



Guest remarks

BUSINESS PROCESSES – OPERATIONS

FEBRUARY 2025





CRM Guest remarks

Gathering insights on customer preferences is essential for exceeding their expectations. We have introduced a notes field at the hotel level to store valuable information about our customers, which will be accessible for future reservations. This feature allows us to offer a **more personalized experience and streamline the reservation process, enhancing both personalization and efficiency.**



Guest remarks

KEY POINTS:



- ✓ As most of you requested, a new remarks field is available in CRM guest profiles and in the reservations.



- ✓ The information will only be displayed in the hotel where it is created.



- ✓ It is critical we use this option appropriately, without including sensitive information as allergies, religion, sexual orientation...



- ✓ The incorrect use of this development could generate the deactivation of this option.

Guest remarks

HOW TO ADD REMARKS TO A GUEST PROFILE?

The screenshot displays the 'FR06.PLAZA Guests - Modify' interface. At the top, it shows the client 'Gomez Fernandez, Maria Trinidad' with ID '4984270' and 'Ext. Client number' '4984270'. The 'Remarks' tab is selected. The form is divided into several sections: 'General data' (Program: NH_DISCOVERY, Subprogram, Category: TITANIUM, Points: 237,00), 'Personal data' (Salutation, First name: Maria Trinidad, Surname: Gomez Fernandez, Street: AUSTRIA N° 8, City: FUENLABRADA, ZIP code: 28943, Country: ES, Spain, Region: 28, Madrid, Language: ES, Spanish, Nationality: ES, Spanish, Gender: Male), 'Official document' (Tax n°: 74870218C, Country: ES, Issue Date: 14.11.2015, Expiry Date: 14.11.2025, Expeditor place: ES, Support N°: 12345), 'ID Additional document' (Document type, Number, Issue Date, Expiry Date, Expeditor place), and 'Personal data' (Nationality INE: Madrid, Place of birth: MÁLAGA, Province of birth: MÁLAGA, Father's Name: JOSE, Mother's name: FRANCISCA, Veh Registr. No.). On the right, there are two 'Remarks' sections: 'Remarks by hotel chain' and 'Remarks by hotel'. The 'Remarks by hotel' section is highlighted with a red border and contains the text 'Trini Hotel Remarks'.



Remarks by hotel chain are blocked for all users. This option will never be available.

Remarks at hotel level can be included and modified by all the users with CRM permissions.

Guest remarks

WHAT HAPPENS IF I ACCESS THE SAME PROFILE BUT IN ANOTHER HOTEL?

FR06.PLAZA

Guests - Modify

History

Related clients

FR06.PLAZA

Anantara Plaza Nice Hotel

Client

4984270

Gomez Fernandez, Maria Trinidad

Ext. Client number

4984270

GHA

LOYALTY

GDPR

General data

Additional data

Special requests

Hobbies

Remarks

Statistics

Program

NH_DISCOVERY

Subprogram

Category

TITANIUM

Points

237,00

Salutation

Date of birth

12.09.1982

Search term

First name

Maria Trinidad

Mobile/Phone

34664222165

/

Surname

Gomez Fernandez

Company ID/Name

Street

AUSTRIA

Nº

8

City

FUENLABRADA

ZIP code

28943

Country

ES

Spain

Region

28

Madrid

Language

ES

Spanish

Nationality

ES

Spanish

Gender

Male

International V.

URL

You heard of us...

Remarks by hotel chain

Official document

Tax nº

74870218C

Country

ES

Issue Date

14.11.2015

Expiry Date

14.11.2025

Expeditor place

ES

Support Nº

12345

ID Additional document

Document type

Country

Number

Issue Date

Expiry Date

Expeditor place

Nationality INE

Madrid

Place of birth

MÁLAGA

Province of birth

MÁLAGA

Father's Name

JOSE

Mother's name

FRANCISCA

Veh Registr. No.

