

Individual Reservations Execution

PROCEDURE VALIDATION

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OBJECTIVE AND SCOPE

This procedure defines the process of creating individual reservations from any sales channel and the actions to be carried out within the confirmation, modification and cancellation of the reservation.

It applies to all hotels in all Business Units and mainly affects CRO, Reservations departments, Reception and In-house Sales (group reservations).

The first contact with the guest is crucial. This moment will determine the image the guest will eventually perceive of NH Hotel Group. Therefore, during this first contact, you must strive to serve the guest with courtesy, friendliness and professionalism.

KEY TASKS

Correctness in the creation of the reservation is the key to ensure the quality of the billing, as well as the subsequent administrative processes in the company.

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1 TYPE OF RESERVATIONS

1.1 Individual/Group reservations

Reservations for less than 10 rooms will be considered individual reservations. In terms of persons, bookings from 15 persons can be considered Group only for FIT rates, depending on the contract and/or Country/Hotel.

CRO is responsible of handling requests for individual reservations of less than 10 rooms. Exceptionally, if a customer requires a reservation modification, CRO is authorized to reserve a maximum of 14 rooms.

Group reservations and/or requests with events (F&B, meeting rooms, etc.) will be managed by GSO (or hotels), including reservation for more than 10 rooms in Corporate rates.

1.2 Source of reservations

Reservations can arrive to NH Hotel Group by:

- **Phone/mail/fax:** reservations are introduced manually in TMSforHotels by hotels/ CRO.
- **Interfaces:** reservations arrive automatically to TMS through different channels.
- **WEB:** reservations are automatically registered in the system.

1.3 Type of guarantee

1.3.1 Reservations with limited guarantee

These reservations that have a limited guarantee stipulated by each BU. In all cases, inform customers of the guarantee limit, which may be until 16:00 hours, 18:00 hours, etc.). After this time, the hotel can cancel the reservation.

1.3.2 Guaranteed reservations

Reservations that guarantee the payment of the contracted services during the period booked in the following ways:

- **Prepaid reservations (non-refundable):** these reservations have specific conditions which do not allow to cancel or modify the booking and require 100% payment of the entire stay. Exceptionally, the prepayment is not required when the booking is confirmed by a Travel Agency with credit granted.
- **On-desk payment reservations guaranteed by credit card:** the booking is confirmed and guaranteed overnight with a credit card. In the event of a no-show without prior notice, the first night will be charged (including VAT and taxes). The remaining nights will be subject to the original free cancellation limit (16:00 hours, 18:00 hours, etc.).*
- **Reservations guaranteed by a Travel Agency or Company (OTA's excluded):** a Travel Agency or Company guarantees the reservation with a voucher or e-mail. A prepayment will be required in the case of Travel Agencies or Companies without credit granted.

PROCESS RESTRICTIONS

Credit card information is considered high sensitive information, under no circumstances the credit card details (PAN and CVVs) can be stored in any other place than the PCI DSS platform (PCI BUBBLE).

See [New TMS Guarantees](#) document for more information about required guarantees, cancellation limits and cancellation costs.

**For rates with cancellation costs not applicable until 24 hrs., 48 hrs., 72 hrs., 7 days or 14 days before the day of arrival, 3 p.m. is fixed as time limit to cancel without cost.*

2 RESERVATION EXECUTION

Responsible parties: CRO, Reservations Department of the hotel and /or Front Office

Any request of reservation received by email is sent to CRO, who introduces it in the system.

In case of urgent reservations (check in date less than 48 hours) regarding failovers from TMSforConnectivity, reservations from a Third Party Website and modifications, cancellations, TA vouchers, hotel information or similar requests will be handled by the hotel.

Customers asking for a reservation or a quotation and bookings/requests from FIT accounts will be addressed to CRO.

See [CRO Back Office procedure](#) for more information.

2.1 Clients in a reservation

KEY TASKS

The client information determines the contracts, rates, commissions and other terms to apply in the reservation. The correct use of these clients will impact, among others, in billing quality and therefore in subsequent administrative processes.

Existing contracts in TMS are created by combining the information recorded in the fields “*Main Client*” with the CRS and/or the Company responsible of the reservation.

