



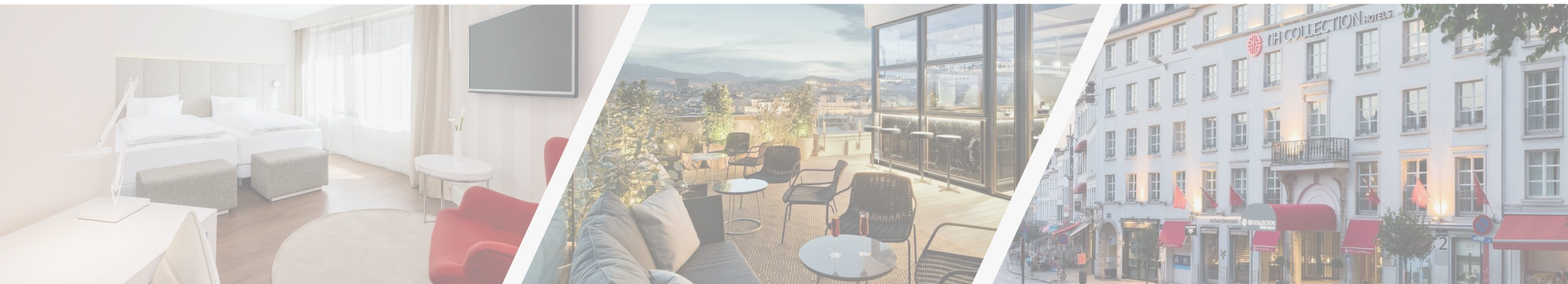
Customized Group Website (CGW) Best Practices & New Standards

nh | HOTEL GROUP PART OF MINOR
HOTELS



Formerly called **Event Tool**, it has changed its name to

CUSTOMIZED GROUP WEBSITE (CGW)



WHAT IS IT?

It is a customized website for call-in groups and events for attendees to make their individual reservations online

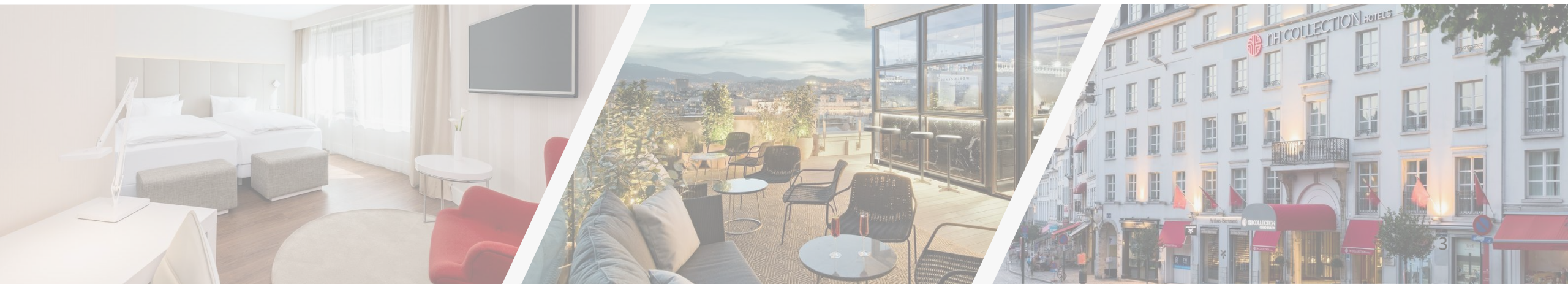
MAIN OBJECTIVE

To simplify the reservation process and provide customers with an easy-to-book online solution

APPLICABLE TO

Any call-in group/event that requires attendees to make/pay the reservation on their own

CUSTOMIZED GROUP WEBSITE (CGW) is a sales added value that teams can offer during the assessment call or during any client interaction for groups & events that do not require a rooming list as booking method.



WHY CGW?

**Simplify the reservation
process for planners
serving customers
better & faster**

WHO OFFERS IT?

