

NHR_ Customer Personalization

Objective and scope

The objective of this procedure is to standardize the treatment offered to special guests at NH Hotel Group properties, whether they are members of any of the categories of our loyalty program (NH Rewards), members of other company benefit programs or other kinds of VIP customers.

The goal of each category of the NH Rewards program and of other company benefit programs is to maintain a close relationship with and/or gain the loyalty of specific collectives by giving them distinct and standardized benefits at all our hotels worldwide, making sure they have a superb experience on each stay.

For other kinds of VIP customers identified by the hotel management, attentions are given at specific times with the intention of making a good impression on the guests and forging a one-to-one relationship with them.

In all cases, these are collectives that should be treated in a special manner as they come associated with a series of privileges.

This procedure applies to all the staff of the hotel.

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1 Guest typology and identification

Responsible: Management

1.1 NH Rewards program members

NH Hotel Group Rewards was conceived as a loyalty program that brings us closer to our final guests, surprises them with offers that adapt to their needs and grants clear, attractive advantages, thus generating value for them and encouraging them to come back to our hotels.

Specific categories have been created to address the needs of different types of customers, offering each collective a distinct set of advantages. Some categories have different tier levels while others consist of a single level.

To generate awareness and a feeling of belonging within members, each category has been provided with a distinct name, colour and logo, all under the umbrella of NH Hotel Group Rewards.

All members of the program (in any of the categories) will have registered and therefore have a Party ID number.

NH Rewards categories are the following:

- NH Hotel Group Rewards
 - **Blue**
 - **Silver**
 - **Gold**
 - **Platinum**
- NH Hotel Group Rewards **Corporate**
 - **Blue**
 - **Silver**
 - **Gold**
 - **Platinum**
- NH Hotel Group Rewards **Platinum VIP** (single tier level)
- NH Hotel Group Rewards **Platinum VIP for NH Directors** (single tier level)
 - NH Hotel Group Rewards **Travel Partner** (single tier level)
 - NH Hotel Group Rewards **Ambassadors** (single tier level)

- NH Hotel Group Rewards **Shareholders**
 - **Silver**
 - **Gold**
 - **Platinum**

1.2 Benefit programs members

Apart from NH Rewards, other Benefit Programs have been defined within the company to offer specific advantages to valuable groups of customers in order to cultivate a strong corporate identity and develop potential commercial opportunities.

NH Hotel Group has the following benefit programs:

- NH Hotel Group Benefits for **Companies** (single tier level)
- NH Hotel Group Benefits for **Travel Agents** (single tier level)
- NH Hotel Group Benefits for **Airline Crews** (single tier level)
- NH Hotel Group **I'm a Special Owner** (single tier level)
- NH Hotel Group **Employees** (single tier level)

1.3 Other kind of VIP customers

Other kind of VIP customers can also be identified by the management of the hotel and attentions granted with the intention of causing a positive impression on the guest and forging a one-to-one relationship with them.

These courtesies should only be given under specific conditions or due to a special occasion and do not substitute or annul any of the advantages NH Rewards or Benefits programs members are entitled to.

The assignment of a VIP customer will be decided according to the criteria of the management of the hotel taking into consideration the following premises:

VIP 1:

Reservations confirmed by:

- Management Committee and General Managers
- Corporate Officers
- Directors of Operations and Area Directors
- Regional BU Directors













VIP 2:







- Regular guests of the hotel
- Long stay guests
- Guests celebrating special occasions (birthday, wedding night, anniversary)

TOP VIP:

- Celebrities
- Personalities
- Politicians
- Others defined by the hotel manager

Following there is a chart that specifies the requirements for belonging to any of the special guest groups detailed above and the cards each one has for identification:

