

Minor DISCOVERY Web Bonus Management

Procedure

Version	Corporate area	Approved by:	Approval date
1	Operations	Director of Operations	
	Business Processes VP Business Processes		
	Loyalty & CRM	Director Loyalty Programs, B2B & Promotions	April 2024
	Revenue	Director of Global Revenue Performance	
	Management	Director of Global Revenue Performance	

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

Objective and Scope

This procedure aims to establish guidelines for effectively assigning benefits to guests booking through our website.

Our goal is to increase reservations through our direct digital channel – website – as this channel is more efficient for our company.

Therefore, we introduced a special value proposition for loyalty members who book directly on our website. This proposition is called *Web Secrets* (commercial naming):

- 1. Maintain loyalty rate min 5% off over all public rates and max 12% for Smart Choice hotels. They are all loyalty rates (NHR_xxxx) with a commercial client 1003 booked on our website.
- 2. New! Always offer the highest discounts per tier in the web private area (logged users) and better cancelation policies for all flexible rates when members log in on the website. These contracts in TMS are called "web bonus". The discount increases by loyalty tier as following:

Website	Loyalty (not logged)	Silver	Gold	Platinum	Titanium
Baseline loyalty discount	5%	5%	7%	8%	9%
Smart Choice Hotel	10%	10%	12%	13%	14%
Smart Choice Hotel	12%	120%	1.40/-	1= 0/-	16%
which is also on Genius	is also on Genius		14%	15%	10%0

- 3. New! Extended Check Out (till 13pm) everyday guarantee.
- 4. New! Free Premium Wi-Fi



















- 5. D\$5 DISCOVERY Dollars (D\$) guarantee for every web booking. D\$ are issued automatically upon check-out.
- 6. Free late check-out on Sundays upon request until 15 or 17 pm.
- 7. Choose your room for free service available through online check-in.

These guidelines apply to all hotels in the Europe and Americas region

Summary

- 1. Hotel Benefits Delivery
 - 1.1 Extended Check Out (till 13pm) everyday guarantee.
 - 1.2 Free Premium Wi-Fi
 - 1.3 Free Late check-out on Sundays upon request until 15 or 17 pm
 - 1.4 Informing members about web benefits delivery
- 2. Hotel Benefits Assignments
 - 2.1 TMS: Stay Options & Alerts
 - 2.2 TMS Remarks
 - 2.3 Contract
 - 2.4 Package and Stay Options

1 Hotel Benefits Delivery

Responsible parties: Operations & Loyalty/CRM

1.1 Extended Check Out (till 13pm) everyday guarantee

Loyalty programme members who booked through website are entitled to receive extended check out guaranteed until 13 pm.

Silver & Gold members who booked through website should be informed about this benefit during check-in.

Platinum, Titanium & Red members are entitled to free late check-out as their fundamental tier benefit, so they should be informed they receive late check-out and not extended check-out.

Website	Silver	Gold	Platinum	Titanium	Red
Web Secrets	Extended CO	Extended CO			
benefit (only	until 13 pm	until 13 pm			
web channel)	guarantee	guarantee			
Tier benefit			Late check-out	Late check-out	Late check-out
(all eligible	n/a	n/a	15:00 pm*	16:00 pm*	18:00 pm*
channels)			15.00 pm	10.00 pm	10.00 pm



















1.2 Premium Wi-Fi for free

Loyalty programme members who booked through website are entitled to receive complimentary premium Wi-Fi.

When they check in, members should be informed about this benefit and asked if they want to use it. If they agree to use this benefit, Front Office should give them a voucher code for free premium wi-fi access.

Remember, that free premium Wi-Fi is a tier benefit for Titanium and Red members who book through any eligible channel (not just web), so they always should be offered this benefit.

1.3 Free late check-out on Sundays upon request until 15 or 17 pm. (Lazy Sundays)

Loyalty programme members who booked through website are entitled to receive complimentary late check-out if they leave on Sunday, but they need to request this benefit either before their stay or during check-in. In case they request, this benefit should be always granted.