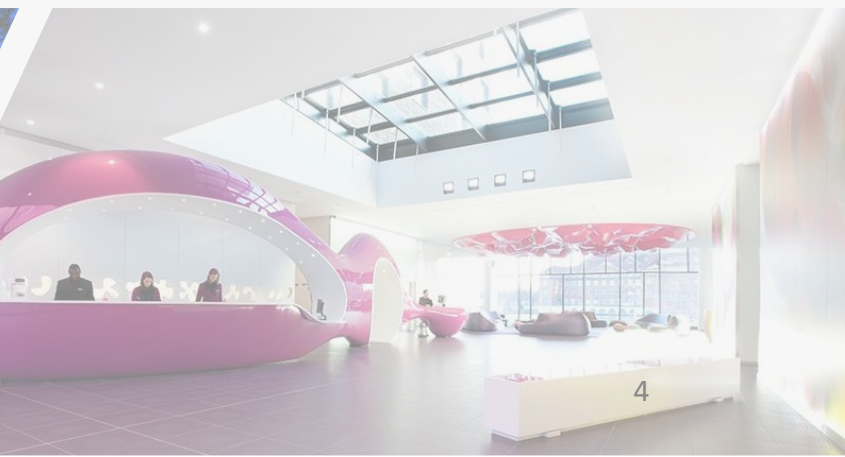
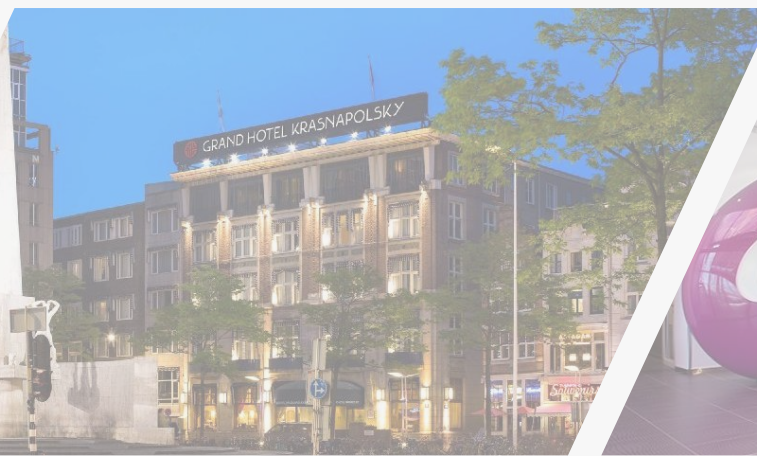
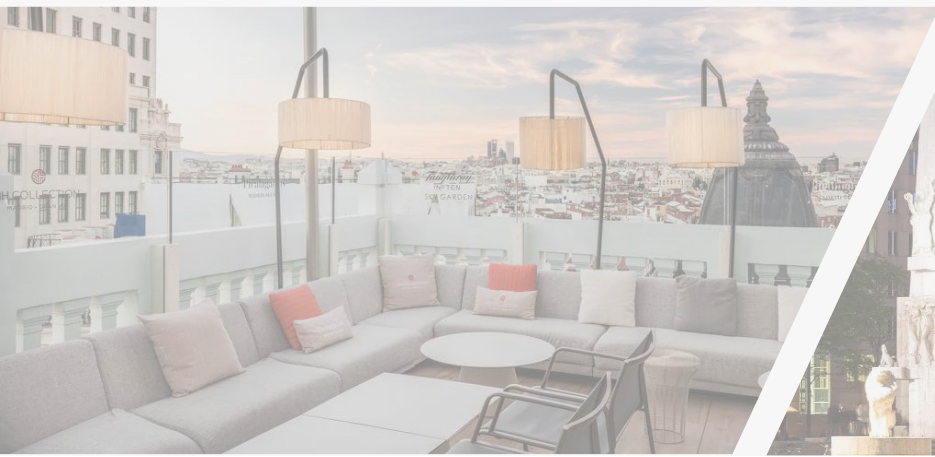
All sales teams should offer it:

**Account Handlers
GEMs
Remote Sales
Hotel Organizers**

WHO CREATES THE CGW?

**Depending on the BU
right now is at GEM level
or at hotel level**

**There are key users per BU to
support the team
(see contacts in last slide)**



Time Saving



Preview event details.
Book & pay easily for rooms.
Consult local information

24/7



24 hours a day.
7 days a week.

Tailored



Personalize event page.
Meet specific need.

Brand Awareness



Promote client's brand.
Showcase event.

Refresh & Update



Update participants latest
event information.

Map & Contact



Participants know
where to go,
Who to contact for support.

All in One



Simple scroll down to see all
info in one page.

Mobile Friendly



Access event detail
anywhere with mobile.



