



# NEWS<sup>TO</sup>USE

July 17, 2023

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

### Choice Privileges Integration is Coming Soon – Use these Resources to Get Ready

Starting tomorrow, July 18, we will begin the integration of Radisson Rewards Americas with Choice Privileges. We know that you're going to love being a part of Choice Privileges – a growing program 5X larger than you're used to. Here are some quick facts about the typical Choice Privileges member:

- They spend 1.8X more than non-members.
- They have a 13% higher average length of stay than non-members.
- They are twice as likely to complete a second stay than non-members.

As we drive to help bring these valued guests to your hotel, here are some resources you can use to get ready for the change:

- Visit the [Integration Hub](#) on [ChoiceU.com](#), where you'll find:
  - All Transition Tuesdays webinars, including the most recent one covering Choice Privileges and our co-branded credit cards.
  - A new video about the Choice Privileges loyalty program.
  - Past communications about the loyalty integration.
- Explore the [Welcome to Choice Privileges Hub](#) on [ChoiceCentral.com](#), a quick start guide for the Choice Privileges program, featuring topics like:
  - How to Enroll Guests
  - Member Benefits and Recognition

- On-Property Collateral
- Resources for further learning
- Attend our upcoming Choice Privileges Open Office Hours:
  - July 19, 2 p.m. ET – Register [here](#)
  - July 20, 2 p.m. ET – Register [here](#)
  - July 26, 2 p.m. ET – Register [here](#)
  - July 27, 2 p.m. ET – Register [here](#)
  - August 2, 2 p.m. ET – Register [here](#)
  - August 3, 2 p.m. ET – Register [here](#)

As you prepare to tap into Choice Privileges' growing base of over 57 million members globally, we also wanted to communicate a few upcoming changes.

Choice is recalibrating many on-going fees to ensure alignment across all hotels moving forward. Some fees will be lowered, some will be raised, a few will be added, and some will be eliminated altogether. We are focused on your total cost of ownership and the value of being a Choice franchisee. As more details are finalized, we will communicate those at the appropriate time.

Here are some changes related to the loyalty program to be aware of:

### **Changes to the Reward Night (SRD) Redemption/Reimbursement Model**

Choice Privileges uses a different calculation than Radisson Rewards Americas to determine the amount a hotel is reimbursed for a Reward Night. Choice Privileges' reimbursement calculation is aligned with your property's average daily rate (ADR). We recently launched a [Reward Night Information page](#) on [ChoiceCentral.com](#) to explain the program.

### **Changes in Points Plus Cash Reimbursement Model**

After you join Choice Privileges, you will no longer collect the cash portion of a Points Plus Cash reservation. Instead, Points Plus Cash room nights will be reimbursed identically to normal Reward Nights, aligned with your property's ADR.

### **Fees Related to On-property Enrollments**

Once Radisson Rewards Americas integrates with Choice Privileges, you will

follow the Choice Privileges on-property enrollment fee structure. Under this structure, hotels are assessed a 5% Rewards Program Fee based on the room revenue for every qualifying on-property enrollment.

### **Questions?**

If you have questions about Choice Privileges, use these contacts for help:

- During Integration: Call 888-544-3200 or email [loyaltyintegrationquestions@ChoiceHotels.com](mailto:loyaltyintegrationquestions@ChoiceHotels.com).
- After Integration: Call 888-544-3200 or email [choice\\_privileges\\_hotels@ChoiceHotels.com](mailto:choice_privileges_hotels@ChoiceHotels.com).

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### **Your reports are moving to ChoiceCentral.com!**

#### **What's Changing?**

- As part of the integration into the Choice system, hotels will no longer access reports in WebFOCUS or Hotel Analytics Lobby (HAL). Over the coming weeks, hotel reports will transition to [ChoiceCentral.com](https://ChoiceCentral.com).
- The reports you will see may have different names and content than what you are used to today, although you can look forward to accessing many new reports from the Choice world to run your business. Learn more [here](#).
- Additionally, several legacy Radisson reports are being rebuilt and will be published on [ChoiceCentral.com](https://ChoiceCentral.com) throughout the next 6 months. Learn more [here](#).

#### **When?**

- On August 1, you will begin to access your reports in [ChoiceCentral.com](https://ChoiceCentral.com).
- New data will stop being available through WebFOCUS and HAL on July 19.
- WebFOCUS and HAL will be accessible to users until late September to allow reporting of prior period data.

#### **How?**

- Click [here](#) to review the steps to access your reports in [ChoiceCentral.com](#).
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## **Reminder: Early Access to ChoiceCentral.com**

At the end of June, you received early access to ChoiceCentral.com, your Choice intranet site. With it, we shared two key integration apps:

### **User Admin**

User Admin controls security for your staff, allowing them access to applications within ChoiceCentral.com. We encourage you to prepare now! This app allows a General Manager to add, change, activate, or inactivate user accounts for applications such as Reserve SED/LFF/LEMPL (the employee and friends and family rates), Customer Relations Response, Property Information Manager, and choiceADVANTAGE.

- How do I find it?
  - Access User Admin by clicking on Quick Links in the upper left menu on the ChoiceCentral.com homepage, then click on User Admin.
- Where can I find more information?
  - Click [here](#) for the User Admin resource guide with detailed instructions.

### **Reserve an Employee Rate (SED), Friends and Family Rate (LFF) or an International Hotel Employee Rate (LEMPL) through the booking link found on ChoiceCentral.com**

Reserve SED, LFF and LEMPL is where you can book employee rate and friends and family rate hotel rooms for all Choice properties. As a reminder, your staff can only access this if you give them access through User Admin.

