



NEWS^{TO}USE

December 11, 2023

Weekly News to Use Updates for Radisson-Branded Hotels

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2. Now Available: Guest Insights Program Training on ChoiceU
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News and Resources

DataSource is Moving to Okta!

We're excited to share that you will soon have simplified access to all your branded materials for use in local sales and marketing efforts!

What's changing? In January, DataSource will become **SmartMarketing**, and move to Okta Single Sign On (SSO).

How should I prepare? As part of the transition of DataSource, now SmartMarketing, to Okta, there will be a temporary downtime from December 31 – mid-January 2024.

How does this change benefit me?

- **Simplified access:** Okta SSO is the log in for many of Choice's systems – we're thrilled to simplify the way you access the platform.
- **Cost savings:** It is free to customize templates in the new SmartMarketing platform. For customized collateral, you can download and send out digitally, or print and ship easily to your hotel.

Questions? For more information about these upcoming changes, please reach out through [this form on ChoiceNOW](#).

Now Available: Guest Insights Program Training on ChoiceU

The improved Medallia portal launch is only a few weeks away and we're excited to share new training available on ChoiceU to help you get ready. All hotel employees are encouraged to complete two learning modules to ensure awareness and deepen understanding of the Guest Insights Program, including how to use key features and follow best practices, by January 3, 2024.

Take action:

- Visit ChoiceU and complete two learning modules:
 - [Guest Insights Program Overview](#)
 - [Making the Most of Medallia](#)
 - *Note: We are currently translating this content to French, Spanish, and Portuguese. We expect this to be completed in early 2024.*
- Before December 21, login to Okta and validate access to Medallia.
- If a user does not have access to Okta, a property owner or manager must [submit a ticket in ChoiceNOW](#) to request Okta credentials, which will automatically enable access to Medallia.

Remember:

- All users will use one Medallia portal, accessible through Okta, beginning on January 3, 2024.
- Reputation Management thresholds may have changed based on your brand for 2024. For more information, click [here](#).

Questions?

- For questions on obtaining Okta access, follow the normal process to inquire on your ticket, or [contact Franchisee Care](#).
- For questions or issues with the Medallia platform, please fill out a ticket [here](#).
- For questions or assistance with the Reputation Management process, please fill out a ticket [here](#).

Reminder: We've Moved



Please Note Our New Address

Our corporate headquarters have moved to the new Pike & Rose development in North Bethesda, Maryland. **Our new address is 915 Meeting Street, Suite 600, North Bethesda, MD 20852.** Going forward, all communications and notices required or permitted under your Franchise Agreement and related documents should be sent to this address.

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