Client Collective	Description	Requirements	Specific Booking Channel	Type of card
	Regular guests who have registered in NH Rewards	0-4 stays Up to 10 nights	NO	
	Regular guests who have registered in NH Rewards	5-10 stays Up to 20 nights	NO	
	Regular guests who have registered in NH Rewards	11-19 stays Up to 40 nights	NO	
	Regular guests who have registered in NH Rewards	20 or more stays Over 40 nights	VIP Desk - Global customer service	
	Employees of selected corporate key accounts	0-4 stays Up to 10 nights	NO	
	Employees of selected corporate key accounts	5-10 stays Up to 20 nights	NO	
	Employees of selected corporate key accounts	11-19 stays Up to 40 nights	NO	
	Employees of selected corporate key accounts	20 or more stays Over 40 nights	VIP Desk - Global customer service	
	VIPs & Key Contacts of Executive Committee invited by CENTRAL SERVICES	Invitation by NH HOTEL GROUP	VIP Desk	

Client Collective	Description	Requirements	Specific Booking Channel	Type of card
NH HOTEL GROUP REWARDS TRAVEL PARTNER	Selected secretaries, PAS & frequent Bookers invited by CENTRAL SERVICES	Invitation by NH HOTEL GROUP	NO	
NH HOTEL GROUP REWARDS AMBASSADOR	Media Influencers (Press, Bloggers..)	Registration & identification @hotel (personal card)	NO	
NH HOTEL GROUP REWARDS FRIENDS	Friends & Family of NH employees	Registration & identification @hotel (personal card)	NO	
NH HOTEL GROUP REWARDS SHAREHOLDER	NH Hotel Group Stockholders	To own company shares.	NO	
	NH Hotel Group Stockholders	To own up to 3000€ worth in company shares.	NO	
	NH Hotel Group Stockholders	To own over 3000€ worth in company shares.	NO	
NH HOTEL GROUP BENEFIT PROGRAM FOR COMPANIES	Employees of Small and Medium enterprises registered in the program	Registration & qualification from Telesales	Online booking Tool	-
NH HOTEL GROUP BENEFIT PROGRAM FOR TRAVEL AGENTS	Employees of travel agencies	Registration & identification @hotel (personal card)	Online booking Tool	-
NH HOTEL GROUP BENEFIT PROGRAM FOR AIRLINE CREWS	Airline Crews	Registration & identification @hotel (personal card)	Online booking Tool	-

Client Collective	Description	Requirements	Specific Booking Channel	Type of card
I'm Special Owner	Owners of hotels managed by NH HOTEL GROUP	Invitation by NH HOTEL GROUP	NO	
Employee NH	All Employees of NH HOTEL GROUP regardless of their position	Trainee or employee @NH Hotel Group	NH Employee portal	
VIP 1	Guests with high strategic importance for the company	Reservations done by: NH's High Management (Officers, VPs, Directors, GMs)	NO	-
VIP 2	Guests with high strategic importance for the hotel	Regular, long stay or guests celebrating special occasions (birthday, wedding night, anniversary)	NO	-
TOP VIP	Guests with high strategic importance for the hotel and/or the company	Top VIP Guests defined at property level (celebrities, personalities, politicians, etc)	NO	-

2 Benefits

Listed below you will find all the benefits that a special guest may be entitled to, with the characteristics of each one.

RATES & DISCOUNTS

2.1. Special rates

Customers who are entitled to this benefit will have special rates for their reservations. They could have Primary and Secondary rates given.

The primary rates are the most beneficial for the guest, in some cases they will be NON LRA which will be closed once a certain level of occupancy is reached, in these situations Secondary rates will be offered LRA.

The number of rooms that can be booked with special rates could have a maximum or be unlimited depending on the type of special guest.

Special rates can only be booked through direct channels (NH Website, CRO or Hotels), However, "Employee" and "Friends & Family" bookings will be done only via NH commercial website.

2.2 Special discounts

Special guests could also enjoy additional discounts over stays or events.

These discounts will usually consist of limited time offers sent to customers via email marketing in order to increase their consumption at strategic times.

It is highly recommended for Hotel staff to be informed at all times of the promotions and offers that special customers receive, that can be checked using the following link:

[Click here to review the email marketing campaigns sent to special customers.](#)

2.3 Discounts on Hotel services

Members entitled to this benefit will receive discounts over hotel services. Depending on their category the discount level may vary.

These discounts will only be applicable to property owned services, it cannot be applied to outsourced services.