1.4 Informing members about web benefits delivery

Always inform members about Web Secrets benefits. It is crucial that members who booked directly through our website understand this value and that we give them special privileges because of that. Therefore, Front Office team should always inform members about web bonus benefits they are entitled to.

Example of a script:

"Mr. Smith, we are happy to greet you as Minor DISCOVERY Silver member. Thank you for booking your stay through our website so now you are entitled to additional benefits - a complimentary extended check out until 1 pm. Also, you may use for free our high-speed premium Wi-Fi. If you would like to do so, let me know and I will grant you the access. Otherwise, standard WI-FI is available free of charge".

Instead, premium members (Platinum, Titanium, Red), should be informed about their tier benefits.

2 Hotel Benefits Assignments

2.1 TMS Remarks

Once we are inside the booking file, there will be a note in the remark part, where it reminds about web secrets benefits because they booked directly through our website after logging in:

- Silver: extended check-out 13:00/free premium WIFI/Late check-out Sunday
- Gold: extended check-out 13:00/free premium WIFI/Late check-out Sunday
- Platinum: free premium WIFI*
- Titanium/Red*

*Remember, that Platinum/Titanium/Red tier benefits are always better than Web Secrets, so these premium tiers should always be granted their tier benefits at first place.











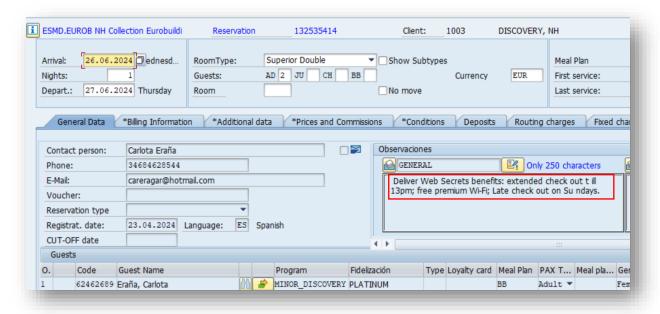








These observations are the same as the ones we have for members, but indicate that the booking is a Web Secrets (with his advantages showed before) and the tier that the member is in. (Same as FO Alerts, but more visual during the all the check-in process, and in the reservation, just as a reminder)



2.2 Contract

2.2.1 Contract web bonus (Logado Canal WEB): From the Contracts tab, we can see that it should appear under the name Web Bonus to identify that it is a member who has booked through our website.













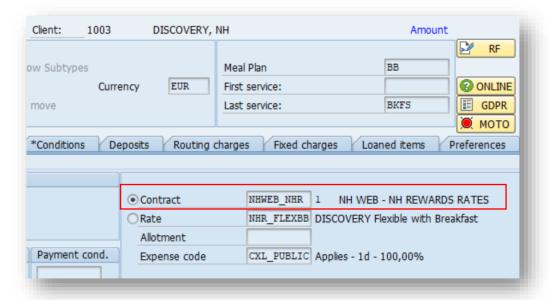






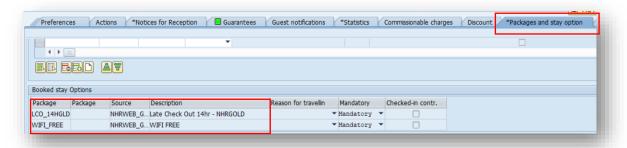


2.2.2 Contract WEB (No Logado Canal WEB):



2.4 Package and Stay Options

From the tab of package and stay options for a web bonus will appear the advantage each member depending on his tier will have as a web bonus customer.



2.5 Invoice

For the final Invoice the Stay Option will be highlighted as "zero" cost in the final bill

Silver: Web Bonus → extended CO 13:00

Web Bonus → Premium WIFI

Gold: Web Bonus → extended CO 13:00

Web Bonus → Premium WIFI

• Platinum: Web Bonus → Premium WIFI



















4 RELATED DOCUMENTS

- DISCOVERY Loyalty Procedures
- DISCOVERY Guest search and sync in TMS
- Quick pre check in guide
- Quick check in guide
- Room Upgrade Management

















