THREWARDS IS NOW

nh Discovery

ULTIMATE LOYALTY PROGRAM

Welcome to NH DISCOVERY

Presentation video

A closer look to the procedures

All the information you need only a click away!

<u>Captions</u>



Click the blue boxes to enter the section on this document.



Click the white boxes to access related documents in the NH Digital Knowledge Workplace or DISCOVERY in a Box.



This button takes you back to this cover.

NH Benefits

New members acquisition procedure

DISCOVERY Enrolment from TMS +DD view (video)

DISCOVERY Loyalty Profiles
Merge and Deduplication

Reservation

In room courtesy for special customer & Customer Personalization

Pre-check-in & Check-in

DISCOVERY Guest search & Sync in TMS (video)

DISCOVERY GHA reservations and OCM management

Pre- check-out

Redemption process on check-out

DISCOVERY Eligibility Logic D\$ Earning and Redemption

DISCOVERY Redemption process (video)

Invoice correction after night audit

Live Local Reservations

Downtime Discovery System Scenario

Support

JIRA DISCOVERY Structure

Claims

Latest update: October 2023





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1. Welcome to NH DISCOVERY

Customer loyalty is the willingness to do repeat business with a brand. A loyal customer will associate favourable experiences with a brand, therefore increasing their likelihood to make repeat purchases with that business.

On average 65% of a brand's business comes from existing customers and since it's 5 x easier to retain a customer than acquire a new one, it is essential then that we do what we can to create greater guest loyalty.

For that reason, we, at NH, have joined a Global Alliance (GHA) of hotels to offer an improved loyalty programme, turning our NH Rewards model into NH DISCOVERY.

GHA stands for **Global Hotel Alliance**. It is an Alliance of 40+ hotel brands united under the umbrella of common loyalty program — GHA DISCOVERY.

NH DISCOVERY is part of it. Minor and NH brands join GHA, but also other independent hotel brands globally.

As a result, we share a loyalty programme with over 800 hotels spread across 100 countries and 21 million members.



That is the reason why we are joining this Alliance:

- 1. Being part of GHA.
- 2. NH Rewards covered 353 hotels, NH DISCOVERY 770.
- 3. NH Rewards had +55.000 rooms; NH DISCOVERY offers benefits in more than 135.000.
- 4. If NH Rewards was available in 28 countries, DISCOVERY is available in more than 100.

The benefits of such a loyalty programme are many, including:

- Driving revenue and stays.
- Creating greater customer loyalty through member recognition, benefits, and rewards for spending time and money with us.
- Loyalty offers significant business potential for our brand and is one of our most important marketing strategies.
- We all have a responsibility for delivering the benefits of GHA DISCOVERY to our members, thereby increasing loyalty to our brand.





DISCOVERY is an evolution of NH Rewards and replaces NH Rewards in NH Hotels, NH Collection and nhow.

DISCOVERY maintains NH Rewards philosophy regarding customer loyalty. We are now part of something more international, and that comes with many benefits, but our essence remains. This also applies to the processes and how we work: the system has evolved but the essence of the processes is the same. This guide aims at helping you to familiarize yourself with the small changes that this change implies in daily operations.

1.1. The main novelties of the programme

Novelties consist of three main pillars:



1. DISCOVERY RECOGNITION

In DISCOVERY RECOGNITION the program allows us to know better our guests and offer them personalized services, exclusive benefits, and rewards.

Members join the programme from day 1 and are recognized by all the brands of the Alliance and we also will do the same for GHA DISCOVERY members from other brands.

2. DISCOVERY DOLLARS

Points are now DISCOVERY Dollars, which members earn on all eligible purchases.

1 DISCOVERY Dollar (D\$) equals 1 US Dollar. Keep in mind that it is not a payment method (except in Argentina) but a DISCOUNT.

3. LIVE LOCAL CONCEPT

And the third major novelty is the Live Local concept, that offers members the opportunity to enjoy new experiences without having to travel and without a stay. Live Local includes:

- Curated Experiences to connect the members with authentic activities in a destination.
- and Local Offers which are member-only promotions that entitle our members to make our hotel facilities
 and services part of their lives even when they are not traveling.

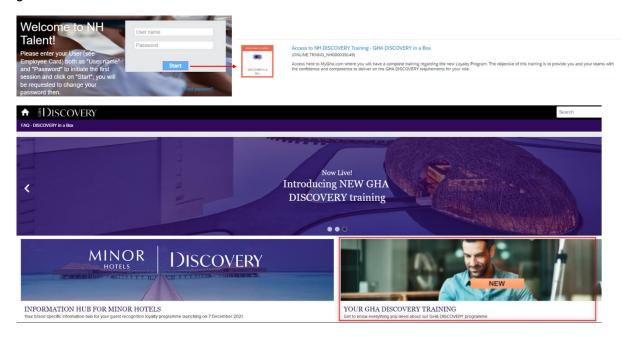




1.2. GHA Training

Remember that you have a whole GHA training programme available at NH Talent.

It is very important for the whole team to take these trainings to get to know the programme and its features. If you haven't done the training yet, please come to NH Talent and take the courses as soon as possible, it won't take you long.



1.3. The Hotel Champion

Hotel Champions are the face of GHA & NH DISCOVERY to all the Hotel staff, so, the Hotel Champion is a person with excellent communication and problem-solving skills who operates with a customer-first mentality. In this role, the Hotel Champion will lead GHA & NH DISCOVERY for their hotel, providing exceptional communication, support, guidance, and training for both existing and new hotel staff. This fantastic opportunity also means the Hotel Champion will work with our Brand Champion and the network of Hotel Champions to lead the success of GHA & NH DISCOVERY.

You will find a summary of their responsibilities and tasks in the following documents:

- DISCOVERY Hotel Champion job description
- DISCOVERY Sign up MYGHA and Hotel Champion activities

1.4. My.gha.com applications

Remember that you have access to several useful applications via my.gha.com. My.gha.com is the web to access GHA DISCOVERY applications, with a single log-in.





The main applications are:

- **DISCOVERY Dashboard:** Was developed to give hotels and corporate offices the ability to perform operational tasks for the GHA DISCOVERY loyalty program (we will use it only in specific cases to lookup information on membership profiles).
- **DISCOVERY in a Box**: The place that collects GHA DISCOVERY knowledge and online training (training courses).
- **POWER BI:** Contains a variety of content in the form of dashboards and reports. Remember that this reporting tool should be accessed via Powerbi.com and not my.gha.com.
- **OCM is the** Opera Channel Manager to obtain the information of the guest's credit card in case of noshow reservations or if you need to guarantee bookings.

1.5. Transfer from NH Rewards to NH DISCOVERY & compatibility of loyalty programs

NH continues with NH Programs, and all of them will have NH DISCOVERY category and benefits and will be topped by additional NH benefits and recognition.

Team members and NH Programs always have associated NH DISCOVERY category and should have member treatment accordingly to it.

- NH Programs: VIP, Corporate, Travel Partner, Shareholder, Media, Owner. Each program will have a tier in NH DISCOVERY.
- <u>Employee:</u> all the team members will have GOLD tier by default. The benefits will be the same as for the rest of NH DISCOVERY Gold members. No downgrades to Silver.



2. NH benefits

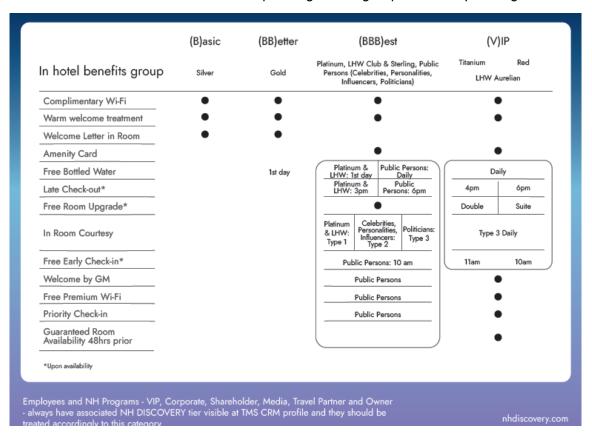
We are now going to see what specific benefits NH DISCOVERY members have.

