



DISCOVERY Members Identification Guide



Why it is important to identify DISCOVERY members?

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It is the first step to do with a Member guest
If membership profile is not synchronized, or not created, this may cause the following issues:

- Guest is not recognized as loyalty member, thus we are not granting their membership benefits (upgrade, amenities etc)
 - This member won't be able to accumulate and/or redeem D\$ on their stay
 - This stay won't count for their tier progression
 - Increase in claims from members to call center about the above issue
- Negative impact on hotel loyalty results - less share of loyalty RNs, enrolments etc

To keep our members happy, we need to ensure we
recognize them in our hotels by correct identification
and benefits delivery!

There are two possible scenarios with a member booking:

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The DISCOVERY member is NOT identified in the reservation

When?

1.1 DISCOVERY member has not yet travelled to any of our hotels; consequently, we don't have yet created their CRM profile with Party ID number in TMS system.

1.2 DISCOVERY member has travelled to any of our hotels, however their CRM profile and PID number are not yet synchronized to his loyalty card.

Procedure

A guest IS identified in the reservation

When?

DISCOVERY member has stayed at any of our hotels and PID is synchronized with their loyalty card/membership number.

Procedure

Scenario 1.1

Member has not yet travel to any of our hotels

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How may we identify this scenario?

General Data overview:

1. Main Client would be → 1003 (DISCOVERY) or 1100035865 (GLOBAL HOTEL ALLIANCE)
2. Fields → Code, Program and Fidelización are empty
3. GHA membership n°, program, and tier → Data of the DISCOVERY member are indicated in the remarks box of the booking “TMS for Connectivity”

ITNA.AMDOR. Individual Res. - Paul Tailorini

ITNA.AMDOR NH Napoli Panorama **** Reservation 122326206 Client: 1100035865 GLOBAL HOTEL ALLIANCE Amount 0,00 EUR

Arrival: 25.10.2023 Wednesday RoomType: Standard Double Show Subtypes Meal Plan RO RF
Nights: 1 Guests: AD 2 JU CH BB Currency EUR First service: TABLET
Depart.: 26.10.2023 Thursday Room No move Last service: GDPR MOTO

General Data *Billing Information *Additional data *Prices and Commissions *Conditions Deposits Routing charges Fixed charges Loaned items Preferences Actions Notices for Reception Guarantees Guest n...

Contact person: Paul Tailorini Phone: E-Mail: lini57336@pnuc.com Voucher: 23497400 Reservation type Registrat. date: 19.09.2023 Language: ES Spanish CUT-OFF date

Observaciones GENERAL Only 250 characters TMS forConnectivity * Membership : 8561582983 | ProgramID : GHA | LoyaltyLevel : SILVER

O..	Code	Guest Name	Program	Fidelización	Type	Loyalty card	Meal Plan	PAX Type	Meal plan...	Gender	VIP	Voucher	Arrival date	Departure date	Rem
1		Paul Tailorini					RO	Adult		Unknown		23497400	25.10.2023	26.10.2023	
2		Paul Tailorini					RO	Adult		Unknown		23497400	25.10.2023	26.10.2023	

Billing Information Overview:

4. DISCOVERY special rate → NHR_XX or MIN_XX or GHA_XX or WB_

Contract	GHA	1	GLOBAL HOTEL ALLIANCE - PUBLIC RATES
Rate	GHA_PRO_BU		GHA LOCAL PROMO
Alotment			
Expense code	CXL_48HRS		CXL_48HRS

Scenario 1.2

Member has PID but no sync DISCOVERY card

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How may we identify this scenario?

General Data overview:

- 1. Main Client would be → 1003 (DISCOVERY) or 1100035865 (GLOBAL HOTEL ALLIANCE)
- 2. Fields → Program and Fidelización are empty
- 3. GHA membership n°, program, and tier → Data of the DISCOVERY member are indicated in the remarks box of the booking “TMS for Connectivity

DEHE.FRCIT Avani Frankfurt City AVA

Reservation136922120

Client: 1003DISCOVERY, NH

Amount161.65 EUR

Arrival: 08.09.2024 Sunday

RoomType: Standard Room

Meal PlanBB

Nights: 1

Guests: AD 2 JU 0 CH 0 BB 0

First service:

Depart.: 09.09.2024 Monday

Room: 605 SUPDBLK

Last service: BKFS

General Data

Billing Information

Additional data

Prices and Commissions

Conditions

Deposits

Routing charges

Fixed charges

Loaned items

Preferences

Contact person: Julian Dante Decrescenzo

Observaciones

Phone: 528182549295

GENERAL Only 250 characters

E-Mail: ddecrescenzo@tuk.com.mx

FOLGERESA 129709043

Voucher:

TMS forConnectivity * 045088 SILVER

Reservation type

Registrat. date: 24.07.2024

Language: ES Spanish

CUT-OFF date

Guests

O.	Code	Guest Name	Program	Fidelización	Type	Loyalty card	Meal Plan	PAX T...	Meal pla...	Gender	VIP	Voucher	Arrival date
1	67996924	DECRESCENZO, JULIAN DANTE					BB	Adult		Male			08.09.2024

Billing information Overview:

- 4. DISCOVERY special rate → NHR_XX or MIN_XX or GHA_XX or WB_

ContractGHA1GLOBAL HOTEL ALLIANCE - PUBLIC RATES

RateGHA_PRO_BUGHA LOCAL PROMO

Alignment

Expense codeCXI_48HRS CXI_48HRS

Procedure for scenario 1

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Wait until check-in time

At check-in:

- Collect the member identification documents (ID or Passport).
- Search if there is an existing CRM profile on TMS system by using ID n°, date of birth, email address.

Remember: It may happen that member do have a CRM Profile / PID number, but the loyalty card is NOT synchronized!

NO CRM Profile

If CRM profile is not yet created:

1. Create CRM profile following [this procedure](#).
2. Synchronize PID using GHA DISCOVERY membership number and follow [This procedure](#).

CRM Profile Exists

Ensure this PID corresponds to the DISCOVERY loyalty member.

Attention! A PID belongs only and always to the same person. Please never change one guest PARTY ID to another person.

Proceed to synchronize the CRM profile to the Loyalty card following [This procedure](#).

At this moment of the process, you can find duplicated profiles, follow this procedure:

➤ [DISCOVERY loyalty profiles merge and deduplication](#)

Scenario 2

DISCOVERY member is identified in the reservation

How may we identify this scenario?

General Data overview:

- 1. Main Client would be: 1003 (DISCOVERY) or 1100035865 (GLOBAL HOTEL ALLIANCE)
- 2. Fields Code, Program and Fidelización will be filled in
- 3. GHA membership nº, program, and tier data of the DISCOVERY member are indicated in the remarks box of the booking “TMS for Connectivity”

ARCC.CRILL NH Collection Buenos Air

Reservation 148576941

Client: 1003 DISCOVERY, NH

Amount

Arrival: 26.03.2025 Wednesday

Nights: 2

Depart.: 28.03.2025 Friday

RoomType: Jr Suite Double View King

Guests: AD 1 JU CH BB

Currency: USD

Meal Plan: BB

First service:

Last service: BKFS

General Data

Billing Information

Offers

Additional data

Prices and Commissions

Conditions

Deposits

Routing charges

Fixed charges

Loaned items

Contact person: JOSE PEDRO Aramendia

Phone: 59896488995

E-Mail: jo

Voucher:

Reservation type

Registrat. date: 19.03.2025

Language: ES Spanish

CUT-OFF date

Observaciones

GENERAL

Only 250 characters

TMS forConnectivity *

812851 TITANIUM

Deliver WEB Secrets benefits/ /

Guests

O.	Code	Guest Name	Program	Fidelización	Type	Loyalty card	Meal Plan	PAX T...	Meal pla...	Gender	VIP	Voucher
1	67096648 A	SE PEDRO	MINOR_DISCOVERY	TITANIUM			BB	Adult		Male		

Billing Information Overview:

- 4. DISCOVERY special rate: NHR_XX or MIN_XX or GHA_XX. or WB_

Contract NHWEB_NHR 1 NH WEB - NH REWARDS RATES

Rate NHR_BAR DISCOVERY BAR Flexible easy cancellation

Allotment

Expense code CXL_NHR1 Applies - 1d - 100,00%

Procedure for scenario 2

Review and arrange loyalty premium benefits prior to arrival:

- All arriving Platinum/Titanium/Red/ VIP tiers 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.

The best business is repeat business

Let's welcome guests again and again by enrolling them in the new NH DISCOVERY loyalty programme.

SILVERGOLDPLATINUMTITANIUMRED

Membership Tier	SILVER	GOLD	PLATINUM	TITANIUM	VIP/ RED
Member Rates — save up to 10%	●	●	●	●	●
Exclusive Offers	●	●	●	●	●
Earn D\$ on Eligible Spend	4%	5%	6%	7%	7%
Redeem D\$ on Eligible Spend	●	●	●	●	●
Complimentary Wi-Fi	●	●	●	●	●
Experiences	●	●	●	●	●
Local Offers	●	●	●	●	●
Welcome Amenity			●	●	●
Guaranteed Room Availability 48hrs prior				●	●
Early Check-in				11am	10am
Late Check-out			3pm	4pm	6pm
Room Upgrade			●	Double	Suite
Status Sharing				●	●
Additional Brand Benefits				●	●
Free Premium Wi-Fi				●	●
Priority Check-in				●	●

MINOR

HOTELS