GENERAL CONDITIONS

2.4 Points Accrual

Only NH Rewards members are entitled to this benefit.

Depending on their category and/or tier level, members of the NH Rewards program will earn a percentage (%) of points over the total net invoice of their stay, **from the second stay on.**

These points are accumulated for the majority of services offered at the hotel, although some services are not included. Certain rates do not accumulate points either.

Points will not be granted for consumptions that are not associated to a stay / room night.

For a member to collect points his/her member number (Party ID) must be properly recorded in the TMS program (points are charged automatically).

Customers can use points to pay for any consumption totally or partially with earned points. 1 Point = 1 Euro or the equivalent amount on the local currency at the time of use.

2.5 Registration Gift

Guests who receive this benefit will be charged with a gift in points redeemable for free nights or discounts just for signing up for the program and will be able to enjoy their gift from their first night as members of the program.

2.6 Welcome Gift

Customers who are entitled to this benefit will receive a gift in points redeemable for free nights or discounts whenever they meet the conditions established (a specific number of room nights).

2.7 Call Center

All special guests can enjoy personalized attention to their queries and requests by contacting their specific customer call center by calling the local phone number or writing an email to the corresponding email address.

2.8 Membership card

For programs that include this benefit, members will have a virtual or physical card (depending on the category or tier level) that will serve as an identity card at our hotels.

Members of NH Rewards or Benefits programs do not need to present their card in order to enjoy their membership benefits but they do need to be properly identified while booking or checking in so all hotel staff delivers the proper treatment and benefits.

BENEFITS AT HOTELS

2.9 Welcome at hotel

Members who are entitled to this benefit will be received and welcomed by the Hotel Director or the Guest Relations Manager (when available) , in his/her absence, the deputy Manager will welcome the guest personally. The Director or Deputy manager will be always at the members disposal for any requirement they may have.

In case the GM or the GRM could not welcome the guest, once check-in has been completed (5 / 10 minutes later) the Reception department (preferably the Head of Reception) will call the member's room to enquire about their well-being. We will ask them if the room is to their satisfaction and will place ourselves at their disposal for any request they may have.

Should the member express dissatisfaction with something, we will take note and inform the corresponding department so that it can be put right. If availability permits, we offer him/her to move to another room.

Other members of NH Group programs should be recognized according to their category by the front office staff during the check in process.

2.10 Welcome letter in room

For customers who are entitled to this benefit, the hotel Manager or the Guest Relations Manager will write and sign a personalized welcome letter that will be placed in customer's room before he/she arrives.

The letter must be placed on the room desk or coffee table and go together with the welcoming card containing the Director's business card.

As far as possible the welcome letter will be written in the customer's language, if we do not know this detail, the letter will be written in English.

2.11 Free WiFi

All guests enjoy complimentary wireless internet access (WiFi) at NH Hotel Group properties.

Some special guests may also be entitled to enjoy our PREMIUM wireless internet access for free during their stay.

To qualify for this service, the member should request it at the hotel reception or they might acquire it through the supplier page selecting to be charge on the room. In any case, this charge for PREMIUM internet must be deducted before the checkout of the guest.

2.12 Room upgrade

Guests who are entitled to this benefit can enjoy a totally free room upgrade from the one they had booked. This upgrade will be granted when occupation permits and these types of rooms are available.

Room upgrade assignment is prioritized depending on the type of special guest. This priority must be taken into account whenever there are more customers entitled to this benefit than superior rooms available to offer.

If at any time the room upgrade cannot be granted, the customer must be notified that they will be assigned the best room available within the category they had booked, highlighting the benefits of the room (quiet / spacious / better views / others...).

When the upgrade benefit is granted, the type of room given must be communicated to the guest emphasizing that they are getting the free room upgrade due to their membership status.

- Special guest identified at time of booking: If the customer has been previously identified, a superior room will be assigned to them before their arrival so that everything is ready for them.
- Special guest identified at time of check-in: If the member has not been identified at time of booking and we identify them on arrival (check-in), we will give them a superior room / higher category if occupation allows it.