In the case of the discounts, you must take into consideration that the 5% to 10%, depending on the tier, discount in accommodation applies to all bookings from:

- NH Hotel Group direct channels:
 - o nh-hotels.com and other NH branded websites
 - o CRO
 - Hotel
- Minor Hotels direct channels:
 - Tivolihotels.com, Anantara.com, Avanihotels.com websites
 - CROs
- ghadiscovery.com website

For now, the discount applies only to meal plan & accommodation, but not to F&B extras.

This table summarizes the benefits for members depending on the group or tier they belong to:



(B)asic: NH DISCOVERY Silver

(BB)etter: NH DISCOVERY Gold

(BBB)est: NH DISCOVERY Platinum, LHW Club & Sterling, Public Persons

(Celebrities, Personalities, Influencers, Politicians)

(V)IP: NH DISCOVERY Titanium, Red, LHW Aurelian





Whenever there are several customers entitled to free room upgrade benefit, you must consider assignation & priorities rules.

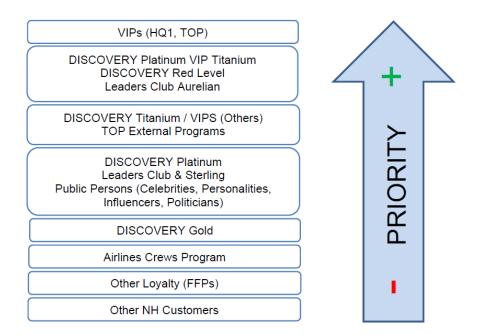
If at any EXCEPTIONAL situation the guaranteed room upgrade cannot be granted, the client must be notified that they will be assigned the best available room within the category they had reserved, highlighting the benefits of the room (quiet, spacious, better views, others...) and you will also be offered any alternative benefit by the hotel or brand.

Remember that when dealing with VIP customers you must apply the **In Room Courtesy for Special Customer** and deliver **VIP Element** as appropriate in each case according to VIP level.

Should the customer be a member of several loyalty programs (DISCOVERY, Leaders Club or Frequent Flyer Programs applying in the hotel), each guest can only benefit from one of them per stay.

The DISCOVERY program will be always set by default in the reservation in TMS. Any other loyalty program must be previously informed in the reservation in the Loyalty card field for every new stay if it has already been added in the guest ID.

Should several guests be entitled to the same in stay benefit, the priority to receive the best available room applies as shown in the following graph:



2.1. Web Bonus benefits

The WEB BONUS is a package of online booking benefits for NH DISCOVERY members, which includes:

- NH DISCOVERY discounted price at least 5%
- D\$ 5 rewards
- Flexible cancellation until day of arrival
- Free late check-out on Sundays upon request

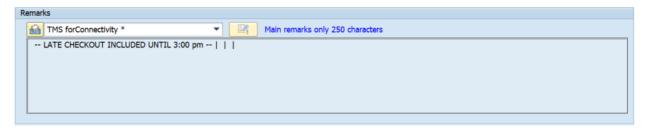




This is one of the initiatives that are helping the company to improve the sales through our direct channels.

As a relevant part of the Web Bonus, the LAZY SUNDAYS' benefit is communicated to customers as UNDER AVAILABILITY. This benefit consists of a free late check-out on Sundays until 3 or 5 pm.

To confirm whether a guest is entitled to this benefit, please check the TMS forConnectivity remarks:



This benefit applies to all hotel brands in TMS (NH Hotels, NH Collection, nhow, Tivoli, AVANI and Anantara). Late check out time varies per hotel. Check here the hotels that are excluded.

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3. New members acquisition procedure

Customer loyalty is essential to our business: on average, 65% of business comes for loyal customers. And loyalty programmes are a highly effective retention tool. It is therefore important that everyone in Front Office and/or Guest Relations is proactive in offering guests enrolling in the NH DISCOVERY loyalty program and explaining its benefits.

Front Office Team:

There are different ways to deliver the registration information to the client at check-in, but the main channel should be the Registration Form for NH Hotels, NH Collection and nhow.

Other ways are:

- A guest can scan QR code placed on different marketing materials in the hotel.
- Fill out a brochure manually.

If the enrolment occurs during the Check In process by using the Registration Form, all the information included in the document will be signed at the Front Desk.

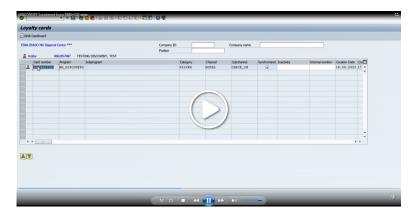


For MINOR Hotels brands (Tivoli, Anantara and AVANI), there will be 2 separated documents (Registration Form with the Tivoli/Anantara/AVANI DISCOVERY accommodation contract conditions and the enrollment brochure).

Enroll new members is as critical task, so make sure the marketing materials are visible for the costumers and, if you don't have installed the scannable registration form, you can download hard copies of the corresponding DISCOVERY enrollment Registration Form from our Brand Center MHZone.



In the following video, we will see the manual enrolment from SAP CRM to new members (click on the picture):



This process is interfaced automatically in mygha.com and is very quick: once created, GHA will send the updates to SAP TMS such as tier progression or downgrading or even the program cancellation.

From now on, the Membership ID will not match with the SAP CRM ID.

Generally, this membership number will have from 10 to 16 digits and begin with a number (although there may be some exceptions, as members enrolled in Rydhes Hotels: R2446367).

Should the guest ask you to change any data in their GHA profile, you can explain them that they can request it directly in their DISCOVERY Dashboard.

Be persuasive! Find the right argument

Do not be afraid to insist, you just need to find the right argument and be prepared to deal with objections.

Here you have arguments you can use to overcome resistance:

- ✓ It's free to join!
- ✓ Benefits from Day One: even if the first stay is noneligible (booked through Booking.com, Expedia, etc.), new member will earn 4% over its net bill right away from this stay.
- ✓ Members can earn D\$ for eligible spend at all GHA DISCOVERY hotels worldwide (800+ hotels, 100+ countries).
- ✓ We can more easily personalize your stay with considering your preferences.
- ✓ Members have access to exclusive stay benefits, Local Brand benefits, D\$ rewards system.
- Members qualify for membership progression based upon spend OR nights OR stays in other GHA brands within the Global Hotel Alliance.
- ✓ Enjoy Live Local (Local Offers & Experiences) even without stay at any of GHA collection brands and earn & redeem D\$ with them.



11H DISCOVERY



4. Reservation

Direct Guest Bookings for DISCOVERY members can be created mainly in two different ways:

- 1. Through direct online channels, where customers can manage it themselves and are interfaced with TMS*:
 - Web nh-hotels.com > Main Client: 1003 // CRS: 2000001019
 - Web MINOR (anantara.com / tivolihotels.com / avanihotels.com) > Main Client: 1003 // CRS: 2000001019
 - Web ghadiscovery.com > Main Client: 1100035865
- 2. Or through Reservations Department of the hotel and/or Front Office and/or CRO, which are managed manually in TMS.
- (*) If there is a connectivity failure between the ghadiscovery.com website and TMS, the reservations will arrive by email to the CRO so that they can create them manually. In case the failure is due to other causes, a failover notification will also be sent to the CRO.

Whenever a new reservation is made, the client will be asked if they are a member of the DISCOVERY loyalty programme: "Are you a member of DISCOVERY loyalty?"

If the answer is YES:



- 1. Main Client: 1003 (DISCOVERY) to create the reservation
- 2. Offer DISCOVERY special rates (discounts from 5%)
- 3. Look for the customer ID of the member in CRM:
 - If the CRM ID already has the DISCOVERY membership number associated, the information appears directly in the reservation.
 - If the CRM ID does NOT have the DISCOVERY membership number associated, you must sync the client by clicking on the GHA button (see link process on the next page).
- 1. Main Client: 1003 (DISCOVERY) to create the reservation
- 2. Offer DISCOVERY special rates (discounts from 5%).
- 3. Different options:
 - If CRO or the FO Teams (for a Walk-in) make the reservation: Create
 ID in CRM + click on GHA button to synchronize it with the
 DISCOVERY Membership ID.*
 - If FO makes the reservation before the Check In: write the DISCOVERY Membership ID in the Remarks of the reservation.

