



NEWS ^{TO} USE

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Weekly News to Use Updates for Radisson-Branded Hotels

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Learn More About the Guest Insights Program (Medallia Survey and Guest Reviews)

Last month, we announced some [upcoming enhancements](#) to the Guest Insights Program. Learn more about what you can expect beginning in January 2024 with these Frequently Asked Questions:

1. What is the Guest Insights Program?

- The Guest Insights Program helps franchisees across all brands and segments create consistent, high-quality experiences for their guests.
- The program has two primary elements:
 - Medallia Survey – sent to guests following check-out

- Guest Reviews – submissions to ChoiceHotels.com or other websites
- This information provides actionable, timely feedback and identifies key drivers of the guest experience at each property.
- Franchisees can use this information to help drive loyalty and keep guests coming back again and again.

2. What is Likelihood to Recommend (LTR)?

- LTR measures a guest's overall experience and will be used by all Choice brands beginning in 2024. A guest's experience at a property ultimately influences how they feel about recommending the hotel to a friend or colleague.
- LTR is a simple metric to calculate and interpret, as it is focused on one key sentiment: Customer advocacy.
- LTR is the average score on a 10-point scale across your guest surveys; it reflects your guests' likelihood of recommending your hotel to others.
- Note: As a result of the transition from NPS to LTR, legacy Radisson properties will not have a rolling 12-month LTR score for 2024.

3. How many completed Medallia surveys should I expect to receive per month?

- In general, hotels should expect a similar number of responses as received in the past for both Medallia surveys and guest reviews.

4. What will be some of the enhanced Medallia portal views and layouts?

- Understanding what contributes to your guests' positive experiences, and what detracts from them, is critical to driving loyalty. We want to make it as easy and intuitive as possible to draw insights from the data shown in the Medallia portal.
- Key enhancements to help quickly convey information and incite action include:
 - New layouts to quickly drill down into specific aspects of a guest's stay;
 - A Rival Comparison Index to help understand how your property compares to similar properties close by; and
 - Added functionality to text analytics.

5. Will our historical Medallia data still be available?

- Yes, relevant historical Medallia data will be visible in the portal.
- We will provide more information closer to the launch of the combined portal if there are any major changes to available historical data.

6. What are the required Medallia guest survey response thresholds for 2024?

- While we recommend that all guest feedback receive a personalized response to acknowledge their feedback, we will continue to require responses to surveys below these brand-specific thresholds:
 - **Extended Stay:** MainStay – 6 and below; Everhome – 6 and below; Suburban – 5 and below; WoodSpring – 4 and below
 - **Midscale and Economy:** Clarion – 5 and below; Clarion Pointe – 5 and below; Quality – 5 and below; Park Inn by Radisson – 5 and below; Econo Lodge – 4 and below; Rodeway Inn – 4 and below; Comfort – 7 and below; Sleep Inn – 7 and below; Country Inn & Suites by Radisson – 7 and below
 - **Upscale:** Cambria – 8 and below; Radisson – 8 and below; Radisson Blu – 8 and below; Radisson RED – 8 and below; Radisson Individuals – 8 and below; Ascend Hotel Collection – 7 and below; Park Plaza – 7 and below

7. What are the required guest response thresholds for feedback submitted on ChoiceHotels.com for 2024?

- The threshold for a hotel alert and required response for guest feedback submitted on ChoiceHotels.com is any score of 1-2 on a scale of 1-5.
- Note: Legacy Radisson hotels temporarily do not have ChoiceHotels.com reviews due to technical dependencies. We will communicate to impacted properties when these reviews are functional.

8. How long do I have to respond to a Medallia alert for a below-threshold score?

- All hotels will have 72 hours to respond to a guest survey received below the respective threshold.
- For legacy Radisson brands, this is a change from the previous 96-hour requirement.

9. Should responses to guest surveys or reviews be personalized?

- Yes. All responses should be personalized, using references to the specific feedback shared.

10. How often should I view the Medallia portal to check for completed guest surveys or ChoiceHotels.com reviews?

- We recommend that all hotels check the Medallia portal on a daily basis.
 - Legacy Choice hotels will continue to login as usual
 - Legacy Radisson hotels will continue to login using CONNECT until January 2024
 - Beginning in 2024, all hotels will sign into Medallia using Okta. We recommend all hotels to confirm that their Okta credentials have been provisioned to applicable users to avoid any login issues.

Questions?

- For questions about the Reputation Management program, contact reputation_management@ChoiceHotels.com.
- For questions about the Quality Assurance program, contact qa.program@ChoiceHotels.com.

Maximize Bookings and Exposure with Supplementary Programs from Direct Travel and Flight Centre Travel Management Companies (TMCs)

Flight Centre Travel Group and Direct Travel are two of the world's most dynamic travel groups, booking reservations on behalf of travelers across all market segments and large transient customer bases. Your hotel will be courtesy loaded into each group's 2024 global program through our annual TMC Consortia program for bookings starting January 1.

Why should my property participate? These supplementary programs can help provide your property with higher placement and increased visibility on each group's distribution systems.

Are there participation fees? No. These programs have no additional

participation fees for your hotel and participation is highly recommended to maximize exposure to each group's customer base.

How do these programs work?

- Both are 10% commissionable and loaded as Non-Last Room Availability (NLRA), allowing you to maximize this business during low demand periods and yield during high demand.
- **The Flight Centre Travel Group's Discount FCA Program** is loaded at a dynamic 15% off Best Available Rate (BAR).
- **The Direct Travel Value Program** is loaded at a dynamic 12% off BAR and includes a cancellation policy of 4 p.m. local time the day of arrival.

Can I opt out? Yes. If you believe either program is not a good fit for your hotel, contact tmc.agentresource@ChoiceHotels.com by December 31 to opt out. Please reach out to your Revenue Manager or Revenue Analyst if you'd like to discuss how these programs can contribute to your hotel's revenue strategy.

**Does not apply to WoodSpring Suites hotels.*

Protect Your Guests' Information: Best Practices Against Social Engineering

Attempts to access guest information or your hotel's systems are becoming increasingly common. While your staff is trained to provide the highest levels of service, it's also important to ensure that they know the warning signs of social engineering calls.

- **What is social engineering?** Social engineering uses psychological manipulation through human interaction to trick users into making security mistakes or giving away sensitive information. For example, a caller may pose as a support representative to trick the hotel staff into granting access or installing spyware or remote access software.
- **What should I do if I think I'm being targeted?** Please instruct your staff to validate any call where anyone requests access to your hotel's

computers. If you believe you have been contacted by a suspicious caller, you can confirm that a call is legitimate by following these steps:

1. Ask the caller for their name, phone number, and the reason they need access to your computer.
2. Tell the caller that you will validate them through our support team and will call them back.
3. **Call us at 855-749-3530 to confirm that the call is from a Choice or SkyTouch Technology representative.**

Choice and SkyTouch Technology associates will never call you directly to perform maintenance on your computers or to unexpectedly gain access to your computers. Thank you for taking the time to focus on security and protecting your guests' data.

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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