

## Franchisee Care

24x7x365 support for general inquiries related to CH.com, applications, Okta, third party sites, tax rates, etc.

**Support via phone:** 1-800-528-3118

**Support via ChoiceNOW:** <https://ChoiceHotels.service-now.com/hp>

### Requesting support via ChoiceNOW:

- On the ChoiceNOW portal, click on the “Forms” button in the upper right corner to view a directory of all available forms, organized by topic.
- Use keywords in the search bar on the portal to locate specific forms.

## GM Coaching

- The GM Coaching Line is available to hotel staff and can assist with guest complaint situations.

**Support via phone:** 1-800-637-9605

**Support via email:** [GMCoaching@ChoiceHotels.com](mailto:GMCoaching@ChoiceHotels.com)

## Property Management Systems

### choiceADVANTAGE

- [choiceADVANTAGE Sign In](#)

**Support via phone:** 1-888-232-4772 - Option 6

**Support via ChoiceNOW:** Open a support ticket or chat with the help desk through the [ChoiceNOW](#) portal

### Resources:

- Click the red bell icon in lower right-hand corner when logged into choiceADVANTAGE.
- [Hotel Knowledge Center](#)
- [ChoiceNOW Knowledge Base articles](#)
- Equipment purchasing website: [www.insight.com/choicehotels](http://www.insight.com/choicehotels)
- Equipment purchasing Support via phone: 800-805-0031

### Opera

Access to Opera is environment and product-dependent:

- **Opera Cloud Dedicated** - <https://hu04-oc.oracleindustry.com/OPERA9/opera/operacloud>
- **Opera Cloud Multi Property** - <https://hu01-oc.oracleindustry.com/OPERA9/opera/operacloud>
- **Latin America Opera Cloud** - <https://hu04-oc.oracleindustry.com/OPERA9/opera/operacloud>
- **OCI East** - <https://hu04-oc.sc.oracleindustry.com/OperaPortal>
- **OCI West** - <https://hu06-oc.sc.oracleindustry.com/OperaPortal>

**Oracle Support via phone:** 1-800-249-0683

**Oracle Support via online portal:** <https://remote.oracleindustry.com>

## Procurement – Qualified Vendor List

- Access vendor directories and illustrated product guides for each brand through [www.ChoiceBuys.com](http://www.ChoiceBuys.com)
- **Support via email:** [Procurement\\_Help@ChoiceHotels.com](mailto:Procurement_Help@ChoiceHotels.com)

## Choice Privileges

- [www.ChoicePrivileges.com](http://www.ChoicePrivileges.com)
- [Welcome to Choice Privileges Hub](#)
- [Choice Privileges on ChoiceCentral](#)
- **Incentive program for on-property staff:** [Engagement Ambassadors Rewards Network \(E.A.R.N.\)](#)

**Support via phone:** 1-800-637-9605

**Support via email:** [Choice\\_Privileges\\_Hotels@ChoiceHotels.com](mailto:Choice_Privileges_Hotels@ChoiceHotels.com)

## Ordering on-property Choice Privileges collateral

[VALO Commerce Login Page](#)

### Instructions for ordering CP collateral:

1. Create an account with [VALO Commerce](#).
2. Email [Support.ChoiceHotels@hgglobal.com](mailto:Support.ChoiceHotels@hgglobal.com) to request your account.
3. Include your property code, country, property email address, first and last name, and your brand in request.