..., the client is **not registered** in CRM and she/he is DISCOVERY member

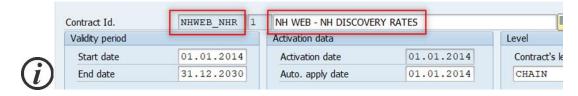
В

IMPORTANT

(*) This step can only be done by the CRO through a recording of acceptance of the Terms & Conditions by the client. The Front Office can do it with the client's signature of the Registration Form or Brochure whenever the guest is present at Reception.



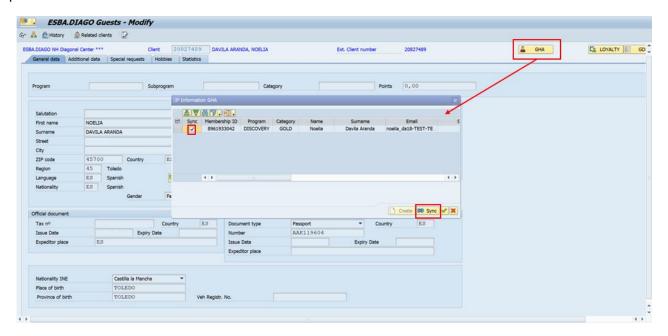
Please note that all the new DISCOVERY rates will have the same NHR Code, as before (rate codes "NHR_XX". E.g.: NHR_BAR, NHR_FLEXBB...), but the description will change. See an example below:



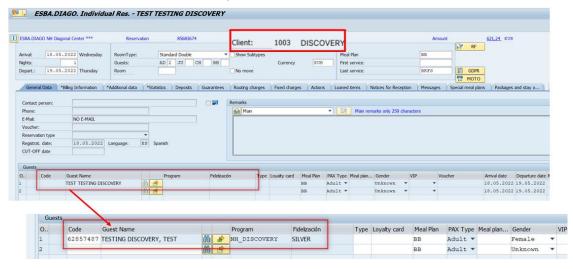
<u>Link process DISCOVERY → SAP CRM ID:</u>

To link a DISCOVERY member with an SAP CRM ID, we must click on the new **GHA button** that will perform an automatic search by e-mail. If it finds it, we will only have to select it and click on the **Sync button**.

As of today, the default automatic search is only e-mail, the matches that exist in DISCOVERY Dashboard with the client's data will appear in the results and will be selected so that the data of the category and member number are passed to the client's CRM.



This is how reservation looks like after the link process:







4.1. Duplicate profiles: merge process

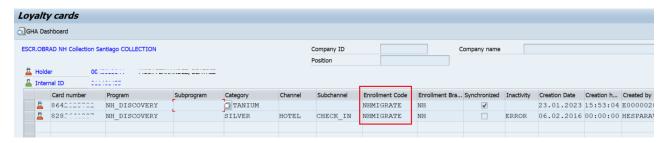
After the migration of loyal customer profiles to NH DISCOVERY, it is possible that some members have duplicate profiles (>3%).

As it is only possible to sync one Membership ID to the reservation, <u>please make sure during check-in that the</u> card linked to the CRM profile is the one preferred by the member. *

Keep in mind the following process to de-duplicate/merge profiles according to each situation:

CASE 1 — DUPLICATE: NH DISCOVERY - NH DISCOVERY (both Enrollment Codes start with NH).

- Hotel opens a JIRA ticket in category: 01 SAP Business Suite > SAP CRM (Customer Relationship Management) > Duplicated ID > NH DISCOVERY vs NH DISCOVERY.
- Customer Care manages the request with GHA.
- Once completed, Customer Care resolves the case.



CASE 2 — MERGE: NH DISCOVERY - GHA DISCOVERY (different Enrollment Code).

- Important! IT MUST ALWAYS BE THE CUSTOMER WHO REQUESTS ON THE GHA "Merge Your Accounts" WEBSITE WHICH DISCOVERY ACCOUNT THEY WANT TO KEEP.
- The hotel must inform the member: ""According to data protection law, only the guest personally can request this merge. So, we invite you to choose which profile you would like to keep through the following link https://www.ghadiscovery.com/member/gha-nh-discovery-profile-merge or you may scan this QR Code. You will be asked to enter your membership details for both profiles and then select the card you would like to keep. Once this is complete, you will be able to access all your stays, D\$ balance and membership benefits through one unique account".
- The QR code should not be visible in Front Desk, have it on hand to show it to the member only when necessary.



(*) If the synchronized card is wrong, while the ticket is solved (case 1) or the member requests the de-duplication/merge (case 2), you can request to sync the correct one via Jira in category: SAP TMS (Tourism Management Suite) > Loyalty > Synchronized/Desynchronized profiles.

nh Discovery



"Are you a member of DISCOVERY loyalty?"

If the answer is NO:

... and the client is **not** registered in CRM, **but** wants to enrol in DISCOVERY loyalty program

- 1. Main Client: 1003 (DISCOVERY) to create the reservation
- 2. Offer DISCOVERY special rates (discounts from 5%)
- 3. Different options:
 - If CRO or the FO Teams (for a Walk-in) make the reservation: Create
 ID in CRM + click on the GHA button to create the DISCOVERY
 member profile. *
 - If FO makes the reservation before the Check In: the client should be redirected to the website or CRO.
- 1. Please follow the individual reservations execution procedure:
 - Main Client: 1000 (Direct Guest or any other applicable) to create the reservation.

... and she/he DOES NOT want to enroll in DISCOVERY loyalty program at that time

IMPORTANT

(*) This step can only be done by the CRO through a recording of acceptance of the Terms & Conditions by the client. The Front Office can do it with the client's signature of the Registration Form or Brochure whenever the guest is present at Reception.

4.2. Eligibility logic

When making a reservation, the customer can request to use their DISCOVERY Dollars (D\$) at check-out.

Although this information is automated in the system, it is important that you are aware of the eligibility criteria and that you have available a consultation document with all the information.

The document is available at the Business Processes section of the <u>NH Digital Knowledge Workplace</u>, which we will see in detail later in the Redemption process.

Remember that eligibility will depend on several criteria:

- Type of customer: OTA (Online Travel Agency), TA (Travel Agency), direct channels...
- Segment (statistics)
- Concepts
- Payment methods

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5. Pre-check-in, check-in and pre-check-out

Situations we might encounter in the pre-check-in:

 ${\sf A}$) The client is NOT identified in the reservation (no ID is assigned) and has a DISCOVERY special rate:

- 1. The Main Client can be: 1003 (DISCOVERY) or 1100035865 (GLOBAL HOTEL ALLIANCE).
- 2. Rates can be type NHR_XX / MIN_XX / GHA_XX.
- 3. Then you must look for the DISCOVERY membership number in the DISCOVERY Dashboard and write down the DISCOVERY membership ID and the tier in Remarks and Notices for Reception, so it is considered during the checking in.

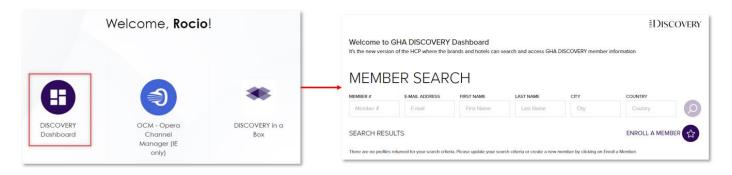
The search will be interfaced in TMS (if the ID is previously informed).

If the Guest ID is not informed in the reservation and CRM profile cannot be identified, you must search it directly in DISCOVERY Dashboard by membership number OR e-mail OR first name & last name (both written complete).

