

GUEST RELATIONS AND REPUTATION MANAGEMENT

Guests expect instant communication and prompt responses, and how and when you respond to complaints and guest surveys can be the difference between gaining or losing guest loyalty.

Guest Relations Program

Program Details:

The best way to handle a guest complaint or concern is when it happens and before the guest leaves your hotel. But we know that there are some situations where guest issues are not resolved. These can involve several areas, including brand standards, health or safety concerns, cleanliness, improper billing, or staff concerns. To help meet your guest's needs promptly, without causing additional frustration in these situations, Choice's Customer Relations team will handle all complaints on the first contact, without requiring you to intervene.

Guest Relations Fees

\$100 per valid complaint plus cost of resolution

Waivers

The top 20% of hotels, per brand, with the highest LTR (calibrated on rolling 12 months for Jan-Jun and then Jul-Dec) will have guest relations fees waived (cost of resolution still applies).

Resources*

Guest Resolution Form – Use this form to inform the Customer Relations team about the steps you took to resolve issues during the guest's stay. This helps provide guidance to the team on how to address your guest's concerns.

Appeals**

Guest Feedback Appeal – If you believe that a guest relations fee was charged in error or is not consistent with the complaint process, you can submit an appeal.

Reputation Management

Program Details:

Your guest feedback provides you with a unique opportunity to take advantage of what your guests are telling you and actively engage in the process to ensure that your hotel's online reputation is helping generate business for your hotel, higher rankings, and a better guest satisfaction. All escalated GIS surveys and Real Guest Reviews on ChoiceHotels.com must be responded to within 72 hours. Any GIS surveys with a guest requesting to be contacted by the hotel must be responded to as well. Escalated surveys or reviews are those with scores below your brand's LTR thresholds.

Reputation Management Fees

\$175 per escalated GIS survey or Real Guest Review not responded to within 72 hours.

Thresholds***

Compliance thresholds can be found [here](#)

Appeals**

Medallia Survey Appeal or Real Guest Review – If you believe that a GIS survey or Real Guest Review was submitted in error, please visit the [Guest Feedback Handling Policy](#) to see if it is eligible for appeal.

- * You may find the Guest Resolution Form in ChoiceCentral or via the link in ChoiceNOW under forms > Guest Relations
- ** To submit an appeal, please submit a ChoiceNow request under forms > Guest Relations
- *** You may find the compliance thresholds in ChoiceCentral under Resources > Reputation Management > Compliance.