It is essential to identify correctly these clients during the process of creation of a reservation in order TMS to be able to offer us the appropriate contract conditions to be applied.

Check if the customer ID exists in CRM and fill in the required fields.

PROCESS TASKS

- **Main Customer/Client:** Is the requestor of the reservation and collects most of the statistics in the system. The main customer could be an Agency (*Agency/ TTOO/TPW*), a Company or an individual client.

For Agencies and/or Companies select the correct Branch. In case of individual customers, select the appropriate generic main customer*. The following generic customers are available in TMS and appropriated contracts and rates are linked to them.
Bear in mind that Main Customer is not the guest (only in case of regular guest).

[Direct Guest Reservations \(1000\)](#), [Employee & Family & Friends Reservations \(1001\)](#), [Travel Agents Reservations \(1002\)](#), [NH Rewards Reservations \(1003\)](#), (1005) NH Gift Vouchers, (1006) Promotions

*By default NH Rewards Reservations (1003) appears within reservation creation process in /CCSHT/CRS - Call Center transaction. **To offer NHR Rewards rates, the client must be enrolled in NHR Program.**

- **Guest Name:** it is not mandatory in the system but is very important to complete the guest number. Whenever is possible inform as well the Customer ID.
- **CRS:** when the Main Customer uses a third party to manage the reservation, acting on a basis of reservation channel and could claim a commission for the service supplied. Select the appropriated Branch.
- **Company responsible of the reservation:** company for which the reservation is made, whether the guest staying belongs to it or if it is a guest of this company.

See [Clients in a reservation](#) and [Clients in a reservation-Examples](#) document for more information.

2.2 Reservation header details

- **Arrival and Departure date:** for reservations with direct payment of medium stay (from 8 to 14 days), the guest will be requested to settle upon his/her arrival the prepayment of the first 3 nights minimum (cash or credit card) or a guarantee of the first week respectively.
 Moreover, for long stays (more than 14 days), the guest will be informed that the payment will be settled weekly and that the [Long stay contract](#) needs to be signed.

- **Rooms required by the customer:** select the quantity and type of rooms required by the customer. Be aware of indicating each room capacity:
 - Baby: 0-2 years old (when a cot is required)*
 - Child: 3-11 years old*
 - Junior: 12-16 years old (only applicable in Resorts)
- **Meal plan:** choose the required Meal plan: RO (Room only), BB (Bed and Breakfast), HB (Half Board), FB (Full Board), AI (All Inclusive). In case of HB or FB ask the customer about the first and last service to be used.

**Cots and extra beds are registered in TMSforHotels in loaned items tab.*

2.3 Check availability

Based on the dates, rooms required and with the contract information, check the availability in the hotel. It is possible to check the availability for several hotels and areas.

- If there is no availability for the dates requested:
 - Check with customer if there is any flexibility on his/her choose (date of arrival/ departure, length of stay, etc.).
 - Inform about the availability of other nearby hotels of the chain (always whenever possible) or offer the possibility to be put on a waiting list.
- If there is availability, request the details to create the reservation. Rates and conditions will be offered by the system according to the defined sales strategy.

2.4 General Data

Ask the customer for his/her **telephone number, e-mail or fax** and contact person. The data quality in this field is key, as we send a manual confirmation of the reservation by e-mail.

Ask the **guest name**. In case he/she is member of the NH Rewards Program, complete the Customer ID. If the guest has not been previously at NH Hotel Group, the registration of the guest in CRM will be done at the hotel at the time of check in.

Search and/or create the guest in CRM whenever is possible. See [CRM Manual](#) for more information.

Fill in a voucher number when applies.

Gather all the relevant information within the reservation process, it will be very useful to guarantee the success of the subsequence processes.

KEY TASKS

- **Main remarks:** Collect any important information of the reservation, mainly concerning billing details. The relevant information provided in interfaced reservations can be found in this field. These remarks do not appear in confirmation reservations. Gather all guest preferences in terms of room type, floor, etc.
- Use **Billing remarks** to complete the information to which department or person the invoice should be sent to and this will appear directly on the address of the invoice (for example, "To the Accounts Department").
- Use **Internal remarks** with important details of the reservation hidden for the customer (do not appear in confirmations letter); use **Actions** whenever other hotel department is involved.
- **External remarks** are shown in the guest confirmation.
- **TMSforConnectivity** will transfer the preferences informed by the guest in the remarks field of the OTA.