Remarks by hotel

ESMA.VILPA

Guests - Modify

History

Related clients

ESMA.VILPA

TEST SPA -NO CAMBIAR FEC

Client

4984270

Gomez Fernandez, Maria Trinidad

Ext. Client number

4984270

GHA

LOYALTY

GDPR

General data

Additional data

Special requests

Hobbies

Remarks

Statistics

Program

NH_DISCOVERY

Subprogram

Category

TITANIUM

Points

237,00

Salutation

Date of birth

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First name

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City

FUENLABRADA

ZIP code

28943

Country

ES

Spain

Region

28

Madrid

Language

ES

Spanish

Nationality

ES

Spanish

Gender

Male

International V.

URL

You heard of us...

Remarks by hotel chain

Official document

Tax nº

74870218C

Country

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Issue Date

14.11.2015

Expiry Date

14.11.2025

Expeditor place

ES

Support Nº

12345

ID Additional document

Document type

Country

Number

Issue Date

Expiry Date

Expeditor place

Nationality INE

Madrid

Place of birth

MÁLAGA

Province of birth

MÁLAGA

Father's Name

JOSE

Mother's name

FRANCISCA

Veh Registr. No.

Remarks by hotel



Nothing appears.

Guest remarks

WHERE WILL THIS INFORMATION APPEAR?

FR06.PLAZA. Individual Res. - SAMANIEGO NAVARRO, MARIO

FR06.PLAZA Anantara Plaza Nice Hotel Reservation 137429247 Client: 1003 DISCOVERY, NH Amount 216,08 EUR

Arrival: 08.11.2024 Friday RoomType: Grand Deluxe Twin ☒ Show Subtypes Meal Plan RO RF
Nights: 2 Guests: AD 2 JU 0 CH 0 BB 0 Currency EUR First service: GDPR HK STAT
Depart.: 10.11.2024 Sunday Room ☐ No move Last service: MOTO HISTORY

General Data *Billing Information *Additional data *Prices and Commissions *Conditions Deposits Routing charges Fixed charges Loaned items Preferences *Actions *Notices for Reception Guarantees Guest notifications *Statistics Commissionable ch

Contact person: Elizabeth Murphy Observaciones
Phone: 447756126485 ☐ TMS forConnectivity
E-Mail: elizabeth.coleman@live.co.uk Only 250 characters
Voucher: Deliver WEB Secrets benefits: Extended Check Out till 13pm / free
Reservation type: PREMIUM wifi / late Check Out on 5 undays / Cobro anticipo
Registrat. date: 24.07.2024 Language: EN English FPL1038483
CUT-OFF date: 0000190406: Mario Hotel Remarks
0004984270: Trini Hotel Remarks

O.	Code	Guest Name	Program	Fidelización	Type	Loyalty card	Meal Plan	PAX Type	Meal pla...	Gender	VIP	Voucher	Arrival date	Departure d...	Remarks
1	190406	SAMANIEGO NAVARRO, MARIO	NH_DISCOVERY	TITANIUM			RO	Adult		Male	VIP 09		08.11.2024	10.11.2024	Mario Hotel Remarks
2	4984270	Gomez Fernandez, Maria Trinidad	NH_DISCOVERY	TITANIUM			RO	Adult		Male	VIP 02		08.11.2024	10.11.2024	Trini Hotel Remarks



If you add a guest ID with CRM remarks, these comments will be included in 2 places:

- At the end of the guest line
- In Guest remarks field (a 3rd box that will appear when the functionality is activated). If there are notes from multiple guests, they will appear separately with the guest ID before them.

Guest remarks

LOGIC WITH EXISTING REMARKS



Both comment fields can be used manually before identifying the guest, so the logic (business decision) is to never delete, always concatenate.
Deletion must be manual.

FR06.PLAZA. Individual Res. - Gomez Fernandez, Maria Trinidad

FR06.PLAZA Anantara Plaza Nice Hotel Reservation 137429247 Client: 1003 DISCOVERY, NH Amount 216.08 EUR

Arrival: 08.11.2024 Friday RoomType: Grand Deluxe Twin Guests: AD 2 JU 0 CB 0 BB 0 Meal Plan RO First service: Last service: Depart.: 10.11.2024 Sunday Room: No move Currency EUR

General Data *Billing Information *Additional data *Prices and Commissions *Conditions Deposits Routing charges Fixed charges Loaned items Preferences *Actions *Notices for Reception Guarantees Guest not