BEST PRACTICES TO AVOID BLOCKING THE Customized Group Website



CGW Best Practice



HOW TO ACCESS THE BOOKING FILE WITHOUT BLOCKING THE CGW

If you just need to check any information in the group /BF without making any changes, please use the “**Display Mode**”, so CGW will not be blocked.

However if a user gets into a Convention Group or Booking file via “**Modify**” option, the group will be blocked and therefore no reservations will be processed until the user exits the transaction.

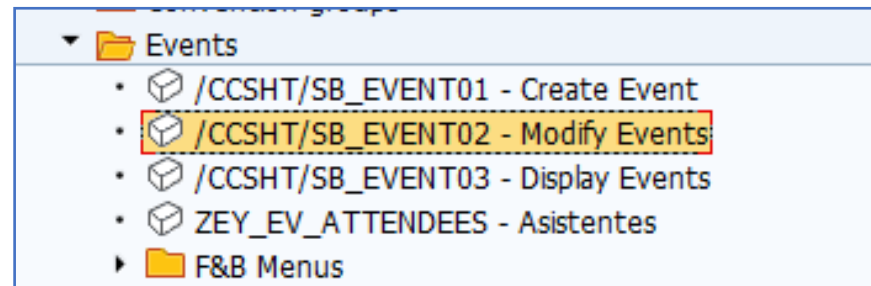
▼ RESERVATIONS
▶ Individuals
▼ Groups / Events
▼ Booking File
• /CCSHT/CRS_MEETING - Call Center
• /CCSHT/BF02 - Booking File Management - Change
• /CCSHT/BF03 - Booking File Management - Display

▼ Convention groups
• /CCSHT/RS01_GR_CONV - Create conference group
• /CCSHT/RS02_GR_CONV - Modify conference group
• /CCSHT/RS03_GR_CONV - Display conference group



HOW TO MAKE CHANGES IN THE EVENT RESERVATION WITHOUT BLOCKING THE CGW

If you need to modify the event booking (for example, you need to add menus to your meeting rooms, modify DDR....) enter through the **Event Reservation**, to avoid blocking the Convention Group or the Booking file otherwise clients will not be able to book through CGW.





DO NOT CHANGE MANUALLY THE STATUS OF A REJECTED RESERVATION AS IT CHANGES AUTOMATICALLY; OTHERWISE CGW WILL GENERATE ERRORS

When a client is in the process of booking via CGW, a reservation with CONFIRMED status is automatically created in TMS as a “pre-booking” (this is a general NH web behavior).

If after **30 minutes** the client does not finish the process, the status of this uncompleted reservation will change to REJECTED and **the room will AUTOMATICALLY go back to the event allotment.**

REMEMBER: NEVER change manually the status of a rejected reservation as that would create a mismatching number of rooms in your pending block. Also bear in mind that the information data sent to Duetto would be affected too.



IF THE CRO HAS THE RESERVATION DATA OPEN, THE CONVENTION GROUP WILL BE BLOCKED AND THEREFORE NO RESERVATIONS WILL BE PROCESSED THROUGH CGW.

When CRO USERS are creating a congress delegate reservation via **/CCSHT/CRS - Call Center** the convention group and the booking file linked to the CGW are automatically blocked for the user. Therefore the CGW will not be bookable for any other guest until the reservation process is finished by the CRO user.

For this reason CRO number should never be included in any CGW.

The screenshot displays the 'Call Center' reservation system interface. The main window is titled 'Reservation data' and shows a reservation for 'NH Bañoa'. The arrival date is 13.08.2020, and the departure date is 14.08.2020. The reservation is confirmed. The interface includes fields for selection data, contact information, statistics, and a list of features like BED TYPE, SMOKING ROOM, and ROOM FACING.



MANUAL CONGRESS DELEGATE FORMS WILL NO LONGER BE ACCEPTED BY CRO

CRO will no longer accept manual
Congress-delegate Forms.

Please use Customized Group Website
instead for any call-in group or event.

Only under exceptional/justified
cases may be approved & authorized
to be used.



NH Eindhoven Conference Centre Koningshof, Netherlands



nhow Marseille, France

www.nh-hotels.com

NH MEETING!
inspire. create. enjo

RESERVATION FORM

Please fill in the present form with all the information required within 29.08.2019

SURNAME / NAME	ROOM TYPE (SINGLE/DBL)	ARRIVAL	DEPARTURE	PAX NR

Double room for single occupancy
Double room for double occupancy

City Tax _ euro 6,00 per person per night

Our rates are per room per night including American breakfast and 10% Vat

PAYMENT TERMS _ Total prepayment on confirmation (+ City Tax)

CANCELLATION POLICY _ Penalty 100% of the entire stay on confirmation.