2.13 Early Check-in

Members who are entitled to this benefit will have their room made available to them from 10.00 am on the day of arrival whenever availability permits.

Cases we may encounter when managing this benefit are:

- Member identified at time of booking: If the member has been previously identified, they will be assigned the first room available in the category corresponding to them and the floor department will be notified so that they can place the corresponding provisions in the room assigned.
- Member identified at time of check-in: If the member has not been identified at the time of booking and we do so upon their arrival (check-in) we will give them the room from 10.00 am. If the room available does not correspond to the room typology corresponding to the member (free upgrade) we will advise the member and let them choose whether they want to wait for a superior room or prefer to stay in a lower-category room at that time.
- Unavailable rooms: If a member entitled to this benefit arrives before a room is available, we will inform them that we do not have a room at that time. We will equally inform them that they will be given the first one available, advising them so that they can

choose to wait for a superior room (if they are entitled to a free upgrade) or prefer to stay in the first available one even if it is a lower-category room.

2.14 Late Check-out

Members who are entitled to this benefit will be able to stay in their room until 4.00 pm on the day of departure.

Cases we may encounter when managing this benefit are:

- Member requests the Late Check-Out service: If the member asks to stay until 4.00 pm, other departments will be notified so that the member will not be disturbed. In no case shall a charge be made for this service.
- Member does not request the Late Check-Out service: If the member does not request this service but remains beyond the habitual maximum departure time, we will wait until 4.00 pm to ask them at what time they will leave the hotel.

We will notify other departments so that they do not disturb the member until that time. After 4.00 pm the habitual Late Check-Out procedure will be applied (notify the member and charge the supplement for Late Check-Out if the member requests it).

2.15 Complimentary water bottle

A courtesy bottle of water will be placed in the hotel room of guests who are entitled to this benefit. Depending on the type of special guest this bottle of water will be given only the first day of their stay or refreshed daily.

The bottle of water will be free of charge and will be placed on the desk with the following items:

- Tray
- Sealed 500-ml. bottle of water (glass)
- 2 glass glasses (on coasters)
- Bottle opener (if needed)

2.16 In-room Courtesy

Guests who qualify for this benefit will receive a welcome detail in their hotel rooms. These items will be placed on the desk or coffee table (when available).

Depending on the category of special guest they will receive one or more of these types of welcome items:

Welcome detail Type 1

F&B options consisting on existing fresh fruit assortment, local cold cuts and/or Cheese assortment or selection of pastries and/or cakes, always properly presented with the necessary crockery and cutlery in the guest's room. Hotel should not incur in extra cost for this type of welcome items, must use products from their stock. Composition is local decision.

Only one of the options defined by hotel F&B department will be placed in the guest's room per day; these attentions could be given only on the first day of the stay, daily, weekly or on other frequency depending on the type of special guest. For recurrent customers the attentions must vary so they won't get the same gift twice during their stay.

Welcome detail Type 2

Branded details defined by Central Services for each brand.

Only one of these options will be placed in the guest's room the first day of his/her stay. For recurrent customers the attentions must vary from one stay to the next.

Welcome detail Type 3

F&B options consisting on Half bottle of wine or sparkling wine with some quality sweet or salty snacks, high quality presentation with the necessary crockery and cutlery in the guest's room. The cost of this type of welcome item **should not exceed 6,00 €**. Composition is local decision.

[Click here to review the Welcome item standards](#)

2.17 Bathrobe and slippers

Members who are entitled to this benefit will have specific supplies in their rooms. These special room provisions comprise:

- Bathrobe (2 bathrobes in a double occupancy room)
- Slippers (2 pairs in a double occupancy room)

Below is the way we must act in the management of Room Items, whether or not the member has been previously identified:

- Member identified at time of booking:
If the member has been previously identified a room will be assigned to them and the floor department will be notified so that the benefits they are entitled to can be placed in the room.
- Member identified at time of check-in:
If the member has not been identified at the time of booking and we do so upon arrival (check-in). We will ask them at what time we can bring them the provisions corresponding to their member category. Should the member not wish to be disturbed, we will offer them the provisions that the member desires and that they are entitled to for collection from Reception. If their stay is for more than one night, we will place the corresponding items in the room when it is made up the following day.

