



January 4, 2023

## The Choice Connection January 2023



Welcome to *The Choice Connection*, your new monthly source for integration planning and strategy updates. The new year brings many program and platform integrations that will help capture the full power of the Choice system for the Radisson brands.

*The Choice Connection* will introduce each integration project with high level details on timing and the benefits for your hotel. You'll then receive more detailed communications on each project as the launch date approaches.

Continue to check your email each Monday for weekly *News to Use* updates on current and ongoing marketing, systems, and operational information during the transition period. We'll

also continue to send *Special Edition News to Use* updates as needed with details on specific programs. And as always, please reach out to your Regional Director whenever you have any questions.

### **Loyalty Program Update: Points Exchange Begins in Q1**

With more than 7,500 hotels now in the Choice family of brands, we are excited to soon offer our valuable Radisson Rewards Americas and Choice Privileges® rewards program members the ability to seamlessly exchange points between their accounts in the two programs and book reward nights across our combined portfolio. We'll provide more information and will share the news with our members as soon as the functionality is finalized, later this quarter.

### **2023 Quality Assurance Program**

Upholding a commitment to brand standards is the foundation of developing a strong base for your business, building loyalty, promoting positive guest feedback, and ultimately helping drive your profitability. Our Quality Assurance (QA) program plays an important role in how we support you and your efforts to serve your guests and uphold your brand promise.

In 2023, we will begin transitioning all Radisson brand hotels to the Choice Quality Assurance program, working with our QA vendor, Deloitte. Here's what you can expect in 2023:

- Beginning in March 2023, Deloitte will conduct **training, non-accountable** Quality Assurance Reviews at all Radisson brand hotels. You will **not** receive a pass/fail score at the conclusion of your first review, for 2023.
- These reviews will help you learn more about the scoring methodology we use to evaluate hotels.
- Throughout the year, we will provide you with opportunities to understand the program and share resources to help prepare for your Quality Assurance Review.

### **Rules and Regulations Update**

As part of the Choice family of brands, the Brand Standards are now known as the Rules & Regulations. We have completed the first series of changes, which are now available on CONNECT, and we will post additional changes throughout the year.

We'll share more information on the Quality Assurance and Compliance program later this month. In the meantime, please continue to take advantage of your existing resources through CONNECT, including the updated Rules & Regulations, Program Implementation Kits, and TrueView self-assessment tool, to help make sure your hotel continues to provide a great stay experience for all your guests.

### **CrowdStrike – Real-time Security Services Monitoring Coming to Your Hotel**

Helping protect your hotel against growing cyber threats to both guest and financial data is a top priority and challenging for many small businesses. As a part of the Choice family, you will join some of the world's largest companies who depend on CrowdStrike Security Services to help monitor, detect, and prevent cyber threats.

In 2023, we will work with you to install CrowdStrike Security Services on all business computers that access your hotel's property management system. This new required standard will help provide enhanced protection for your hotel, working seamlessly behind the scenes to integrate threat intelligence and response.

### **What is CrowdStrike Security Services?**

- CrowdStrike is an industry leader in cyber-security protection, providing a **comprehensive, proactive, and preventive set of security services**.
- CrowdStrike uses real time monitoring of computers and communications, and then analyzes monitored data through artificial intelligence applied to cloud-based security data accumulated across CrowdStrike's large customer base and backed by cyber-security experts.

We look forward to working with you to bring this added level of security to your hotel and your guests. Stay tuned for more information on the CrowdStrike rollout.

### **Technology Roadmap Update**

Last month, we completed the successful transition to Choice University, our online learning platform and ecosystem. In the next few weeks, we will begin two critical efforts that will support the major system integrations taking place later in the year:

- Create single sign-on credentials for all Radisson hotels using Okta.
- Verify your hotel's data, including room types, hotel and room amenities, attractions, driving directions and more through PROP-EL, Choice's electronic Hotel Opening Guide tool. Your Regional Director will work closely with you on this process. Stay tuned for more information and next steps.

### **Best Online Rate Guarantee and Rate Parity**

Maintaining rate parity across all channels continues to be a critical component of our strategy to help build loyal customers and drive them to your lowest cost channels. Beginning January 1, if we identify a parity issue, the Revenue Management Operations team will notify your hotel via email. If the parity issue is not resolved within 48 hours, the Revenue Management Operations team will resolve the issue on your hotel's behalf and your hotel will be charged a \$100 Rate Parity Correction fee. Additional information on the **BORG** is available on the Radisson website.

Be sure to check the timeline at the top of each issue of *The Choice Connection* for updates on the many system and platform integration projects underway this year.

2023 promises to be an exciting and eventful year for the Choice family of brands. We are committed to providing you with regular updates and timely information on the integration and the many new opportunities that will be available to you and your hotel.