We kindly ask you to send the following credit card details in order to guarantee the reservation.

VISA AMERICAN EXPRESS DINERS OTHER

Number _____

Expiring date _____ Signature _____

For any no-show we will charge the first night accommodation on credit card given as guarantee

- o All reservations must be guaranteed by the credit card given.
- o The reservations must specify the number, for any further information please contact the number 848390398
- o After this date any new reservation request will be confirmed according to the hotel availability
- o In case of late cancellation or no-show the hotel will charge the penalty of the first night accommodation for each room on the credit card given.

SPACE RESERVED TO THE HOTEL

CONFIRMATION N° _____ ON _____



NEW COMMUNICATION PROTOCOL FOR CGW WITH SPECIFIC CHARACTERISTICS (PART I)

In order to avoid any situation with CGW that could compromise the customer booking experience, the following protocol should be followed **by all users** in charge of creating the CGW. This protocol will allow us to anticipate any potential issue that may arise and prepare/act accordingly:

30 days prior to publishing a CGW with specific characteristic (see below)
The user in charge of the CGW must inform all key teams involved (see contact page 13).

WHO SENDS THE EMAIL	The user in charge of creating CGW
FOR WHAT TYPE OF CGW Specific Characteristics	Any group/event with more than 200 rooms and/or any group/event with more than 7 days length of stay or more than 5 hotels and/or any group/event with very high volume of demand concentrated in a specific time/date.
WHO TO INFORM	The email informing about the event should be sent to: Sofia Fuster(B2B digital Sales HQ) at s.fuster@nh-hotels.com



NEW COMMUNICATION PROTOCOL FOR CGW WITH SPECIFIC CHARACTERISTICS (PART II)

EMAIL TO INCLUDE The email should include the following information:

- Name of the event and dates
- Specific URL (if ready) and the date to go public
- Hotels involved and main contact of the CGW
- Number of rooms on pick night and total room nights contracted
- Total Revenue estimated and room revenue contracted
- Accounts involved and if it is a recurring or a new event
- Demand expected: staggered reservations or is demand expected to hit on a specific moment in time/date?

WHEN & HOW The user will inform by email to all teams involved **30 days prior to making the URL public**

