



# NEWS TO USE

December 11, 2023

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

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## News and Resources

### One Place for Your Sales and Marketing Materials: Prepare for DataSource and Valo Changes

We're excited to share that starting in January you will be able to access all your branded materials for use in local sales and marketing efforts from one place, including those that support your Choice Privileges loyalty program!

#### What's changing?

- In January, DataSource will become **SmartMarketing**, and move to Okta Single Sign On (SSO).
- The materials currently available on Valo will move to your new SmartMarketing platform.

### **How should I prepare?**

- Items on Valo will no longer be available starting December 16. If you need to reorder any materials that support Choice Privileges, please [place your orders](#) by December 15.
- 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:**
  - Instead of using two platforms to access materials for local sales and marketing efforts, you will only need to access one.
  - 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:**
  - Choice Privileges materials available in the new SmartMarketing platform are free to use at your hotel.
  - It is also 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](#).

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## **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](#)
- 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.
- All properties will use Likelihood to Recommend (LTR) to measure guest satisfaction, using a 10-point scale.
- 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](#) or call Hospitality Services at 800.637.9605.
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## Introducing the Radisson Cost of Ownership Integration Summary

From day one of your hotel's integration into the Choice system, we focused on three things: Your total cost of ownership, the value of being a Choice franchisee, and ensuring you know that with Choice, while you are in business for yourself, you are never by yourself.

Over the course of the integration process, you've gained new functionalities and access to programs to help your property thrive as a part of the Choice system. Through this time, we communicated that some fees would need to be recalibrated to ensure alignment across all hotels. As a result, some fees were lowered, some were raised, a few were added, and some were eliminated altogether.

Today, we're sharing the Radisson Cost of Ownership Integration Summary to help you better understand our fee structure and interpret our invoices.

➡ For Country Inn & Suites by Radisson and Park Inn by Radisson properties, click [here](#).

➡ For Radisson, Radisson Blu, Radisson RED, Radisson Individuals, and Park Plaza properties, click [here](#).

**Questions?** Please [submit a ticket in ChoiceNOW](#).

**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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