**Support via email:** [Support.ChoiceHotels@hgglobal.com](mailto:Support.ChoiceHotels@hgglobal.com)

## Revenue Management

### ChoiceMAX / Rates Center

- Access ChoiceMAX through the Okta dashboard [ChoiceHotels.okta.com](http://ChoiceHotels.okta.com)
- Access ChoiceMAX through [www.ChoiceCentral.com](http://www.ChoiceCentral.com) > Quick Links > ChoiceMAX
- Access Rates Center through [www.ChoiceCentral.com](http://www.ChoiceCentral.com) > Quick Links > Rates Center

**Support via email:** [RASupport@ChoiceHotels.com](mailto:RASupport@ChoiceHotels.com)

**Support via phone:** 1-888-232-4772

### Resources:

- [ChoiceMAX ChoiceU Training](#)
- Revenue Management page on ChoiceCentral.com
- [Rates Center ChoiceU Training](#)
- Rate Plans and Programs page on ChoiceCentral.com

### G3 / Rates & Inventory

- Access G3 through Radisson CONNECT platform
- Access Rates & Inventory through [www.ChoiceCentral.com](http://www.ChoiceCentral.com) > Quick Links > Rates & Inventory

**Support via phone:** 1-888-232-4772 - Option 4

**Support via email:** [RHGARevSupport@ChoiceHotels.com](mailto:RHGARevSupport@ChoiceHotels.com)

### Resources:

- Discover (self-service) training is embedded in the G3 platform
- Rate Plans and Programs page on ChoiceCentral.com

## ChoiceROCS (Revenue Optimization Consulting Services)

- [ChoiceROCS page](#) on ChoiceCentral.com

**Support via email:** [ChoiceRM@ChoiceHotels.com](mailto:ChoiceRM@ChoiceHotels.com)

## Key Tech Applications

### Okta

[ChoiceHotels.okta.com](http://ChoiceHotels.okta.com)

### User Admin

- User Admin allows General Managers to add, change, activate, or inactivate user accounts.
- Access User Admin through [www.ChoiceCentral.com](http://www.ChoiceCentral.com) > Quick Links > User Admin

#### Resources:

- [User Admin Resource Guide](#)
- GMs should give hotel management and front desk associates access to [ChoiceCentral.com](http://ChoiceCentral.com) through User Admin.

### Reserve SED, LFF and LEMPL (Employee Rate & Friends and Family Rate)

- Access Reserve SED, LFF and LEMPL through [www.ChoiceCentral.com](http://www.ChoiceCentral.com) > Quick Links > Reserve SED, LFF and LEMPL.

#### Resources:

- [Reserve SED, LFF and LEMPL Resource Guide](#)
- [Guidelines](#) for each rate plan, including detailed Terms & Conditions.
- GMs should give hotel management access to the Reserve SED, LFF and LEMPL application through User Admin. Management can then send staff links to book at the discounted rates.

**Support via ChoiceNOW:** [ChoiceNOW](#)

## ChoiceU

### ChoiceU Learning Platform

- Access ChoiceU through [www.ChoiceU.com](http://www.ChoiceU.com)

**Support via email:** [ChoiceU@ChoiceHotels.com](mailto:ChoiceU@ChoiceHotels.com)

#### Resources:

- [ChoiceU Knowledge Base and Information Center](#)
- [Administrative and Student User Guides](#)
- [Introductory Guide for New Owners](#)
- **Learning Maps** – Each role in the hotel has a personalized Learning Map, with a complete path of training modules available for that position. Click [HERE](#) for information on how to get your Learning Map.

### HOST Certification

- Hospitality Operations Success Training (HOST) is Choice Hotels' comprehensive online certification program designed for on-property leaders.
- Each hotel must have at least one on-property owner or manager that is Operator Certified.
- [Knowledge Base Articles on HOST](#)

**Support via email:** [ChoiceU@ChoiceHotels.com](mailto:ChoiceU@ChoiceHotels.com)

### Choice Onboard Training

All new Choice owners are required to complete [Onboard Training](#) within 90 days of opening or relicensing their hotel. Onboard will be available for Radisson brands in 2024.