BEST PRACTICES FOR THE ADMINISTRATOR/ ORGANIZER TOOL





THE URL NAME NEEDS TO BE SHORT AND SPECIFIC FOR THE EVENT

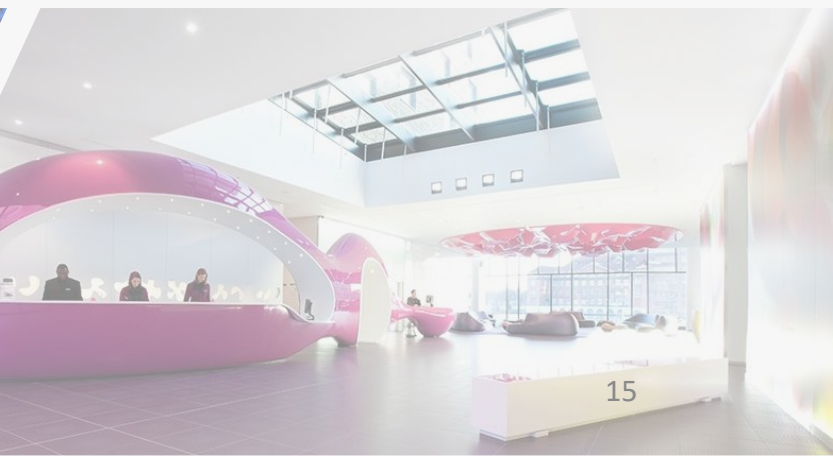
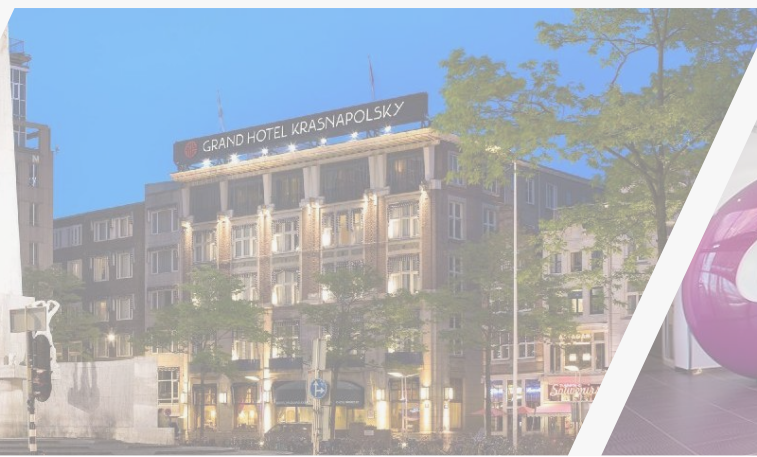
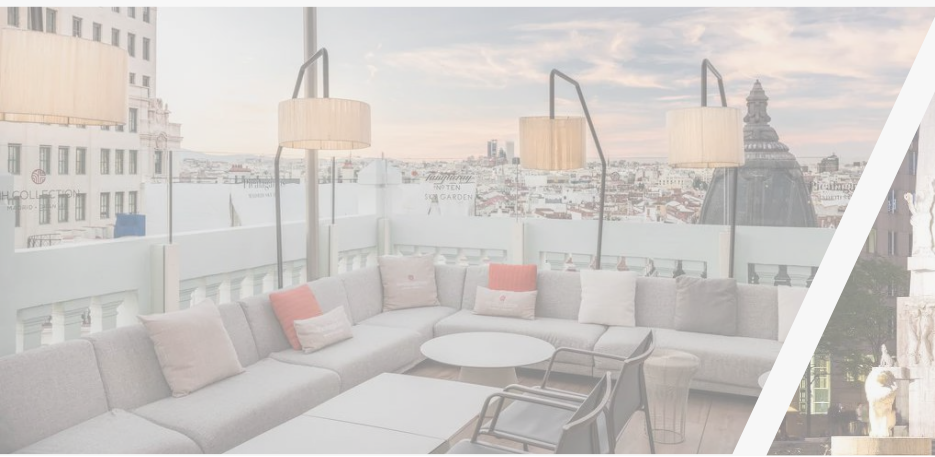
Please make sure that the URL name is **short, clear and very specific** for the attendees that book. Do not include any signs like marks, stress, “ñ” or underscores as they are not web friendly.



THE EVENT NAME LINKED TO THE URL CANNOT BE CHANGED

If a user changes the event name, the URL will change automatically and if the URL has been published the customers will not be able to book.

If you ever need to change the name of the event, please open a JIRA and request to redirect the former URL to the new URL name so customers can continue booking.





NEW CRO CONTACT EMAIL

1. CRO NUMBERS **will no longer be included** in any CGW.
2. CRO has activated a new generic email specific for CGW as the only way of contact with CRO. the generic email for individual reservations can no longer be used. The new email substituting congress@nh-hotels.com is:

events@nh-hotels.com ✓

3. The web chat will still be available on the CGW for customer online support

Contact Details			
Organizer's name	Website	Telephone	Email *
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="reservas@nh-hotels.com"/> ✗



WEBSITE FIELD ALWAYS EMPTY

- **NH web or hotel website cannot be included** at any time in CGW as it takes the attendees away from the allotment for which the CGW was created for.
- **ALWAYS leave the field website empty.** If you include a web, it will show automatically in the very top part of the CGW and in the “Contact” details .

The screenshot shows the NH Hotels website header with the logo and navigation links: Home | Description | Location | Contact. Below the header is a large image of a modern lounge area. To the right of the image, the text "EQUIAS BV 2020" is displayed, followed by a red box containing the URL "http://www.nh-hotels.com" with a red X next to it. Below this is a "Book hotel" button. Further down, the "NH HOTELS" logo is shown, followed by the email address "reservas@nh-hotels.com" and the URL "http://www.nh-hotels.com", both of which are also highlighted with red boxes and red X's.