2.18 Flexible Reservations

Members who are entitled to this benefit will be able to cancel their booking without any cancellation fee, whatever the rate at which the booking was made and the advance period of the booking cancellation.

If a member with this benefit wishes to cancel “Non-refundable” rates, the hotel will manage the cancellation of said booking as well as the corresponding **100%** refund payment informing the client once the operation has been completed.

2.19 Booking Guarantee 72-hr

Members with “72-hr guaranteed bookings” must always be given confirmation of room availability when the booking has been made more than 72 hours in advance even if the hotel does not have rooms available for that day.

Should the hotel be full and the booking made less than 72 hours beforehand, the reservation will be considered as high priority in the hotel waiting list.

A guaranteed booking for this room will only be granted to the card holder (beneficiary) as long as it is that member who will be staying in the room.

In case there are no rooms available, the hotel staff should follow the instructions as per [Booking out procedure](#)

SUMMARY

All benefits are shown in the “*Summary of benefits for NH special guest*”.

[Click here to review the Summary of benefits for NH special guest](#)

3 Daily service performance

Responsible: All the staff of the hotel

3.1 Assignment and Preparation

Check daily the list of arrivals and the assignment of the Special guests & Premium members to be done by the Hotel Manager or the employee designated for this task.

The Reception Manager will inform daily to the other departments involved of the Premium members due to arrive that day as well as of the members who are in house (stay overs). Always assign the best room available according to what has been defined in each case by the Management of the hotel. (In the case of NH employees, this will be offered always whenever possible).

The Housekeeper and the Maintenance Manager will personally check that all the equipment in the room are in proper working order as well as clean.

Before the arrival of the member, the Management or the person designated will supervise for the last time the room assigned.

The Reception will prepare the documentation to be submitted to the member upon check in. Prepare the welcome check in card and the room key.

3.2. Arrival of the Platinum VIP & Other Premium members

In the hotels that provide bellboy service, they will be in charge of taking the luggage from the entrance of the hotel until the member's room.

Please note that members of NH board of Directors have been registered as NH Rewards Platinum VIP, they are entitled to have the Employee rates and manage their reservations through VIP desk. Hotels will receive a notification to be informed of NH Directors bookings and arrivals.

3.3 Stay of the Platinum VIP & Other Premium members

During the stay of the Platinum VIP members & Other Premium members, all the staff will pay special attention to these guests and always address them by their surname.

The Reception Manager will update and distribute the Platinum VIP & Other Premium members list to each head department so that all the employees have this information (accumulated list indicating the daily arrivals and the stay overs).

The Housekeeper will supervise daily the rooms of the Platinum VIP & Other Premium members.

Turn down service will apply to members who are entitled to this benefit during the complete stay, for the rest of special guest is under Manager criteria.

3.4 Departure of the Platinum VIP & Other Premium members

The Reception Manager will coordinate the check-out of the Platinum VIP and Premium members so that it is done efficiently requesting in advance and whenever possible the necessary information (luggage, transportation, etc.);and coordinating with the involved departments.

In the hotels with bellboy service, the porter will remove the luggage from the room at the requested time by the guest.

The Hotel Manager or the Guest Relation Manager if available or in his/her absence, the deputy Manager or Reception Manager will say farewell to the guest personally.

In each one of the points of the daily service performance, always take into consideration the procedures and standards of the corresponding services.

4 Related procedures / documents

[Email marketing campaigns sent to special customers.](#)

[Welcome item standards](#)

[Summary of benefits for NH special guest](#)

[Pre check in procedure](#)

[Booking out procedure](#)

5 Procedure validation

Version	Corporate area	Approved by:	Approval date
3	Operations & Quality (Process Owner)	SVP Operations & Quality	June 2015
	Sales	Chief Commercial Officer	
	Revenue Management	Dir. Strat. Pricing	
	Marketing	Chief Marketing Officer	
	IT & Organization	Organization	