – **Important!** Journey times are calculated for an average vehicle. You can add time to these settings by entering a positive whole number here. For example entering 20 will add 20% to the calculated journey time making a 10 minute journey 12 minutes for the purposes of our calculations.
6. Turnaround time – If you take more than one booking per day, a time to clean the transport may be required. Enter the number of minutes it takes to clean the vehicle satisfactorily. The system adds this time to a previous booking when checking availability.
7. Statutory test dates allows you to set a reminder as to when an asset, such as a car should undergo regulatory tests. For the 10 days before a test is due, a warning appears at the top of the dashboard.
8. Display priority allows you to group items together and influence the order in which items are displayed. Items with the same priority will be grouped together but come after items with a priority value closer to 1.
9. Hidden – this hides the vehicle from public view on the system and is used whilst configuring the item. The item must be un-hidden to add prices.
10. Preselected – When the quotation page is displayed, this item is at the top of the list and the item is automatically 'checked'.
11. Journey mileage limits can be set which limit the geographic region you will quote. Companies in New York do not necessarily want to provide their service in Los Angeles.
 - a. Max. Miles to pick up sets the furthest distance by road that you are prepared to travel. (This figure can be overridden in the quotation page for an individual quote.) The distance to pick up is also used on the quotation page to draw a circle on the map to give an approximation of your range.
 - b. Max. Leg Mileage limits the distance you will quote for where any journey after the pickup is greater in distance than this figure.
 - c. Max. Total Miles enables you to restrict quotes that request a total mileage greater than this figure.
Note: The geographic black list can be used to prevent quotations for postcode / zip regions.
12. Working Days – Many wedding cars are not available seven days a week. Specify which days of the week the item is available. The public holiday setting overrides days of the week. For example, if the item is generally not available on a Monday, selecting Public holidays will make it available if the Monday in question is a public holiday.



13. Syndication – Allows an item, its prices and availability to be shared with other Instant-Quote.co customers. They can be a reseller for your vehicle, place bookings on your site and take a commission. Configuration for this is now under 'Syndication'.
14. Available to – Specifies which hosts can display this item.
15. Upload Image – Select a file from your computer that will be displayed for this item. Images should be in Landscape format in its original proportions for best results. Select Refresh Image to display the uploaded image.



IMAGE FORMATS

1. Images must be less than 4.0Mb or an error will occur.
2. Images should be in Landscape format.
3. Images must be Jpeg images.

Syndicating an Asset

Syndication allows you to share your assets with other Instant-Quote.co users such as booking agencies. Your assets can appear on their site for them to market on your behalf using your prices and other settings. Normally a percentage of the sale or a fixed amount is agreed as a margin for the marketing site.

By sharing your assets in this way, bookings you take yourself and dates you block out for an asset prevent the marketing web site from placing bookings on those days.

To set up syndication you will need to obtain the host group number from the agency. (**They** can find this on **their** syndication page).

To set up syndication

1. Navigate to the syndication page.
2. Obtain the Host group number from the site you wish to syndicate to.
3. Enter the number into the box next to the Add Relationship button and click the button.
4. The site details will appear in the table.
5. Edit the settings entering their margin and the deposit you require.
6. Select which of your hosts receives their bookings from the drop down list.
7. Select the assets you wish to share with the site.
8. Select the hosts from the Agency you wish to use.
9. Select Save to Agency.

The assets you have selected will now be available to the agency web sites selected.

To edit a syndication relationship

1. Navigate to the syndication page.
2. Select the relationship from the table.
3. You can edit the margin you grant and the deposit you require by selecting edit and update.
4. Add or remove agency hosts as required.

Note: Leaving an item unchecked will remove it from the agency site.
You must have permission from the Agency before publishing to their site.



To remove assets from a syndicated site

1. Navigate to the syndication page.
2. Select the agency to work with.
3. Select assets you want to work with.
4. Select only the sites you wish to appear on (select no sites to remove from all of their sites).
5. Select `Save to Agency`.

The list of sites that your asset(s) will appear on with the agency is listed at the bottom of the page.

Make an item unavailable

You may wish to make a asset unavailable for a number of reasons, for example it is being serviced or repaired or you are not able to provide the service.

The impact of making an item unavailable is that during the date range you have selected:

- A. The item will not appear on the quotation page.
- B. You will not be able to issue quotes for the item.
- C. You will not be able to take bookings for the item.

To make an item unavailable:

1. Navigate to `Assets`.
2. Select the item from the drop down list of items.
3. From the table with the title 'Make this item unavailable for reasons such as maintenance' select the button '`Add Date Range`'; Default values will be added to the table.
4. Select '`Edit`' on the highlighted row.
5. Enter dates in the 'suspend from' and 'suspend to' fields and select '`Update`'.
6. Check the result is as you expected by using the Test Availability feature.

Drivers / Staff

Use of the Drivers feature is optional and can be disabled in the host settings.

If you select 'check driver availability' in the host configuration, when a user gets a quote, they are advised if a driver is not available and the user is asked to contact you to arrange a Chauffeur. If no driver is available it **does not** prevent a quote from being issued.