- How do I find it?
  - Access Reserve SED, LFF and LEMPL by clicking on Quick Links in the upper left menu on the ChoiceCentral.com homepage, then click on Reserve SED, LFF and LEMPL.
- Where can I find more information?

- Click [here](#) for the Reserve SED, LFF and LEMPL resource guide with detailed instructions.

If you did not receive your early access to ChoiceCentral.com, please contact Choice Property Support at 800-528-3118 or your Area Director for help. You can also learn more about using [ChoiceCentral.com](#) by watching [this introduction](#) on [ChoiceU.com](#).

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## **Reminder: Guest Relations Process Changing This Summer**

As part of your integration into the Choice system, some important guest relations processes will be changing.

Additionally, Choice is recalibrating many on-going fees to ensure alignment across all hotels moving forward. Some fees will be lowered, some will be raised, a few will be added, and some will be eliminated altogether. We are focused on your total cost of ownership and the value of being a Choice franchisee. As more details are finalized, we will communicate those at the appropriate time.

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.
- **Fees: Choice has a flat rate of \$100 + any compensation provided to the guest based on complaint rules.**
  - This removes the tiered structure ranging from \$100-\$150 per complaint, ultimately reducing fees for your hotel.

- Fees are only billed for valid complaints within your control, including cleanliness, health or safety, improper billing, or staff concerns. This means that many of the issues reported to the Customer Relations team are excluded from the fee.
- Learn more about the Complaint Management Process and access Customer Relations resources [here](#).

**You will also soon gain access to tools that help you document guest concerns on property and get information about complaints handled by Choice.** These web-based apps help you stay aware of comments coming into your hotel. We will share details about the issue and how we worked with the guests to come to a resolution. Likewise, any concerns you handled on-property can be reported back to Choice so our teams are aware of your actions, should a guest contact us. After systems integration, you can access these tools in the “Quick Links” dropdown in the upper left corner of the screen when you log into ChoiceCentral.com. Just look for the “Guest Resolution Form” and “Guest Relations Response” options.

### **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 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.

- **Simplified billing: Starting with calls transferred September 1, participating hotels will be billed at a flat rate of \$2.95 per call. Additionally, the \$360 RCP Annual Fee will no longer be applied to RCP hotels starting in 2024.**

*\*Results vary by hotel.*

#### **Actions required:**

- If you have a transfer line to reservations set up on the property or in a local Interactive Voice Response (IVR) system, your programming must change 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 by October 31.
- 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.

#### **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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#### **Required Update for Hotels Participating with Nor1 Products eStandby and CheckIn Merchandising**

Nor1, provider of eStandby and CheckIn Merchandising, was acquired by Oracle Hospitality in 2020. They are now aligning contracts and refreshing property level agreements. During this update, Radisson, Radisson RED, Radisson Blu, and Radisson Individuals properties in the Americas will also upgrade their connection to Nor1 to a live 2 way interface with Opera. This connection is **free of charge** and will streamline the process for awarding upgrade requests.

After the connection is complete, once an upgrade is awarded in the Nor1 portal, the upgrade and associated fees will flow directly from the Nor1 portal to the guest folio. This also enables a live availability check to automatically award upgrades upon request when availability is present. Automatic upgrades\* help grow your properties RevPAR without any additional action from front desk agents.

*\*Custom property configuration is allowed to manage automatic upgrades*

### **Additional Details**

Depending on current participation level with Nor1, properties will require separate actions:

- **Country Inn & Suites by Radisson, Park Inn by Radisson, and Park Plaza brands participating with eStandby:** Follow the steps in an email communication directly from Oracle to update your paperwork.
- **Live 2 way connected properties with CheckIn Merchandising:** Follow the steps in an email communication directly from Oracle to update your paperwork.
- **Radisson, Radisson RED, Radisson Blu, and Radisson Individuals properties participating with eStandby:** Follow the instructions in an email communication received directly from Oracle to update your paperwork **and** accept the Oracle Ordering Document to start installing your free 2 way connection.
  - Additional steps will be communicated from Oracle once your order is accepted.

### **Required Actions**

- Watch for communication directly from Oracle and follow the steps received in accordance with your participation level.
- Provide hotel information where necessary to Nor1 to complete the installation of connections.
- Continue to award Nor1 upgrade requests via the Nor1 portal as usual.

### **Questions**

For questions on this process, please contact Nor1 Account Manger Steven Dickey ([steven.dickey@choic-hotels.com](mailto:steven.dickey@choic-hotels.com)) or Nor1 Account Representative Jason Adams ([jason.a.adams@oracle.com](mailto:jason.a.adams@oracle.com)).



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## **Reminder: Discover Distribution with Transition Tuesdays**

During our next edition of Transition Tuesdays, our experts will share how you can leverage ChoiceHotels.com and third-party platforms to help drive bookings to your hotel.

**Join us:** Click [here](#) to register. We look forward to seeing you tomorrow, July 18 at 2 p.m. ET.

**View Past Recordings:** You can view the Transition Tuesdays you may have missed on the [Integration Hub](#).

**Mark Your Calendar:** As a reminder, we've made some changes to the upcoming Transition Tuesdays schedule. Please prepare to join us on these new dates to learn about the following topics:

- **August 1:** Revenue Management Tools
- **August 8:** Property Management Tools
- **August 15:** Driving Group Bookings with the Global Sales Organization
- **August 22:** Optimizing Your Hotel's Performance
- **August 29:** Drive Business to Your Hotels with Marketing Tools

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