

DISCOVERY Members Identification Guide

















Why it is important to identify DISCOVERY members?



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:



The DISCOVERY member is <u>NOT identified</u> in the reservation

When?

1.1 DISCOVERY member has not yet travelled to any of our hotels; consequently, <u>we don't have yet created</u> 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 <u>not yet synchronized</u> 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.



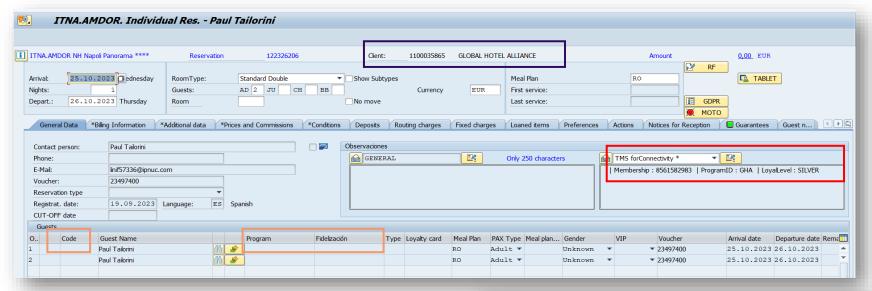
Scenario 1.1 Member has not yet travel to any of our hotels



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 no, program, and tier→ Data of the DISCOVERY member are indicated in the remarks box of the booking "TMS for Connectivity"



Billing Information Overview:

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

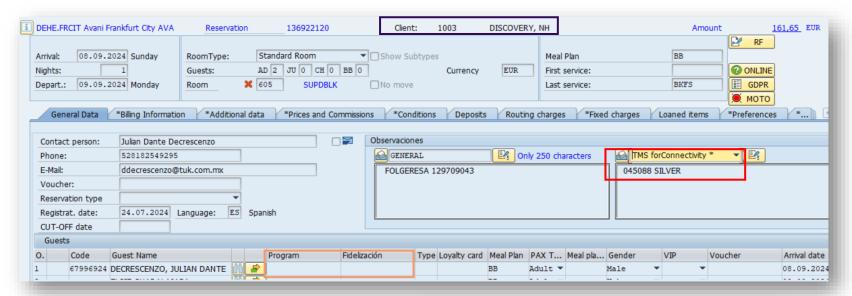
Contract	GHA	1 GLOBAL HOTEL ALLIANCE - PUBLIC RATES
Rate	GHA_PRO_BU	GHA LOCAL PROMO
Allotment		
Expense code	CXL_48HRS	CXL_48HRS

Scenario 1.2 Member has PID but no sync DISCOVERY card

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 no, program, and tier→ Data of the DISCOVERY member are indicated in the remarks box of the booking "TMS for Connectivity



Billing information Overview:

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

Procedure for scenario 1



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 no, 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:

- Create CRM profile following this procedure.
- 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



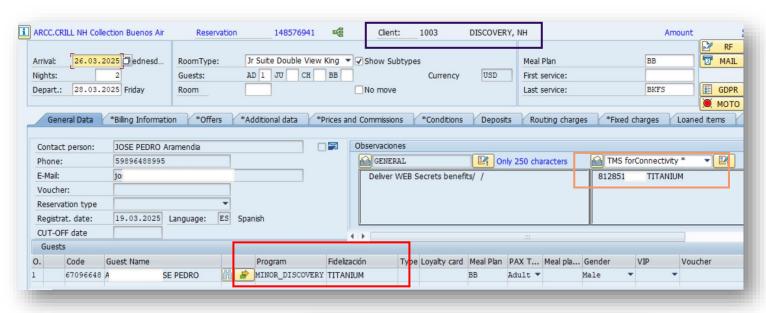
How may we identify this scenario?

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"



Billing Information Overview:

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



Procedure for scenario 2

MINOR DISCOVERY

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.



MINOR