2.5 Billing Information

As was mentioned above the information about the contracts and rates will be offered by the system based on the information fed in the Main Client/Customer and Company responsible fields.

Contract: Contains the conditions to be applied for a reservation in NHHG. The system offers the valid contract for the Main Client informed in the reservation. In case of several contracts, select one. In case of non-existing contract for this customer ask the CDM Department for its creation.

Process your CDM requests through NH Service Desk. See [JIRA User Guide for CDM Request](#) more information.

The conditions included in a contract will be automatically applied in the reservation once the rate is selected.

Rate: In case the rate is associated to the contract, it will be offered by default. Otherwise, select the rate to be applied. The system will offer you the Best Available Rate, based on the Revenue Management strategy.

KEY TASKS

Manual price should be used only in exceptional circumstances. When the rate code is not applicable use Mapping rates, thus statistics data will be correctly applied.

PROCESS TASKS

In case a Mapping rate is selected because the contract does not exists:

- Select the Map rate accordingly with the sale segment.
- Try to match the rate to be applied by a Price Code (*price and commissions tab*).
- In case the price does not match in a price code, use manual price (*price and commissions tab*).

Expense code: Contains all the information to calculate the cancellation cost, no-show or modification of a reservation with conditions associated (LOS). The cancellation cost is automatically applied by the system when the reservation is cancelled or modified. These expenses must be billed accordingly.

The expense code has the following information:

- Cost amount: the cost of the cancellation is calculated based on Room amount or Room and Breakfast.
- Penalization concept: production concept to be invoiced.
- Start Date/End Date: Range of dates (stay) when the policy is applied.
- Days' notice/ time limit: Lead lime (days/time) selected from the arrival date when the penalty costs are applied.
- Days to penalize: It is possible to penalize total stay or only some dates (usually first night).

Cancellation costs are defined by Revenue Management Department.

See [New TMS Guarantees](#) document for more information about required guarantees, cancelation limits and cancellation costs.

2.6 Statistics

Market and submarket

Segmentation is crucial to enable an optimal sales strategy in order to maximise revenue and profits. Familiarity with bookings segmentation enables market analysis and the identification of new business opportunities by providing segmented information to the departments tasked with revenue maximisation which can then look for business in untapped segments. To this end, demand has been re-segmented.

Contracts and Rates are created in the system with its own segmentation, moreover, the combination of rate segmentation and contract segmentation, determine the segmentation fields in a reservation.

See [Market segmentation: Segment and Subsegment](#) for more information

Channel ID field is mandatory in the system. This field indicates the reservations channel, depending on the agent who attends the reservation, or the system through which the reservation is received.

Reservations done by employees from Group Desk, CS/HQ or other Hotel will appear as created by a nominated access E00000xxx or HESXXXXXRECX

See [Channel ID](#) for more information

2.7 Deposits

Accordingly with the reservations conditions a prepayment is required and must be registered in the system. The collection of the deposit varies depending on the reservation source:

PROCESS TASKS

- **Direct reservations (Hotel/CRO):** when the rate conditions requires a prepayment, the Hotel is responsible of collecting and billing the deposit invoice in the system.
- **Interfaced reservations:**
 - **NHWEB reservations in Hotels connected to virtual payment gateway (Adyen):** this platform is in charge of prepayment collection. The Hotel is responsible of billing the deposit invoice in the system, but under no circumstances to collect it.
 - **OTA's reservations and NHWEB reservations without virtual payment gateway (Adyen):** Hotel is responsible of collecting, informing and billing the deposit.

This type of guarantee is requested before the guest checks in at the hotel. It is always related to guarantee the stay and the services reserved. It can be fully prepaid or only a % of the stay/service.

PROCESS RESTRICTIONS

Credit card information is considered high sensitive information, under no circumstances the credit card details (PAN and CVVs) can be stored in any other place than the PCI DSS platform (PCI BUBBLE).