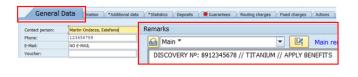
Remind to write the DISCOVERY Membership ID and tier in the Main Remarks of the reservation and in Notices for Reception.

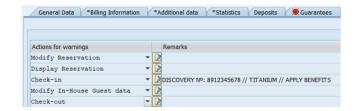
See the steps of this process in the images below:

Search in DISCOVERY Dashboard:



Inform in TMS reservation:





REMEMBER

To access the DISCOVERY Dashboard, the Front Office Team must sign up in My.gha.com with a not shared email account or a Hotel Champion user.

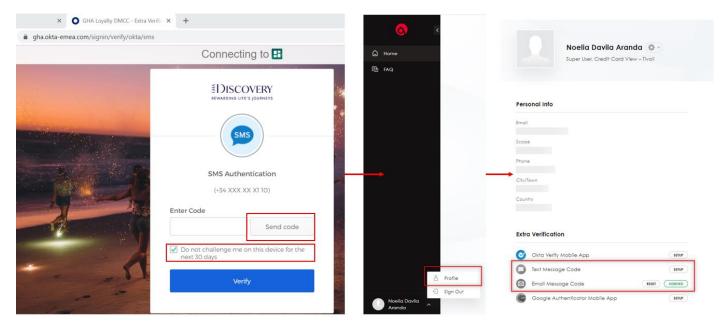
11H DISCOVERY



The first thing that should appear when accessing DISCOVERY Dashboard is the OKTA authenticity check for the my.gha.com user.

You must access to the associated cell phone / e-mail to be able to see the code that will be sent when you click the "Send code" button. Do not forget to click on "Do not challenge me on this device for the next 30 days".

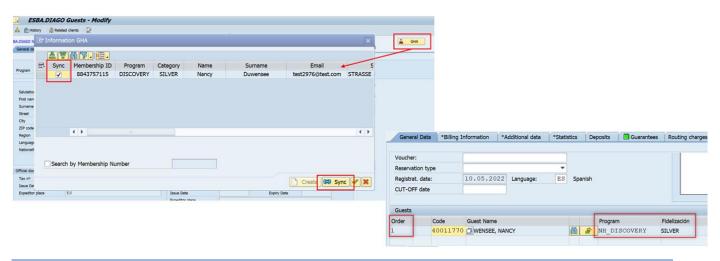
You can change this verification in your GHA profile as you prefer:



f B) The client IS identified in the reservation and has a DISCOVERY special rate:

If this is the case, you will have to check the membership details and preferences in DISCOVERY Dashboard through the GHA button in the CRM profile.

Prepare the delivery of the client's benefits, to assign the corresponding room and set the corresponding comment in General Data → Main Remarks in the reservation, to facilitate the work of colleagues who review the booking.



REMEMBER





During the <u>check-in process</u>, when the guest is at Front Desk and we look for the SAP CRM ID, we can find 3 possible scenarios:

The guest is **member** of DISCOVERY program

The guest is NOT member of DISCOVERY program and wants to be enrolled

The guest is NOT member of DISCOVERY program and do not want to be enrolled

- The first is that the guest is member of DISCOVERY program: if the client is not registered in CRM yet, please scan the identity document (IC / Passport) to create a CRM profile and then the client's membership number will be searched by pressing the GHA button so that the system searches directly in the DISCOVERY Dashboard Database.
- 2) In the second scenario, the guest is **NOT a member** of DISCOVERY, but she/he wants to be enrolled so we will use the GHA button, and the option "Create". We will see these steps below.
- 3) Finally, if the guest is not a member and do not want to be enrolled, we will simply follow the usual checkin procedure.

And, if applicable, you would have to prepare the corresponding benefits according to tier defined in procedures "In Room Courtesy for Special Customer" and "Customer Personalization".

The following video shows how to <u>search for a guest and synchronize in TMS</u>, in <u>scenario number 1</u> explained above (click on the picture).



As you can see, in this case the guest ID is already created so we only search & sync accordingly.

If for some reason, there is some **mistake in the linking process** and we need to unlink the Membership ID in SAP CRM, we should **open a JIRA** (SAP TMS \rightarrow Loyalty \rightarrow Synchronized / Desynchronized profiles) to request it to prevent fraud. The last modification date will be saved in the modification history.

In case of the guest wants to unsubscribe from the program, check the enrollment code and inform the guest accordingly:

- GHA DISCOVERY members must request it by writing to contact@discoveryloyalty.com
- NH DISCOVERY members must contact unsubscribenhdiscovery@nh-hotels.com

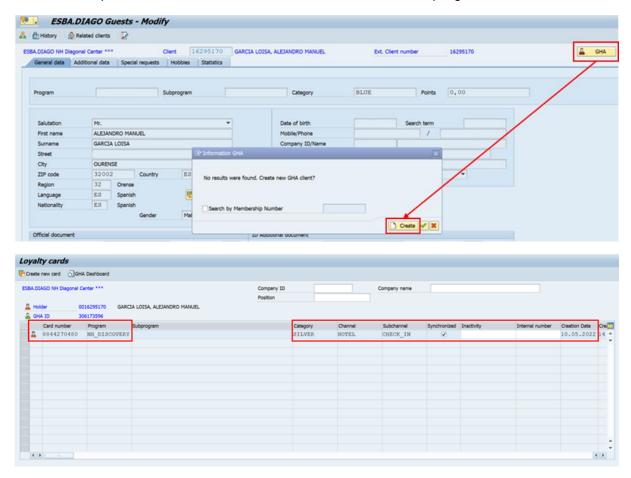
Members have the right to access to their Personal Data held by us so they can exercise this by writing to dataprotection@nh-hotels.com



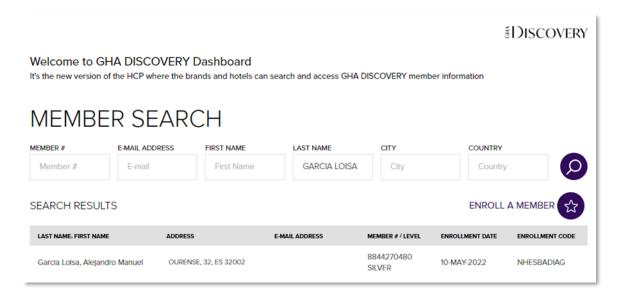


In the <u>scenario number 2</u>, when customer delivers the completed brochure or Registration Form at Reception, the Front Office agent must <u>register the new member in the CRM profile</u>.

Since the client accepts the benefits of the program and accepts the Terms & Conditions (T&C), press the GHA button and then the option "Create" to enroll the client in the DISCOVERY program.



The member creation is immediate as you can see in the screenshot below, we get the Membership number ID and tier, the rest of fields will be synchronized later.



11H DISCOVERY



5.1. Registration Form (GDPR)

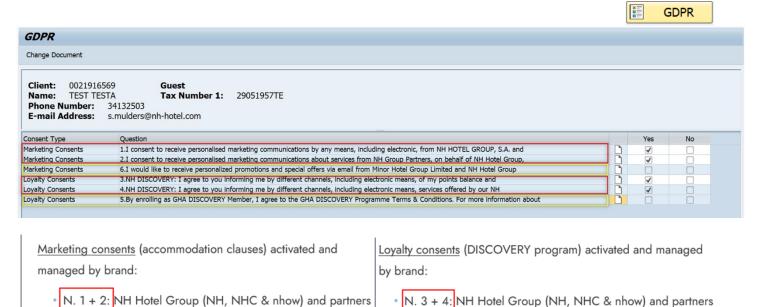
Remember that the client must sign the T&C of the program, either in the Registration Form or in the DISCOVERY Brochure to grant consent to the accommodation contract and accept the use of data protection.

They must also check YES/NO to accept receiving commercial communications and promotions from NH Hotel Group and MINOR hotels and this document must be kept for as long as the law of each country determines, in compliance with the GDPR.

