

DISCOVERY Hotel Champion Job Description

Procedure Validation

Version	Corporate area	Approved by	Approval date
1	CRM & Loyalty Operations HQ	VP CRM & Loyalty Business Processes	March 2022

Always find the latest version of this document and all the related ones in the Business Processes section of the *Minor Digital Knowledge Workplace* <https://organization.minor-hotels.com/>

Objective and Scope

The objective of this document is to define and clarify the functions of a Hotel Champion for the management of the Minor DISCOVERY loyalty program.

Summary

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SUMMARY/ACTIVITIES

GM:

1. Nominate a Primary Minor DISCOVERY Hotel Champion
2. Nominate a Secondary DISCOVERY Hotel Champion (if necessary)
3. Follow up with Minor DISCOVERY Hotel Champions on the Minor DISCOVERY Training, Live Local creation, enrollment goals and billing process.
4. If the Primary or Secondary Minor DISCOVERY Hotel Champion has resigned, the HQ Loyalty corporate team must be informed at least one month in advance with plans for a replacement and full training.

Hotel Champion:

Hotel Champions are the face of Minor DISCOVERY to all the Hotel staff, so they must be people with excellent communication and problem-solving skills who operate with a customer-first mentality. In this role, the Hotel Champion will lead Minor DISCOVERY for their hotel, providing exceptional communication, support, guidance and training for both existing and new hotel staff. This great opportunity also means the Hotel Champion will work with our Brand Champion and the network of Hotel Champions to lead the success of DISCOVERY.

1. Hotel Champion will be the point of contact for All DISCOVERY matters for the hotel

- Deliver 5-star, in-person insight and support to all hotel staff.
- Sharing Minor DISCOVERY performance results with staff and GM to both engage and motivate them to continue to recognize DISCOVERY.
- Ensuring all processes and procedures have been implemented according to Minor DISCOVERY standards.
- Distribute communications, deadlines, and instructions internally; liaise and follow-up for resolution with the respective departments.

2. Hotel Champion will be a Minor DISCOVERY Expert for the Hotel:

- Attend the DISCOVERY Hotel Champion training.
- Stay on top of and communicate as required DISCOVERY policies, procedures, technology, metrics, scorecard results and enhancements.
- Coordinate and facilitate DISCOVERY training for existing and new hotel staff.
- Update, populate, innovate and refresh Local Offers and Experiences when tasked using tools provided by the Brand Champions.
 - o Talk to Revenue Manager and all other staff involved for ideas on new Live

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Local.

- Network with F&B staff to come up with new Live Local annually.
- Work with Spa Staff to create exciting new offers.

3. Access to the My.Gha.com System

Hotel Champion will ensure that the entire trained Front Desk Team has access to the my.gha.com system and that the correct role and hotel have been selected for the user depending on access requirements.

For this, they will have access to all user accounts of their hotel (or several hotels if access is granted) and will be able to perform the following tasks:

- Approve or deny new user accounts.
- Deactivate access to users that do not work for the company anymore.
- Change user roles and hotels of a user if needed.
- Reset user password.

4. Hotel Staff & Training

- DISCOVERY Corporate Training: All Team in the Front Office and Reservations departments must attend the DISCOVERY Corporate Training via a conference call, both the Primary and Secondary DISCOVERY Hotel Champion should be fully trained and able to provide training to any new team who come on board.
- Turnover: Hotel Champion are responsible for taking Ownership of the entire DISCOVERY program and assuring that any turnover on hotel including their own position is backfilled without requiring retraining from corporate office.

5. Daily Tasks

- Run the *Expected Arrivals Extended report (ZEY_RS_06_011_ALV_EX)* to see guests who are:
 - Not DISCOVERY members and booked under a qualifying rate.
 - Not DISCOVERY members and booked under an ineligible rate.
 - DISCOVERY members, to welcome them appropriately.
 - DISCOVERY members and have a Live Local stay option informed in the reservation.
- Coordinate enrollments (12 members per room per year):
 - All arriving guests who are not DISCOVERY members should be offered to enroll in DISCOVERY.
 - All newly enrolled Silver/Gold Level members should receive a welcome.
 - Enrollments come out on a weekly basis – check them and analyze results.
 - Data quality assurance in SAP CRM (email, phone..).

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- Coordinate Premium Level Guest Expectations:
 - All arriving Platinum/Titanium/Red/Titanium VIP Level members with eligible bookings should receive the benefits and be given an upgrade, early check-in, etc.
 - Review member preferences in Membership preference profile.
 - VIP Detail must be presented to members.
- Review daily on my.gha.com that the claims managed by CUAT have been resolved (they should not be pending for more than 10 days). Claims not resolved on time will be automatically credited regardless of eligible or ineligible rates.
- Report incidences to CRM Loyalty via e-mail hq.loyalty@minor-hotels.com (NH Service Desk category to open Jira tickets will be available soon).

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