See following documents for more information:

[Prepayments](#)

[Prepayment Guarantee Management](#)

[Website Prepayment Reservations Management](#)

3 METHODS OF PAYMENT

Responsible parties: CRO, Reservations Department of the hotel and /or Front Office

Always check the conditions of the guarantee and credit of the client who will finally settle the reservation by completing the information of the invoicing in the system (Folios Management).

- **Reservation with Direct Payment:**

Ask the guest if he/she has previously stayed at NH Hotel Group and if he/she is member of the NH Rewards Program. Inform the Customer ID if the guest is already registered in CRM. The reservation will be guaranteed until the guarantee limit established unless the client requests to extend the guarantee with the credit card (number, cardholder, expiry date and CVC code if apply), bank transfer or cash.

- **Reservation to be invoiced to the Company / Agency with credit:**

Search the Company / Agency and the Customer ID in the CRM so as to apply the correct corporate rate. Verify that the Company / Agency has credit and the contract exists.

Request for the documentation / voucher to cover the services that will be paid by the company, (RO, BB, etc.) and fill in a voucher number. The reservation will be guaranteed until the limit established unless the company / agency guarantees the reservation with official documentation providing no limit in this case and take charge of the expenses in case of no show (fax, mail or credit card).

In case the reservation is handled by an agency on behalf of a company, inform both Customer ID and Branch ID to obtain the agreements and conditions of credit for both. It is important to introduce correctly the data as it can affect the production and invoicing reports.

- **Reservation to be invoiced to the Company / Agency without credit:**

The reservation will be guaranteed until the limit established unless the client would like to extend the guarantee with a credit card (number, cardholder, and expiry date), bank transfer or cash having previously sent the proforma invoice to the hotel which can cover part of the stay or the entire stay.

FORBIDDEN

It is not allowed to grant credit to a particular customer.

For the payment of this reservation, we will send the proforma invoice with the financial and bank information indicating in the invoice all the charges of the stay so that the company/agency can transfer the payment on our behalf before the guest's arrival.

See the [Corporate Credit Policy](#) more information.

The production of the reservation is posted within the Folios where the charges are informed. 4 folios are available in each reservation, which could generate up to 4 invoices to different fiscal customers.

Each Folio has information to whom we are going to invoice the reservation, as well as the method of payment.

4 UPSELLING

Responsible parties: CRO, Reservations Department of the hotel and /or Front Office

Within the reservation process it is possible to offer upselling services in order to increase the guest experience. Upselling is defined as revenues increase at reservation time, during check in or during the guest stay.

Depending on the upselling services, they could be offered only by CRO or both by CRO and Hotels. The upselling services must be registered in TMSforHotels with “stay options”.

See [Upselling Procedure](#) for more information.

5 CONFIRMATION OF THE RESERVATION

Responsible parties: CRO, Reservations Department of the hotel and /or Front Office

All the details of the reservation will be confirmed to the client to ensure that all the information is correct:

- Arrival and departure date
- Name of the guest
- Name of the company or agency (if applicable)
- Method of payment
- Type of room and meal plan
- Rate and taxes
- Commission applied (if applicable)
- Information of the guarantee and cancellation and or modification policy applied

Indicate the type of guarantee (and the credit card details if necessary) and the channel which was used to confirm the reservation: (voice, email, fax, etc.).

Ask the guest for his/her telephone number or e-mail and contact person. Always send a written confirmation of the reservation by e-mail.

KEY TASKS

- In case of reservations with a non-refundable prepaid rate, the amount of the prepaid booking will be charged to the guest once the booking has been confirmed.
- In case of interfaced/CRO reservations, if the credit card is not valid, request the customer (or OTA's) a valid credit card. If you have not received a valid card within 48h, you can cancel the reservation. Use the guarantee remarks to inform the invalid credit card accordingly.
- Credit card information must be stored in PCI DSS platform (PCI BUBBLE) in all cases.

6 MODIFICATION OR CANCELLATION OF THE RESERVATION

If the client requests the modification or cancellation of a reservation, it is necessary to know the identity of the person who requests the modification or cancellation requested.

When modifying or cancelling a reservation, it is necessary to take into account the policy of cancellation and or modification applied or the rate changes that can be applied.

Select a reason of cancellation.

See [Modifications of reservations with restrictions and prepayments](#) in case of cancellation of non-refundable rates.