Regarding the DISCOVERY program, if the client signs the corresponding T&C in the DISCOVERY program, the Front Office team needs to insert the mandatory email address in the SAP ID, enrol the guest in the loyalty program and click "YES" in the loyalty clauses since they are consenting to receive the corresponding brand communications.

In cases where the Registration Form is automatically scanned, the corresponding clauses will be automatically marked.

If the Registration Form cannot be scanned, the Front Office team must manually tick the appropriate boxes as marked by the client:



The consents activated to be managed in each hotel will be in white, the rest will remain deactivated, no changes allowed (for example, NH vs. Tivoli).

N. 5: MINOR Hotel Group (Anantara, Tivoli & AVANI)

Finally, if customers do not have a reservation but is at the hotel and wants to join the DISCOVERY program, they can do it in the ways mentioned before:

- Registration Form and brochure (preferred channels for enrolment since these enrolments will be assigned directly to the hotel).
- Brand website or GHA website.

N. 6: MINOR Hotel Group (Anantara, Tivoli & AVANI)





5.2. View credit cards & No-Show status in OCM

OCM (Opera Channel Manager) is the hotel management platform that GHA uses to integrate reservations made through https://www.ghadiscovery.com/ into TMSforHotels.

GHA is not PCI compliant, so credit card information will NOT travel to our secure TMS PCI Bubble. In the following link you cand find the procedure on how to consult this data:

DISCOVERY GHA reservations and OCM management

Credit card data can only be consulted in the following cases:

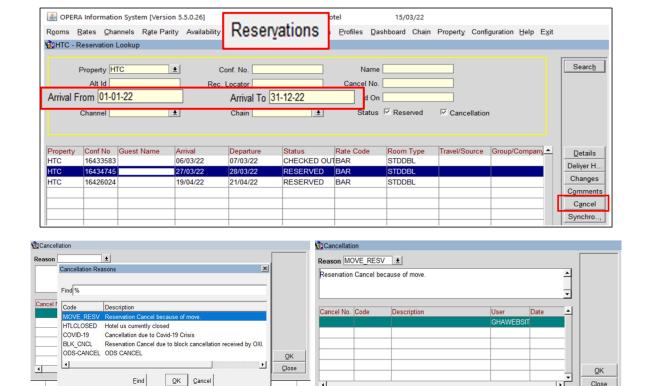
- The reservation must be guaranteed due to BOD or high occupancy.
- It is a prepaid rate with T&C of CXL 100%.
- We need to make a No-Show charge.

IMPORTANT

This consultation process should be carried out only in these cases when the client is not present at the hotel. If the client is at the Front Desk, we must obligatorily request the physical credit card for payment.

How to proceed with no-show reservations?

Once you have saved the credit card information in TMS, go to the main RESERVATIONS search screen in OCM and cancel the reservation:



To do this, highlight the relevant record and select the Cancel button on the right. Then select a reason and enter a description (free text) and click OK to confirm cancellation.





You have up to 48 hours after the check-out date to cancel your no-show reservation at OCM. If this process is not done, the hotel will have to pay the reservation fees (2 USD per booking).

OCM works like any other OTA (such as Booking.com, Expedia...), so in case of receiving any cancellation request by phone, we should ask the members to do it themselves at the GHA website directly.

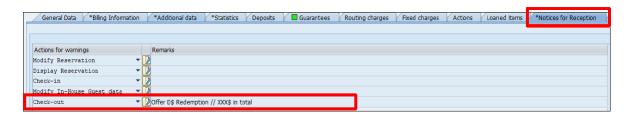
5.3. Pre-check-out

It is recommended to carry out this task ahead (during the night shift, for example, once all the daily customers ID have been collected). This will streamline and help redemption process at the check-out.

We recommend you identify the guests with departure the next day who meet the conditions to redeem their D\$. By doing so, the Check Out process will be faster.

Remember that to qualify for redeeming their D\$, the guest must have a minimum of 10D\$ accrued.

Once the reservation is identified as redeemable, we can insert a message in the tab "Notices for Reception" with the D\$ accrued to facilitate this action at the check-out. This way, we make sure that when we offer the redemption to the client, we have previously checked that this action is possible.

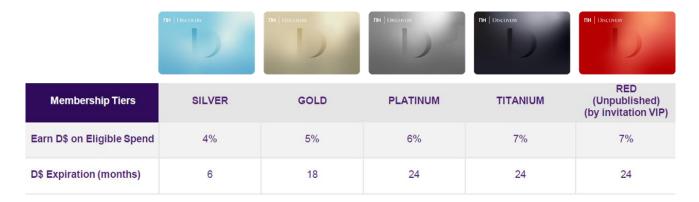




6. Redemption process on Check-out

The redemption process and check-out include how to identify the type of booking and the linked benefits and eligibility.

These are the earning percentages over the total net eligible spend of the stays, according to each category:



1 D\$ = 1 USD
% earning D\$: net eligible spending.
Minimum earning of D\$ 5 per stay.
D\$ redemption: discount on eligible net spent at Check-Out.
Minimum redemption from D\$ 10

The earning will be reflected in the DISCOVERY Dashboard DISCOVERY Dollars Balance (D\$) automatically between 2-5 days after departure. Therefore, the client should be informed that the amount of D\$ can be seen in their profile approximately 48 hours after the Check Out date.

Regardless the amount of the final invoice, the guest will always earn a minimum of 5 D\$ per eligible stay.

6.1. Particularities of the eligibility logic

The logic of eligibility would be like that of NHR programme, with these particularities:

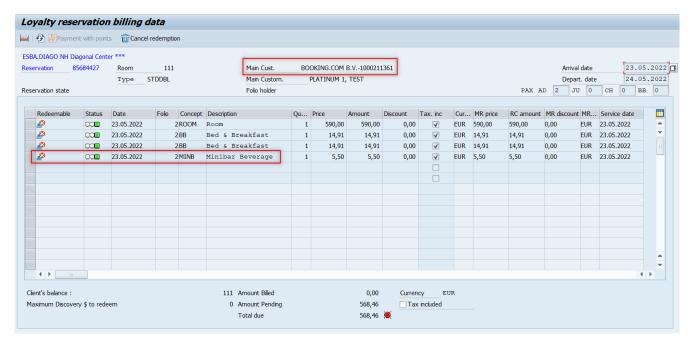
1) There will be no mixed eligibility:

- if the redemption is allowed, consequently the accrual will be also allowed. There will be no cases where only one of the processes is allowed.
- if the reservation is eligible, it will be for room and extra concepts and vice versa. The limited method as we had in NH Rewards will not be used any more.

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- 2) In the case of having a reservation with several rooms, there will be a **maximum of 2 eligible rooms per person** for accrual process (the 2 rooms with highest net eligible amount). There is **no limit for redemption** process.
- 3) DISCOVERY Members will get D\$ if they are informed in the Main Guest field of the reservation as 1st occupant.
- 4) If the guest pays, for example, 50% of her/his eligible stay with D\$ and the rest with cash, this member will earn points only for the amount paid with cash (not those paid by D\$).

To know if a client is going to earn D\$ for their stay, the first step is to check is if the stay is eligible or not.

To find out if a reservation is eligible to earn/redeem DISCOVERY \$, there is a **MANDATORY CONDITION**: **ELIGIBLE STAY + ELIGIBLE CONCEPTS** (for members to earn and redeem D\$ in their invoice, both the **reservation** and the **concepts** in the folio must be eligible).

