



# NEWS <sup>TO</sup> USE

July 10, 2023

## Weekly News to Use Updates for Radisson-Branded Hotels

### Guest Relations Process Changing This Summer

As part of your integration into the Choice system, some important guest relations processes will be changing. Please make note of these upcoming changes, explore the resources provided below, and take any necessary actions:

#### Complaint Management Process

The best way to handle a guest complaint or concern is when it happens, but we know that there are some situations where guest issues are not resolved. To support you when these situations arise, we will implement the Complaint Management Process for your hotel when you are moved into the Choice system. Some highlights include:

- If a guest contacts us through a Choice voice or digital channel, our Customer Relations team will resolve their issue on the first contact. This means that you do not need to intervene.
- Learn more about the Complaint Management Process [here](#).

#### ResAdvantage and the Redirected Call Program (RCP) Will Become Call Forwarding

Currently, many of you use ResAdvantage or RCP to generate revenue through the voice channel by handling incoming reservation calls on behalf of the property. This service allows staff more time back in their day as they are not tied to the phone. Upon joining the Choice system, you will be

enrolled in our Call Forwarding program. This brings many benefits to your hotel, including:

- **Constant support:** Our Call Forwarding program operates 24/7, 365 days a year, in a worldwide competitive environment which helps deliver higher revenue and value for our franchisees.
- **Revenue growth:** The average room revenue booked by Choice hotels participating in Call Forwarding is \$82 per call.\*
- **Customer service:** Across 500,000 surveys submitted about the Engagement Center in 2022, 94% were positive, with a guest satisfaction score of 4.71 out of 5.
- **Accessible reports:** You will be able to access monthly reports on the Call Forwarding program. Keep an eye out for more details later this summer.

### **Actions Required**

- If you have a transfer line to reservations set up at your property or in a local Interactive Voice Response (IVR) system, you must change your number to match your ResAdvantage/Call Forwarding digital number found on RadissonHotelsAmericas.com. The dedicated transfer line for each hotel will be retired, and new IVR prompts will allow one custom menu option and no informational recordings.
  - Please work with your local phone company to reconfigure your transfer line.
- If you do not wish to participate in the Call Forwarding program at this time, you can opt-out [here](#).
- Please contact [hotel\\_call\\_forwarding\\_support@ChoiceHotels.com](mailto:hotel_call_forwarding_support@ChoiceHotels.com) with any questions.

*\*Results vary by hotel.*

### **Questions?**

If you have any questions about the upcoming guest relations process changes, please contact [gmcoaching@ChoiceHotels.com](mailto:gmcoaching@ChoiceHotels.com).

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**Reminder: Instant Book with Alliance Reservation Network (ARN) Changes**

Alliance Reservation Network (ARN) is a travel technology booking engine and partner of the global sales team. The majority of ARN's customers are sports tournament operators. In May 2022, Radisson rolled out an integration with Alliance Reservation Network (ARN) allowing a direct connection to your Opera property management system and their GPS Link solution for sports bookings received through ARN. We will be discontinuing this technology as of **Friday, July 14**, and your hotel will revert to the previous experience with ARN which was receiving rooming lists and entering the reservations as needed.

### **Additional Details**

When an ARN event planner chooses your hotel's rates and terms, you'll receive an email notification from [groupdocs@allresnet.com](mailto:groupdocs@allresnet.com) indicating your hotel has been selected. This is your trigger to build the block in Opera and work with the ARN planner on the rooming list.

### **Required Actions**

Pay close attention to emails being sent to your hotel from [groupdocs@allresnet.com](mailto:groupdocs@allresnet.com) indicating a group has been secured and create the blocks as needed. The ARN GPS Link solution will end on Friday, July 14. After that, your hotel will need to build the blocks and use the rooming lists for reservations.

### **Questions?**

If you have any questions about this change, please contact [rdrfp@choicehotels.com](mailto:rdrfp@choicehotels.com).

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### **Reminder: ChoiceNOW is Available to You NOW**

Have you explored [ChoiceNOW](#) yet? This tool is available to you as your hotel technology support portal. You can:

- Find answers to your "how to" questions through self-service forms and knowledge articles.

- Submit, update, and receive real-time updates on the status of support tickets.
- Chat with support specialists with easy access to property information and tickets.
- Receive the latest news and important updates, using our streaming information center.

To access ChoiceNOW, log in using your OKTA credentials. Click [here](#) to learn more, and stay tuned for more information about how you can leverage ChoiceNOW for other aspects of your business.

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### **Reminder: Dive into Choice Privileges with Transition Tuesdays**

We know you have a lot of questions as Radisson Rewards Americas prepares to integrate with Choice Privileges at the end of the month. That's why we're turning our undivided attention to loyalty during our next edition of Transition Tuesdays. Tomorrow, **July 11 at 2 p.m. ET**, please join us to hear from the experts about Choice Privileges' value to your hotel, and the changes ahead.

Click [here](#) to register. We look forward to seeing you there!

### **Questions?**

We've launched a new inbox where you can submit your loyalty integration questions directly: [loyaltyintegrationquestions@ChoiceHotels.com](mailto:loyaltyintegrationquestions@ChoiceHotels.com).

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### **Choice In the News: Vote for Choice in USA Today's 2023 Readers' Choice Awards**

We're excited to share that we've earned nominations for USA Today's 2023 Readers' Choice Awards:

- Choice Privileges® – nominated for **Best Hotel Loyalty Program**
- Choice Privileges® Mastercard® – nominated for **Best Travel & Hotel Credit Card**

Voting for USA Today's 2023 Readers' Choice Awards is open until Monday, July 31. Click [here](#) to learn more and cast your vote for Choice Privileges and the Choice Privileges Mastercard.

*If you have any questions about News to Use, please contact your Area Director.*



Travel with More



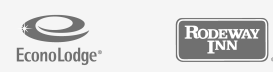
Travel & Relax



Travel Longer



Travel Simply



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