## Marketing

- [www.ChoiceHotels.com/Marketing](http://www.ChoiceHotels.com/Marketing)
- **Local Marketing Support Suite** provides marketing information and resources, including:
  - [How Choice Marketing Supports Your Hotel](#)
  - [Local Marketing Checklist](#)
  - [Social Media Guidelines](#)

**Support via ChoiceNOW:** ["I have a question on local marketing" form on ChoiceNOW](#)

### RevUp (formerly Revenue Amplifier):

Turnkey marketing program that allows properties to invest in direct channel marketing tactics including metasearch and sponsored placements easily

- [RevUp.Koddi.com](http://RevUp.Koddi.com)
- [www.ChoiceHotels.com/RevUP](http://www.ChoiceHotels.com/RevUP)

**Support via email:** [PM.Support@Koddi.com](mailto:PM.Support@Koddi.com)

## Brand Standards, Programs, Budget Guides, etc.

Access your Brand Page through [www.ChoiceCentral.com](http://www.ChoiceCentral.com) > Brands > Brand Page

- **Brand Standards:** Brand Page > Rules & Regulations, Compliance & QA
- **Brand Program Guides:** Brand Page > Brand Programs & Operational Guides
- **Budget Guides:** Brand Page > Brand News & Videos
- **Design & Architecture Guides:** Brand Page > Architecture, Design & Construction

## Reputation Management

- The Reputation Management Department is here to help franchisees manage their online reputation when responding to feedback in Medallia.

**Support via phone:** 1-800-637-9605

**Support via email:**  
[Reputation\\_Management@ChoiceHotels.com](mailto:Reputation_Management@ChoiceHotels.com)

## Reporting (Property Information Manager – PIM)

- Access PIM through [www.ChoiceCentral.com](http://www.ChoiceCentral.com) > Quick Links > Property Info Manager.

**Support via phone:** 1-800-528-3118

#### Resources:

- Click [here](#) to review the steps to access your reports in ChoiceCentral.com.
- The reports you will see may have different names and content than what you are used to, but you will soon gain access to many new reports to help you run your business. Learn more [here](#).
- Several legacy Radisson reports are also being rebuilt and will be available on PIM throughout the next 6 months. Learn more [here](#).
- You should give hotel management access to this app through User Admin.

## Medallia

- Access Medallia through Radisson CONNECT > Hotel Applications.

#### Resources:

- Resource Guides, Training Guides, Sample Surveys and Emails are available through Medallia > Resources > Training and Enablement.

## Accounting / Billing

### Choice Billing Portal / ECB

- Access the Choice Billing Online Portal through [www.ChoiceCentral.com](http://www.ChoiceCentral.com) > Quick Links > Choice Billing Online Portal.
- In the portal, properties can access their invoice by clicking on the “Monthly Bill” tab or “Download Invoices and Credit Memos” tab.

**Support via ChoiceNOW:** <https://ChoiceHotels.service-now.com/hp>

#### Resources:

- Click [here](#) for a Quick Reference Guide with screenshots and detailed instructions.
- Click [here](#) to learn about ACH Payments through the Choice Billing Online Portal.
- Click [here](#) to learn more about reviewing and validating the stay-based charges on your hotel’s invoice.
- You can also click [here](#) to watch the Introduction to the Choice Billing Online Portal training on [ChoiceU.com](http://ChoiceU.com).

### Rev/Occ Reporting (daily and monthly revenue)

- Access the Rev/Occ Reporting page through [www.ChoiceCentral.com](http://www.ChoiceCentral.com) > Quick Links > Rev/Occ Reporting.
- You will login to the Rev/Occ system using your [ChoiceCentral.com](http://ChoiceCentral.com) credentials.

**Support via email:** [Revenue.Assurance@ChoiceHotels.com](mailto:Revenue.Assurance@ChoiceHotels.com)

#### Budgeting resources

- Access Budgeting Resources through [www.ChoiceCentral.com](http://www.ChoiceCentral.com) > Resources > Billing and Commissions > Budgeting Resources
- [Budgeting Resources](#)

### Expedia Direct Pay

- Hotels are responsible for reconciling hotel collect reservations and paying for Expedia hotel collect reservations directly to Expedia Group.