Summary of Eligible Stay + Eligible Concepts:





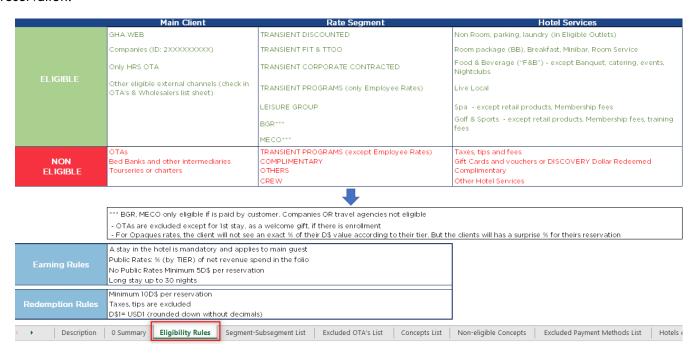
SPEND ELIGIBILITY (main cases): Concepts / Payment methods

Room: room & meal plan, upselling, early check-in, late check-out, extra bed/cot Non room (eligible outlets): parking, laundry, minibar, room F&B (non-outsourced): restaurants, cafes, bars, packages except Banquet, catering, events, Nightclubs Golf & Spa: fees Live Local City taxes, tips, commissions, discounts, deposits, no show, cancellation fees F&B Banqueting (banquet, catering, nightclub) Audiovisual and Function Room Rent Outsourced services, transfers Golf & Spa: membership, coaching, training fees, retail product Payment methods: gift cards, vouchers, invitation, D\$ Redeemed





All eligibility criteria are available in the "<u>DISCOVERY Eligibility Logic D\$ Earning and Redemption</u>" document that we have already mentioned, which will be automatically displayed in the "REDEEM" button in the folios of the reservation.



All bookings made through main client of: MINOR / NH Direct Channels, GHA WEB, companies (ID: 2XXXXXXXXX) and other eligible external channels (check in OTAs & Wholesalers list sheet) will be eligible reservations.

In case of OTAs, only those reservations with <u>HRS as Main Client will be eligible</u>. Rest of them made through the other OTAs will be excluded from the program unless it is the member's first booking after the enrolment as then it will be always eligible.

All reservations coming from any of these agencies will be non eligible reservations by default. The rest of agencies not mentioned below will be eligible.

Code	Main Client Name	ľ	-	olesalers Non eligible – NON CREATED IN TMS Traveloube Pacific Pty. Ltd		
1100005252	AGODA	ŀ	-	Fliggy		
1019386086	AGODA	ŀ	-	Meituan		
1100019586	AIRBNB	İ	-	Bakuten		
1100035532	AIRBNB UK LIMITED	İ	-	Traveloka		
1022809907	ALKATRAZ EVASIONI BY TRADEVENT TO S	T I	-	Makemytrip/Goibibo		
1003796930	AMEROPA REISEN GMBH	İ	-	Zhiketong		
2200768322	ARISTOEVASION LDA	Ī	-	Travel Rooms		
1013655649	ATRAPALO	Ī	-	Tiket.com		
2200672626	AU DELA EVASION	ſ	-	Goibibo (MakemyTrip)		
1000211361	BOOKING.COMB.V.		-	Hotelscombined		
1016890085	BORDEAUX EVASION VOYAGES	[-	asia-hotels.com - ORBITZ GROUP		
2200461402	BOXER EVASION LOISIRS	ſ	-	Trip - ORBITZ GROUP		
1000078333	BRAVOFLY RUMBO GROUP - RED UNIVERSA		-	Mogul Ski		
1026546561	BYHOURS TRAVEL SL	[-	Bonotel		
2200093662	CAISSA TOURISTIC	[-	away.com		
2200244674	CAISSA TOURISTIC (GROUP) AG	[-	Advantos Brazil Operadora de Turismo Ltda		
1003633012	CAISSA TOURISTIC (GROUP) AG	[-	Hua Min		
2200128208	CFL EVASION	[-	Shenzhen JL		
1018039227	CFL EVASION SA		-	Dida travel		
1016621304	CHEAPTICKETS BUSINESS	[-	Hong kong Jielv		
1000063305	CLUB C E EVASION S.L.		-	CN Booking		
1022193537	CLUBEVASIONS		-	HK Convergent		
De	scription 0 Summary Eligibility Rules	Segment-Sub	osegment L	ist Excluded OTA's List Cond		

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If needed, you can check the sheet "Segment-Subsegment List", filter the corresponding segment and subsegment code of the reservation to know if the reservation is eligible or not.

All outlets outsourced (non-NH property) will be non-eligible outlets by default so they will not allow redemption or accrual of DISCOVERY \$.

In order to check if a reservation will allow the accrual and redemption with Discovery \$, please, filter the corresponding segment and subsegment in this table.

- ""\" ELIGIBLE BOOKING: Allow the redemption or accrual of Discovery \$ for the room concepts and extras.
- "X" NON ELIGIBLE BOOKING: Not allow the redemption or accrual of Discovery \$ neither for room concepts nor extras.

Reservations through an eligible OTA									
Segmei 🔻	Segment Description	Subsegment	₩	Subsegment Description	w	Eligibility ▼	GHA MARKET CODE		
BUGR	BUSINESS GROUPS	BGRRO		ROOM ONLY		√/ X	ADH / SNR		
BUGR	BUSINESS GROUPS	CONV		CITY WIDE CONVENTION (ROOM ONLY)		√/ X	CEX / SNR		
BUGR	BUSINESS GROUPS	CTRO		CONTRACTED GROUPS ROOM ONLY		√/ X	GPR / SNR		
BUGR	BUSINESS GROUPS	SPORT		SPORT GROUPS		X	SNR		
COMP	COMPLIMENTARY	COMP		COMPLIMENTARY	Т	X	COM		
COMP	COMPLIMENTARY	HOUS		HOUSE USE		X	HSE		
CORP	TRANSIENT CORPORATE CONTRACTED	CONS		CONSORTIA		✓	CTA		
CORP	TRANSIENT CORPORATE CONTRACTED	CORP		CORPORATE LRA & NON LRA		✓	CCR		
CORP	TRANSIENT CORPORATE CONTRACTED	DNCO		DYNAMIC CORPORATE		✓	TRA		
CORP	TRANSIENT CORPORATE CONTRACTED	GOVE		PUBLIC GOVERNMENT RATE		✓	GVT		
CORP	TRANSIENT CORPORATE CONTRACTED	PROM		CORPORATE PROMOTIONS		✓	CPR		
CREW	CREW	CREW		CREW	Т	X	AIC		
CREW	CREW	EXEC		EXECUTIVE AIRLINES		x	AIC		

If the reservation is an eligible booking (Main Client + Segment), check if the concepts are also an eligible spend or not by filtering in the sheet "Concepts List".

After verifying the eligibility in the Segment-Subsegment sheet, filter here which concepts are eligible or non-eligible in order to know if the redemption or accrual of Discovery \$ are allowed.

Bear in mind that all concepts invoiced through an outlet outsourced (non eligible outlet) will not allow redemption or accrual of Discovery \$.

- ""\rightarrow" ELIGIBLE SPEND: Allow the redemption or acrual of Discovery \$ neither for room concepts nor extras.
- "X" NON ELIGIBLE SPEND: Not allow the redemption or acrual of Discovery \$ for room concepts and extras.

		Fron	n Eligible Outlet	From Non Eligible Outlet		
Code	Description	Eligibility	Mapping Stay Record	Eligibility	Mapping Stay Record	
2PAX	Room discount 2nd pax	✓	Room Revenue			
3PAX	Room discount 3rd pax	1	Room Revenue			
4PAX	Room discount 4th pax	1	Room Revenue			
5PAX	Room discount 5th pax	1	Room Revenue			
6PAX	Room discount 6th pax	1	Room Revenue			
7PAX	Room Discount 7 Pax	1	Room Revenue			
AI	All Inclusive	1	Room Revenue			
ALIB	All Inclusive Beverage	1	F&B Revenue	Х	Non eligible F&B Revenue	
ALIF	All Inclusive Food	1	F&B Revenue	Х	Non eligible F&B Revenue	
AUDV	Audiovisual Services	X	Non eligible Miscellaneous Revenue	Х	Non eligible Miscellaneous Revenue	

In the sheet "Payment Method List", you can consult all payment methods excluded.

All reservations fully paid with a non-eligible payment method (e.g., GIFT CARD, INVITATION...) do not allow the redemption or accrual of DISCOVERY Dollars by default. If it is a partial payment, it will be considered as non-eligible the corresponding amount.