Contact Details

Organizer's name	Website	Telephone	Email *
<input type="text"/>	<input type="text" value="http://www.nh-hotels.com"/>	<input type="text"/>	<input type="text"/>

LEAVE EMAIL ALWAYS EMPTY



RECAP OF HOW TO COMPLETE THE CONTACT DETAILS FIELDS

CGW for one centralized or decentralized hotel

- Organizer's name: if applicable, it will include the name of the organizer
or it will include the name of the hotel if there is not specific name given.
- Website field: Always empty
- Telephone: It will include the generic hotel number. Do not include the CRO number.
- Email (mandatory) If applicable, and if there is an organizer, it will include the email of the organizer
or if not, the generic new email from CRO: events@nh-hotels.com. Do not use any other CRO email.

CGW Multi-property (including or not decentralized hotels)

- Organizer's name: It will include the text **NH Hotels** if there is not an specific name agreed.
- Website field : Always empty
- Telephone: Do not include the CRO number. If no number was agreed, include the telephones of the hotels as part of the "description text " and complete this field with the following text: **See numbers in the description**
- Email (mandatory) Include the email of the organizer if agreed, or include the generic CRO email events@nh-hotels.com

Contact Details

Organizer's name

Website

Telephone

Email *



FILL OUT THE MLOS/MAX ROOMS IN TMS

Always complete the “Minimum length of stay” and “Maximum rooms to book per reservation” in TMS, not in the administrator CGW tool, to avoid any potential issues. So please leave it as it comes by default from TMS.

Reservation name			Location	
<input type="text"/>			<input type="text"/>	
Start date	End date	Cut-off date	Min. length of stay	Max. Rooms to book (per reservation)
04/06/2020 ▾	15/06/2020 ▾	05/05/2020 ▾	<input type="text" value="1"/> ^ ▾	<input type="text" value="1"/> ^ ▾

Fields marked with (*) are mandatory



TEXT UNDER DESCRIPTION

The texts under DESCRIPTION must be brief and should be used as a welcome note to the customers who are joining the event thanking them for booking their rooms.

Please include the following sentence besides the standard ones provided by Marketing.

To modify, cancel or request additional dates out of the event days please see contact details.





TEST THE CGW BEFORE YOU SEND THE URL TO THE CLIENT

- ✓ Test the Event Page (URL) & make a Test Reservation according to the manual:
 - ✓ Confirm **Rate & Price** displayed, as well as **T&Cs** (Step 1 & 2)
 - ✓ Confirm **Reservation**
 - ✓ Confirm ALL information in the **Confirmation Email** is correct
 - ✓ Confirm that the **Room** is correctly **discounted** in TMS
 - ✓ **Cancel Reservation**
 - ✓ Review the room has come back to the **Convention Group Availability**
 - ✓ Send the **URL** to the client → ONLY if the test is successful



IF CGW DOES NOT WORK VERIFY THE FOLLOWING:

- ✓ Make sure “**Public**” **TMS4C** is ticked
- ✓ Verify **Dates** information is correct
- ✓ Inform **CUT-OFF date**
- ✓ Tick **Retrieve changes**
- ✓ Ensure **Rooming** is **allowed**
- ✓ Make sure there is not a **receptive client** in the event (SAP-CRM). If there is, ERASE it
- ✓ Don't edit the event in TMS while somebody else is doing it → The tool won't work
- ✓ Ensure **Cancellation Conditions** are correct
- ✓ Check **Guarantee Conditions**
- ✓ Ensure the restrictions of the event are correct under the conditions tab, and **click both conditions of Don't Verify Sales Close** (conditions and overbooking)
- ✓ Make sure **Availability in Room Numbers** & **Guests by Room** is correct
- ✓ Check **Commissions**
- ✓ **Generate the Event** according to the Manual



IF you have any questions or/and incidence please open a jira in this category and include all the information: mb number, url, screenshots...

NH SUPPORT PORTAL
NH SERVICE DESK

- SAP Business Suite
- Other NH Applications
- Office 365
- NH Employee Services
- Software
- Hardware (IT Equipment)
- Communications
- Login & Access
- Security
- Web**

Public Web & Apps
Availability, Rates, Reservations, Promotions, ...

B2B
Travel Agents and Business Travel online booking tool.

Customized Group Website (Event Tool)
EVENT TOOL. Online tool that allows the event organizer to create a dedicated website through which the customers can book their rooms online.

Employee Portal
Request Roles: Create, change and delete content, web pages and subpages.

Online Employee Reservations
Reservation portal with exclusive rates for you and your family & friends.

Key Users CGW By BU (the way to contact must be the jira)

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THANKS!

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ANANTARA
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