#### Resources:

- [Expedia Direct Pay overview and best practices](#)
- [ChoiceNOW Knowledge Base articles](#) with step-by-step instructions on how to reconcile Expedia hotel collect reservations, where to go on Expedia Partner Central to reconcile invoices, and how to update payment options for Expedia hotel collect bookings
- [Expedia Group Resources](#)

## Global Sales

### Virtual Pay

- Virtual Pay allows organizations to pay for business travel expenses without a physical card present.
- Reservations are bookable by customers through ChoiceHotels.com, mobile, contact centers, GDS, and corporate booking tools.
- A banner will display in choiceADVANTAGE advising that it is a Virtual Pay reservation with instructions on how the front desk should check-in the guest.

#### Resources:

- Visit the [Virtual Pay site](#) on ChoiceCentral.com.
- [Virtual Pay flyer](#)

## Global Sales

### Global Sales

- [Global Sales Homepage](#)

#### Support via email:

- Groups: [Inside.Sales@ChoiceHotels.com](mailto:Inside.Sales@ChoiceHotels.com)
- Lanyon, RFP, and Business Cases: [RFPSupport@ChoiceHotels.com](mailto:RFPSupport@ChoiceHotels.com)
- Pay for Performance (PFP) Consortia: [Erin.Gregory@ChoiceHotels.com](mailto:Erin.Gregory@ChoiceHotels.com)
- Rate Loading: [RFPSupport@ChoiceHotels.com](mailto:RFPSupport@ChoiceHotels.com)
- Corporate Accounts: [Terry.Beatty@ChoiceHotels.com](mailto:Terry.Beatty@ChoiceHotels.com)
- Extended Stay: [Bob.Chafey@ChoiceHotels.com](mailto:Bob.Chafey@ChoiceHotels.com)
- Government Market (FedRooms, DoD Preferred, CWTSato): [Kathy.Kelly@ChoiceHotels.com](mailto:Kathy.Kelly@ChoiceHotels.com)
- Groups Accounts (HotelPlanner, Cvent, Conference Direct): [Danielle.Garbis@ChoiceHotels.com](mailto:Danielle.Garbis@ChoiceHotels.com)
- Transportation (CLC Lodging, Travelliance): [Bob.Chafey@ChoiceHotels.com](mailto:Bob.Chafey@ChoiceHotels.com)
- Travel Management Companies (TMC) & Consortia: [Erin.Gregory@ChoiceHotels.com](mailto:Erin.Gregory@ChoiceHotels.com)
- Wholesale Accounts (Tourico, Hotelbeds): [Tyler.Oberdeck@ChoiceHotels.com](mailto:Tyler.Oberdeck@ChoiceHotels.com)

### Cvent Transient (formerly Lanyon)

- Cvent Transient is the sales tool used for annual corporate, Government, and consortia RFPs
- <https://supply.lanyon.com/Supplier/LoginSupplyPortal.aspx>

**Support via email:** [rfpsupport@choicehotels.com](mailto:rfpsupport@choicehotels.com)

#### Resources:

- **Training** - Complete these easy-to-navigate [modules](#) which take less than ten minutes to complete and can benefit anyone involved in the RFP process.
- **Login** – If you don’t know your password, you will enter your user name and ‘Forgot Password’.
- Your Username is your Property Code (OH123) + choice (i.e., OH123choice)
- **Monitor Cvent for any RFPs** coming through and prepare up to 40 companies for business cases you want to submit. For more details on Cvent and RFP’s, click [HERE](#).
- For the **Top 5 Tips** for a successful RFP season click [HERE](#).

### Cvent Supplier Network

- Group RFP sourcing tool used by meeting planners
- <https://app.cvent.com/subscribers/Login>
- Account=CHOICE001

**Support via phone:** US toll-free 866-318-4357

**Cvent Support:** [Contact Cvent Support](#)

### Direct Pay

- Direct Pay allows properties to bill customers directly, without having to manually send invoices, collect payments, and update their accounts receivable.
- Only available for properties leveraging choiceADVANTAGE.
- Contact Property Support at 1-800-528-3118 – Option #4, Option #1 – to enroll.