Bear in mind that all concepts invoiced through an outlet outsourced (non-eligible outlet) will not allow redemption or accrual of DISCOVERY \$.

To request a modification on the parametrization for the hotel outlet, please open a JIRA ticket.

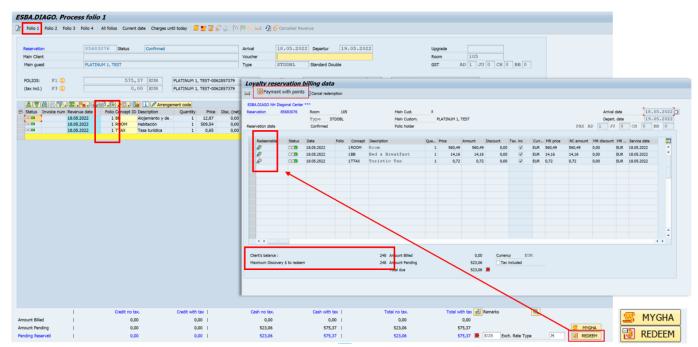
All reservations fully paid with a non-eligible payment method will be non eligible by default. If it is a partial payment, it will be considered as non-eligible the corresponding amount.

PAYMENT METHODS					
Payment Method Description 🔻	Eligibility 🕶				
GIFT VOUCHER (REDEEM)	X				
GIFT VOUCHER (REDEEM)	X				
IIBB RIO NEGRO	X				
INVIT	X				
INVITACIÓN	X				
INVITACIÓN COMERCIAL	X				
INVITATION	X				
LOCAL EXPERIENCES GHA	X				
NH GIFT CARD	X				
ONLINE VOUCHER (NET AFF.)	X				
PURO BEACH PAYMENT	X				
RETENCION 20% SOBRE IVA	X				
RETENCION DE IVA	X				
RETENCIÓN GANANCIAS CLIENTES OUTPUT	X				
RETENCIÓN IIBB CABA OUTPUT	X				
RETENCIÓN IIBB CORDILLERA OUTPUT	X				
RETENCIÓN IIBB MENDOZA OUTPUT	X				
RETENCIÓN IIBB PBA OUTPUT	X				
RETENCION ISLR	X				
RETENCIÓN IVA CLIENTES OUTPUT	X				
Description Summary Excluded OTA's & Wholesale	rs Segment-Si	ubsegment List C	oncepts List	Excluded Payme	nt Meth

6.2. Redemption process

This eligibility is automatically informed in the TMS reservation through the "REDEEM" button in the folios.

As you can see the screenshot below, the accommodation concepts are eligible, but the city taxes are not.

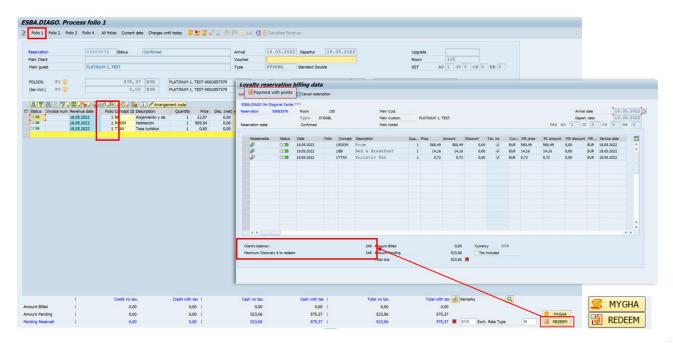






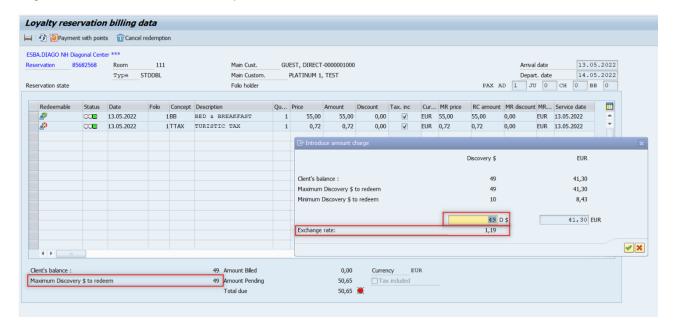
Once we know that the reservation is eligible and that the client is identified in the reservation, we will carry out the redemption process of D\$ at check-out:

- 1. Check that all concepts have correctly been charged in the Folio.
- 2. Select the folio where the eligible items that the customer wants to redeem with their D\$ are (net eligible amount).
- 3. Check the D\$ that the client has in his/her profile by clicking on the **REDEEM button**:



The system will verify that the client has more than 10D\$ and that he/she can pay part of the bill with D\$, we will press the "Payment with points" button and the maximum of D\$ that can be used for this stay will appear filled by default.

You must confirm with the client the D\$ he/she wants to use, fill manually the number of D\$ to redeem and click on the green check button to finish the process.



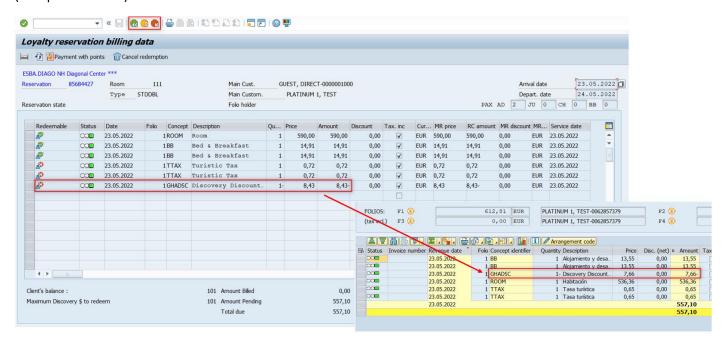
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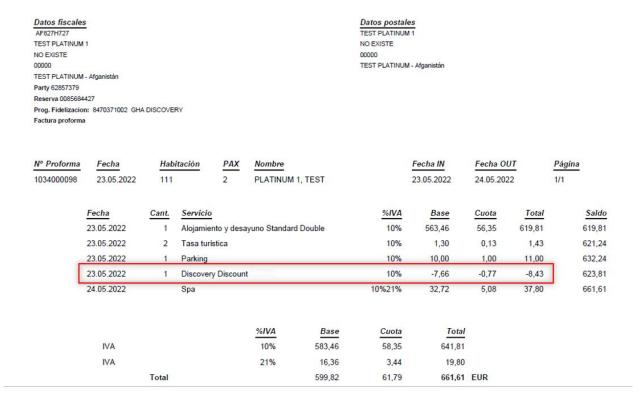
When a discount is applied, it will appear in the RESERVATION STATE (Loyalty reservation billing data), and you must click the back button to return to the FOLIOS and continue with the normal billing process.

The program automatically calculates the redemption of D\$ from the lowest to the highest VAT %.

The currency exchange rate will be calculated daily according to GHA currency exchange sent daily to TMS (except weekends).



Here is an example of how the discount appears on the invoice with a PARTIAL REDEMPTION:



Remind that in the case of a TOTAL REDEMPTION there will always be some amount since VAT, CTAX and/or TIPS always must be paid by the guest, cannot be redeemed.