To prevent quotes being issued the individual transport items must be made unavailable for a date or date range. See above. Adding Drivers / Staff enables you to assign them to a booking on the edit Booking page. Once a driver is assigned, you can email the details of the booking to them with a single click.

Making a driver unavailable:

You may wish to make a Driver unavailable for a number of reasons, for example the driver may be unwell or on holiday.

The impact of making a driver unavailable is that during the date range you have selected:

- A. The pool of drivers will be reduced.



- B. If the driver pool becomes empty, users are asked to contact you before booking.
- C. Quotations and Bookings can be processed without impact.
- D. The driver cannot be assigned to a booking.

To make a driver unavailable:

1. Navigate to drivers.
2. Select the driver from the drop down list of items.
3. From the table with the title 'Make this person unavailable for reasons such as illness or holiday' select the button 'Add Date Range'; Default values will be added to the table.
4. Select 'Edit' on the new row.
5. Enter dates in the 'From' and 'To' fields and select 'Update'.
6. Check the result is as you expected by using the Test Availability feature.

Extras management

The Extras page contains three tables:

- A. Extras
- B. Extra Pricing
- C. Available choices

For an Extra to be available it must have a price – even if the price is 0.

Offer per asset or offer per booking:

Extras can be assigned per booking or per asset. For example if you are providing wedding transport with two cars, you may only want to offer the Complementary champagne once, not for each car. The extra would be configured to be a booking level extra – 'Offer per booking' should be selected.

However, if you offer ribbons for the transport, this would most likely be offered per asset.

Extras Pricing

Extras can be offered at a single fixed price, Per Hour, Per Person or the user can enter the quantity.

For example, if you operate a Coach or Bus, you might offer refreshments. The number of people enjoying the refreshment package would be entered at the time of booking and the price would be calculated.

After entering your extras, select each one in turn from the table and enter prices in the price table. Be sure to set the `price from` and `price to` appropriately.

Whilst the Extra is selected, enter the available choices. As an example, if the extra is Ribbon, choices might be white, Ivory, Blue etc.



Note:

1. Extras must be applied to each of your hosts individually.
2. Extras can be charged at different rates for each of your hosts.



Prices

Prices are assigned to each of your assets. In addition to the prices you enter, it is critical to enter the correct date range. Assets without a current price range cannot be quoted for.

- Do not delete a date range until it is no longer valid.
- Ensure that date ranges do not overlap.
- To enter next year's prices add the item again with a new date range and new prices.
- You cannot edit the prices of assets syndicated to you.

When updating prices, you only need to enter the figure – there is no save button and changes are immediate.

To add prices for an asset it cannot be hidden.

Low Medium and High seasons values allow you to add a supplement or make a deduction during that period.

For example, in the table below (for two items), a reduction of 20 is made in the low season and a supplement of 20 in the high season.

Low season	Medium season	High season
-20	0	20
-20	0	20

The Seasons are configured under the Seasons menu. Seasons must be configured for each host.

Premium Days

Premium days allow you to charge a different rate by applying a multiplier to the standard price.

An example of this in the UK might be Valentine's Day. Valentine's Day is probably in your low season and does not fall on a public holiday and yet it's a day that's in demand. By making this date a premium date, you can apply a special price.

Premium day prices are based on the public holiday price to which you can apply a multiplier.

If you have a public holiday price of 100 and configure a multiplier of 1.2, the calculated price will become 120.

When configuring Premium dates, selecting Use every year will cause the system to ignore the year value.

Defined premium dates

	<u>Day of month</u>	<u>Month</u>	<u>Price Multiplier</u>	<u>Description</u>	<u>Year</u>	<u>Use every year</u>	
Edit	25	12	2	Xmas Day	2013	<input checked="" type="checkbox"/>	<button>Delete</button>
Edit	14	2	1.2	Valentine's day	2013	<input checked="" type="checkbox"/>	<button>Delete</button>
	1 ▾	January ▾	1		▾	<input checked="" type="checkbox"/>	<button>Add date</button>



Premium days must be applied to each of your hosts.

Geographic Black List

The geographic black list enables you to avoid quoting for districts you do not want to travel to. The person requesting the quote is advised that you do not service that area.

Care should be used when using this feature as it is quite 'aggressive'.

If for example you performed a UK postal code search for L39, the query will return 10 results. Selecting just one of these and applying it to an asset is most likely going to block all instances of L39. This is because the address entry for the customer is free form and not highly structured so we cannot know exactly what will be returned to the server.

Whatever you configure, it is wise to test it with example quotes.

When you select a filter to apply, it can be applied to all of your assets or individually.

Google Calendar

Bookings can be published to your shared Google calendar and be displayed wherever your calendar is available, such as on your smartphone or in Microsoft Outlook.

Data will be published to your calendar as a new shared calendar for all of your currently registered web sites. Bookings are added, updated and removed as appropriate. You can choose who you share the information with using the Google Calendar interface.