#### Resources:

- Visit [Direct Pay site](#) on ChoiceCentral.com.
- [Direct Pay video](#)

Third Parties	
<b>Support via ChoiceNOW:</b> <a href="#">ChoiceNOW</a>	
<b>Expedia and all affiliates</b>	<b>Agoda</b>
<ul style="list-style-type: none"> <li>Content and billing: <a href="https://expediapartnercentral.com">https://expediapartnercentral.com</a></li> <li><b>Support via phone:</b> 888-397-1786</li> </ul>	<ul style="list-style-type: none"> <li><b>Support:</b> <a href="https://ycs.agoda.com/en-us/ContactYCS">https://ycs.agoda.com/en-us/ContactYCS</a></li> <li><b>Support via phone:</b> 702-979-7189</li> </ul>
<b>Hotwire</b>	<b>Ctrip</b>
<ul style="list-style-type: none"> <li><b>Support via phone:</b> 877-501-2466</li> </ul>	<ul style="list-style-type: none"> <li><b>Support via email:</b> <a href="mailto:hotelintegrationssupport@ctrip.com">hotelintegrationssupport@ctrip.com</a></li> </ul>
<b>Booking.com</b>	<b>Priceline</b>
<ul style="list-style-type: none"> <li>Content updates: <a href="https://admin.booking.com">https://admin.booking.com</a></li> <li><b>Support via phone:</b> 212-419-2618</li> </ul>	<ul style="list-style-type: none"> <li><b>Support via phone:</b> 800-259-2091</li> </ul>

Radisson System / Application	Choice System / Application	Brief Description
Opera	choiceADVANTAGE	Property Management System
	Opera	
G3	ChoiceMAX	Revenue Maximization Platform
	G3	
CEX – Rate Code Express	Rates Center	Rates & Inventory System
	Rates & Inventory	
Radisson Single Sign-On	Okta	Single sign-on authentication
The Lobby / ServiceNow	ChoiceNOW	Technology and General Hotel support
WEA – WebExtra Atlas	ChoiceNOW	Request changes to property pages
DAM – Ice Portal	ChoiceNOW	Manage property photos
Radisson CONNECT	ChoiceCentral.com > Brand Pages	RHGA / Choice news and brand resources
Radisson SHOP	ChoiceCentral.com > Brand Pages	Procurement platform - replaced by Qualified Vendor Directory
HSA – Hotel Security Application	ChoiceCentral.com > User Admin	Allows GMs to grant access to systems / applications for property staff
Employee / Friends & Family discount codes	ChoiceCentral.com > Reserve SED, LFF and LEMPL	Employee / Friends & Family Rate
No equivalent	ChoiceCentral.com > Property Information Manager	Verify property-specific information
TCS – TACS Commission Processing	Onyx	Travel agent commission processing
Customer Service Application (CSA)	ChoiceCentral.com > Guest Relations Response	Review guest complaints
TrueView	ChoiceCentral.com > Property Information Manager > Reports > Quality Assurance Review	LRA inspection results, reports, and waivers
Invoices delivered via email	ChoiceCentral.com > Quick Links > Choice Billing Portal	Franchisee invoicing and billing portal
Radisson Rewards Americas	Choice Privileges	Loyalty rewards program
Rewards for Employees (CCE) - Radisson Rewards Ambassadors	Engagement Ambassadors Rewards Network (E.A.R.N.)	Loyalty rewards for on-property enrollments in RRA / CP
WFR – WebFocus Reporting / Hotel Analytics Lobby (HAL)	ChoiceCentral.com > Property Information Manager > Reports	Reporting
ResAdvantage/Redirected Call Program (RCP)	Call Forwarding program	Reservation call transfer program
Medallia	ChoiceCentral.com > Guest Insight System (GIS) / Medallia > Responses	Review / Respond to Guest Surveys
Radisson Academy Online	ChoiceU	Learning Management System