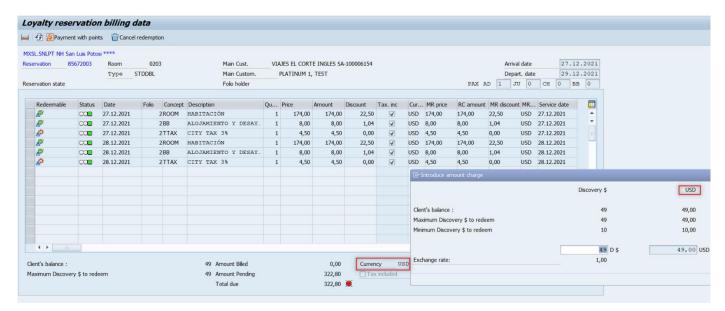




6.3. Redemption in multicurrency scenario

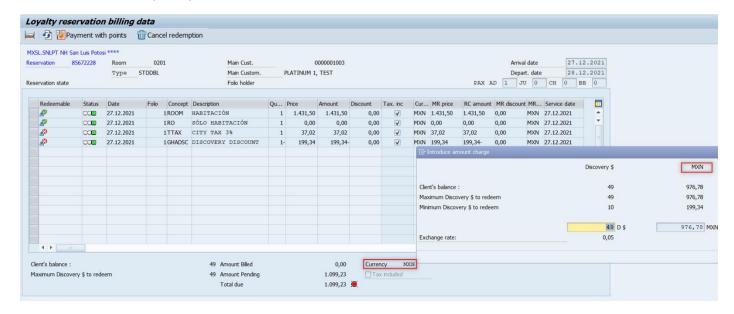
For those hotels with a multicurrency scenario, they can find 2 scenarios:

First one, when the reservation was <u>commercialized in USD</u>, the window will display one column for USD and another one for D\$.



In this second case, the reservation was <u>commercialized in MXN</u>, so the window will display one column for MXN and another one for D\$.

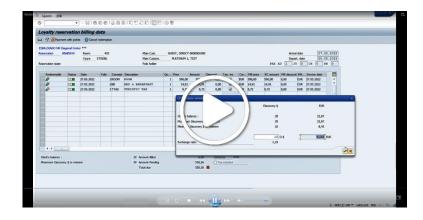
The rest of the redemption process remains the same.







6.4. Redemption process video



6.5. Redemption cancelation

If the client changes his/her mind, and does not want to redeem the D\$, the process can be canceled the same day of the redemption, but once the Night Audit has been carried out, and even if the invoice was not issued yet, it is no longer possible from the Front Office. For this reason, is very important to apply the redemption at checkout to avoid possible changes during the stay.

To process the cancelation, in the folios, click again on the REDEEM button and all rows of the FOLIO charges appear.

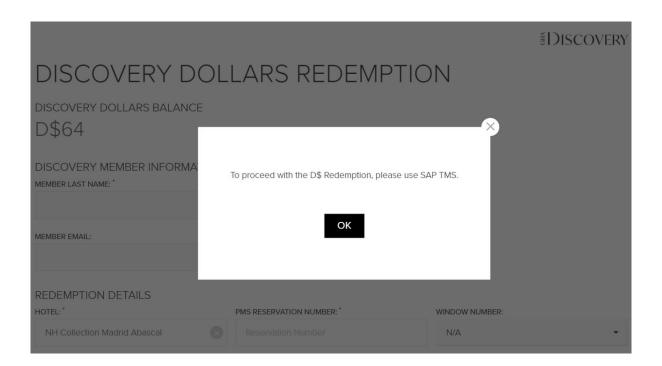
Select the DISCOVERY Discount line and press the **CANCEL REDEMPTION button** above to cancel the redemption process. The row will disappear, then you can click on the back button to return to the FOLIO and continue with the normal billing process.







The correct and only way to apply the DISCOVERY redemption is from the TMS folios (REDEEM button). Redemption of D\$ on the GHA DISCOVERY Dashboard is NOT ALLOWED under no circumstance (this will generate a discrepancy between TMS and GHA).



If you encounter any error during the redemption process in TMS or in case of a system downtime:

- Charge the guest 100% of the bill by credit card at Front Desk to guarantee the collection until the DISCOVERY Dashboard is up and running again.
- If needed, please move the reservation to a virtual room until you can complete the redemption process:
 - o Delete the future price codes to avoid more revenue charges from the real check-out date.
 - Please DO NOT change or delete the original contract, rate or statistics: otherwise, the guest won't receive her/his D\$ after billing.
 - Just in case, change the meal plan to room only = RO to not impact F&B reports.
- Return the corresponding amount once you have been able to deduct their D\$.





7. Invoice correction after night audit

After the Night Audit it is not possible to cancel, move or split the GHA DISCOVERY discount charge.

If you need to modify an invoice after the Night Audit, you must consider the following:

- <u>Modification affects eligible costs (endowment):</u> open a JIRA ticket (SAP Business Suite → SAP TMS → Loyalty → Point Incidence Basic Points) including the member's name, membership no., TMS reservation number and a copy of the invoice with the correct revenue so that the Customer Care team can proceed accordingly:
 - o Give more D\$.
 - Discount D\$: they will not remove them from the client's balance, but they will correct it internally so that we do not pay them extra fees.
- <u>Modification affects redemption</u>: if the client requests to change the payment of a redemption, it will not be possible (this information will be included in the T&C of the program just in case of any complain).

If the redemption needs to be modified due to an error on our side, please open a JIRA to analyze the case (SAP Business Suite → SAP TMS → Loyalty → System Functionality — Others).





8. Downtime DISCOVERY system scenario

If a DISCOVERY member wishes to use their D\$ as partial payment of their bill at the time of a system outage, unfortunately the redemption process will not be possible. And, in that case, the receptionist can follow the next steps:

- Explain the guest that the D\$ redemption system is currently and temporarily not working.
- A pre-authorization or a prepayment will be necessary to guarantee the payment until the moment the DISCOVERY Dashboard is up and running.
- Move the reservation to a virtual room to complete the process when GHA connection was available.

Once the redemption process can be completed, the corresponding amount will be returned to the guest.

- Bear in mind that there will always be an amount corresponding to fees (not eligible spend) that cannot be redeemed with D\$, so with this loyalty program there will always be a partial direct payment from the guest.
- This is feasible since downtime takes place only for a few hours, so the transaction will still be processed the same day, and therefore there should be no delays in guest credit card transactions (cash payment will be not allowed preferably to avoid subsequent bank transfers).

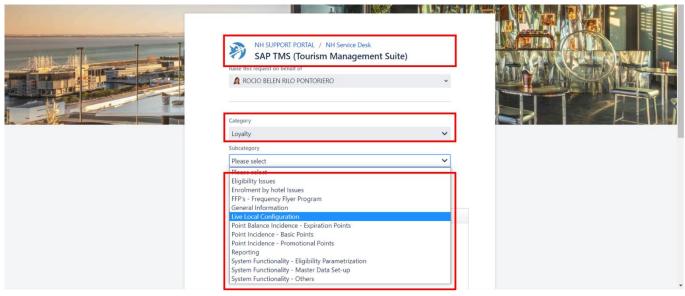




9. Support

If you have any question or doubt, please create a JIRA ticket in the NH Service Desk portal in the corresponding category. Find here the link to the manual including all the use cases: <u>JIRA DISCOVERY Structure</u>

For example, points incidences, enrolment process issues or live local doubts are included in the SAP TMS category (TMSforLoyalty category is no longer available).



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10. Claims

DISCOVERY members may open claims through their account on ghadiscovery.com or via GHA DISCOVERY mobile app if some error occurs during their stay. This could be due to the following possible scenarios among others:

- During reservation, check-in, stay and check-out, the DISCOVERY member has not been recognized and the membership profile was not linked to the reservation / main guest ID. In this case GHA DISCOVERY is not receiving the stay information.
- The stay of a member is non-eligible, while the member believes that the stay was eligible, and the tier
 nights should be credited. This may happen if the DISCOVERY member is not aware/informed about tier
 nights earning eligibility qualifying rates.

If the member reports any of the incidents mentioned above at the front desk, the Front Office team should ask them to contact the NH DISCOVERY Customer Service via e-mail (nhdiscovery@nh-hotels.com) or we can report it through the NH Support Portal (IRA).

The hotel must NOT contact the GHA DISCOVERY Customer Care directly, nor use the DISCOVERY Dashboard to open claims. If the Front Office team needs help with D\$ redemption, stays, duplicate cards, card synchronization or any other incident related to the program, they must create a JIRA ticket in the NH Support Portal.

The Hotel Champion of each hotel can view claims in mygha.com only to make sure that they are **not pending for more than 10 days** (unresolved claims beyond that period will be automatically credited regardless of eligible rates or ineligible rates). If they need to request any action on this, they must also ask for it via JIRA.