If you wish to stop using the calendar service de-authorise your account here BEFORE removing access using a Google control panel to disable access. Failure to do so will result in a Google login page being presented to customers and possibly your bookings appearing in their calendar.

You will need to have a Google account and, if you are not logged in to Google, your user name and password.

Your hosts are authorised individually and hence can be associated with different Google Calendars.

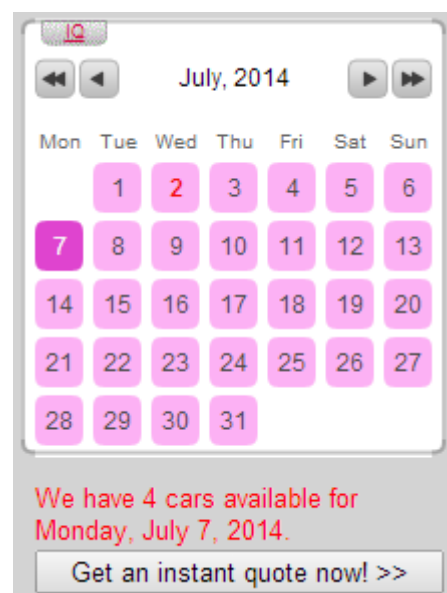
Linking your website to Instant-Quote.co

There are three methods of integrating your public presence with Instant-Quote.co. All of them are valid and can be simultaneously or individually.

1. The quotation calendar.
2. Embedded Quotation form.
3. Facebook application.
4. Link images

The Quotation calendar

The calendar can be embedded on any page on your web site. The principle is that a user is tempted to check availability and then retrieve a quote.





The calendar displays live data as to asset availability for the date selected and provides a slick user experience.

When the user selects 'Get and Instant Quote' they are redirected to the Instant-Quote.co site where they can complete the details and obtain a quote.

The quote that is returned is calculated from the configuration you apply.

To integrate the calendar with your site, code must be placed in your web page.

The code for your site can be found under the configuration section of the administrative interface. Look for the link 'Calendar Code'. Instructions are provided on the page.

Embedded Forms

The embedded forms interface enables you to send quotes to your site visitors without them leaving your site.

The configuration rules apply in just the same way as they do on the Instant-Quote.co site and include the same Photo Gallery features.

Setting up the page takes more code, however this offers the web site developer significant opportunities for customisation of the look and layout of the page on your site.

The code to setup the embedded quotation forms can be found in this document:

http://www.instant-quote.co/documents/IQ_embedded_quotations.pdf

A working example of the page can be found here:

http://www.instant-quote.co/wedding_car_quote.html

and here:

<http://www.wedding-car.co/wedding-car-quote.aspx>

Facebook Integration

Sending quotes from your Facebook page

The quotation page can be displayed on your Facebook site. Customers can get quotations in exactly the same way and all of your settings remain the same.

To get started, (you will need admin rights to the Facebook page) Navigate to this link:

1. https://www.facebook.com/dialog/pagetag?app_id=289651961215884&redirect_uri=https://www.instant-quote.co/software/admin/fbedit.aspx
2. Select the page you would like the application to be published on.
3. You will be redirected to the configuration page.
4. Select the host you want to link to the page and select apply.
5. Return to the Facebook page that you specified to display the quotation system.
6. Select More / Manage Tabs
7. Re-Order the tabs by dragging the Instant-Quote Tab upwards.



8. Save your page.
9. That's it.

A working example of the page can be found here:

<https://www.facebook.com/TheWeddingCarHireCo>

Select Get an Instant Quote from the menu towards the top of the page.

Or go to https://www.facebook.com/TheWeddingCarHireCo/app_289651961215884

Link images

It is not necessary to embed the form or calendar on your web site. We have prepared a number of link images that can be used as an alternative to indicate to the customer that you can provide Instant Quotes.

The images can be found at: <http://www.instant-quote.co/siteimages.html>

There are number to choose from to suit your web site and a blank master if you wish to create your own.

The images can be used to link to your embedded quotation page or the Instant-Quote.co quotation page.

To link to your own page the code is provided on the page hosting the images.
To link to the Instant-Quote.co page:

Look at the calendar page code under configuration | calendar Code.

Copy the row between the <noscript> </noscript> tags.
It will look something like:

```
<a href="https://www.instant-quote.co/details.aspx?host=??&hostname=www.???.???">
Click here to check availability now!
</a>
```

Replace the Click here to check availability now! With the location of the image you have chosen to use.

Place the code in the web page.

The finished code will look something like:

```
<a href="https://www.instant-quote.co/details.aspx?host=??&hostname=www.???.???">

</a>
```

Be sure to replace the question marks with your data that you can see in the calendar code.

Configuring Card Processing

You can take Visa, MasterCard and American Express payments using the system, but a small amount of configuration is required.

See the document:

http://www.instant-quote.co/documents/IQ_card_processing.pdf



Other documents:

User Guide:

http://www.instant-quote.co/documents/IQ_user_guide.pdf

Accepting card payment:

http://www.instant-quote.co/documents/IQ_card_processing.pdf