Contact person: Elizabeth Murphy Phone: 447756126485 E-Mail: elizabeth.coleman@live.co.uk Voucher: Reservation type Registrat. date: 24.07.2024 Language: EN English CUT-OFF date

Observaciones GENERAL Only 250 characters TMS forConnectivity Deliver WEB Secrets benefits: Extended Check Out t 13pm / free PREMIUM wifi / late Check Out on 5 undays / Cobro anticipo FPL1038483

Guest Remarks * Sweet amenity

O.	Code	Guest Name	Program	Fidelización	Type	Loyalty card	Meal Plan	PAX T...	Meal pl...	Gender	VIP	Voucher	Arrival date	Departure	Remarks
1		Gomez Fernandez, Maria Trinidad					RO	Adult		Unknown			08.11.2024	10.11.2024	5025PLV
2		SAMANIEGO NAVARRO, MARIO					RO	Adult		Unknown			08.11.2024	10.11.2024	

Guest's remarks

☐ of reservation 5025PLV

☐ of guest Trini Hotel Remarks

☒ of reservation and guest 5025PLV Trini Hotel Remarks

☐ Delete Remarks

When a guest ID is added to a line that already contains information, a pop-up will display multiple options, with the concatenation option selected by default.

FR06.PLAZA. Individual Res. - Gomez Fernandez, Maria Trinidad

FR06.PLAZA Anantara Plaza Nice Hotel Reservation 137429247 Client: 1003 DISCOVERY, NH Amount 216.08 EUR

Arrival: 08.11.2024 Friday RoomType: Grand Deluxe Twin Guests: AD 2 JU 0 CB 0 BB 0 Meal Plan RO First service: Last service: Depart.: 10.11.2024 Sunday Room: No move Currency EUR

General Data *Billing Information *Additional data *Prices and Commissions *Conditions Deposits Routing charges Fixed charges Loaned items Preferences *Actions *Notices for Reception Guarantees Guest not

Contact person: Elizabeth Murphy Phone: 447756126485 E-Mail: elizabeth.coleman@live.co.uk Voucher: Reservation type Registrat. date: 24.07.2024 Language: EN English CUT-OFF date

Observaciones GENERAL Only 250 characters TMS forConnectivity Deliver WEB Secrets benefits: Extended Check Out t 13pm / free PREMIUM wifi / late Check Out on 5 undays / Cobro anticipo FPL1038483

Guest Remarks * Sweet amenity 0004984270: Trini Hotel Remarks

O.	Code	Guest Name	Program	Fidelización	Type	Loyalty card	Meal Plan	PAX T...	Meal pl...	Gender	VIP	Voucher	Arrival date	Departure	Remarks
1	4984270	Gomez Fernandez, Maria Trinidad	NH_DISCOVERY	TITANIUM			RO	Adult		Male	VIP 02		08.11.2024	10.11.2024	5025PLV Trini Hotel Remarks
2		SAMANIEGO NAVARRO, MARIO					RO	Adult		Unknown			08.11.2024	10.11.2024	

Guest remarks

REPORTS: ZEY_RS_06_011_ALV_EX - Expected Arrivals Extended

Only main Guest remarks field appears:

FR06.PLAZA. Individual Res. - Gomez Fernandez, Maria Trinidad

FR06.PLAZA Anantara Plaza Nice Hote Reservation 137429247 Client: 1003 DISCOVERY, NH Amount 216.08 EUR

Arrival: 08.11.2024 Friday RoomType: Grand Deluxe Twin ☒ Show Subtypes Meal Plan: RO RF

Nights: 2 Guests: AD 2 JU CR BB Currency: EUR First service: Last service: GDPR HK S... MOTO HIST...

Depart.: 10.11.2024 Sunday Room: ☐ No move

General Data *Billing Information *Additional data *Prices and Commissions *Conditions Deposits Routing charges Fixed charges Loaned items Preferences *Actions *Notices for Reception Guarantees Guest notificat

Contact person: Elizabeth Murphy Phone: 447756126485 E-Mail: elizabeth.coleman@live.co.uk Voucher: Reservation type: Registrat. date: 24.07.2024 Language: EN English CUT-OFF date: Observaciones: GENERAL Only 250 characters TMS forConnectivity Guest Remarks * Sweet amenity 0004984270: Trini Hotel Remarks

Deliver WEB Secrets benefits: Extended Check Out t ill 13pm / free PREMIUM wifi / late Check Out on S undays / Cobro anticipo FPL1038483

O.	Code	Guest Name	Program	Fidelización	Type	Loyalty card	Meal Plan	PAX T...	Meal pla...	Gender	VIP	Voucher	Arrival date	Departure...	Remarks
1	4984270	Gomez Fernandez, Maria Trinidad	NH_DISCOVERY	TITANIUM			RO	Adult		Male	VIP 02		08.11.2024	10.11.2024	5025PLV Trini Hotel Remarks
2		SAMANIEGO NAVARRO, MARIO					RO	Adult		Unknown			08.11.2024	10.11.2024	

Expected arrivals extended

Show all guest

* Reserv.	Arrival Date	Nights	Depart	Room type	Room	C/D	Last room	Check in da	Last stay	Stay Optio	Loan items	VIP	Guest ID	Guest or Group's name	Date of bi	Loyalty	Loyalty t	All remarks	loyalty ca	Preference	Features o	Hobbies C
137429247	08.11.2024	2	10.11.2024	DLUDBLT			230	06.11.2024	137426332			VIP 02	0004984270	Gomez Fernandez, Maria Trinidad	12.09.1982	TITANIUM			TITANIUM			
137429247	08.11.2024	2	10.11.2024	DLUSGL																		
137429280	08.11.2024	2	10.11.2024	DLUSGL																		
137429282	08.11.2024	2	10.11.2024	DLUSGL																		
137429282	08.11.2024	2	10.11.2024	DLUSGL																		

Remarks

Reservation: 137429247
Arrival date: 08.11.2024
Departure date: 10.11.2024
Room type: Grand Deluxe Twin

Main Deliver WEB Secrets benefits: Extended Check Out t ill 13pm / free PREMIUM wifi / late Check Out on S undays / Cobro anticipo FPL1038483
Guest Remarks Sweet amenity 0004984270: Trini Hotel Remarks

Guest remarks

REPORTS: /CCSHT/RS_06_011_AVV - Valued Expected Arrivals ALV

Only main Guest remarks field appears, but it has to be selected:

Expected Arrivals

Company Responsible

Rooms

Arrival time

Currency

Segment

Channel

Travel Reason

to

to

to

to

to

to

Booking status

Confirmed

Tentative

Confirmed and Tentative

Show displaced customer info.

Include payment info.

Add Interhotel reservations

Select fields to display

Room

Arrival time

Date booked

Reserv.

Associated res.

Display guest code

Guest's name

Main client's name

Room units

Departure date

Meal Plan

Booking status

Stay overs at chain

Travel Reason

Subsegment

Remarks

Booking file

Group name

Contact telefon

Stay options

Remark type

Room Clean/Dirty

Reserv. type

Pax

Voucher

Guest ID

VIP

Display main client code

Company Responsible

Nights

Room type

Rate

Stay overs at hotel

Penalty code

Segment

Chanl

CRS

Group reservation

Contact person

E-mail

Guest Remarks

FR06.PLAZA. Individual Res. - Gomez Fernandez, Maria Trinidad

FR06.PLAZA Anantara Plaza Nice Hote

Reservation

137429247

Client: 1003

DISCOVERY, NH

Amount

216,08 EUR

Arrival: 08.11.2024 Friday

RoomType: Grand Deluxe Twin

Show Subtypes

Meal Plan

RO

Nights: 2

Guests: AD 2 JO CB BB

Currency

EUR

First service:

Depart.: 10.11.2024 Sunday

Room

No move

Last service:

General Data

Billing Information

Additional data

Prices and Commissions

Conditions

Deposits

Routing charges

Fixed charges

Loaned items

Preferences

Actions

Notices for Reception

Guarantees

Guest notific

Contact person: Elizabeth Murphy

Phone: 447756126495

E-Mail: elizabeth.coleman@live.co.uk

Voucher:

Reservation type

Registrat. date: 24.07.2024

Language: EN English

CUT-OFF date

Observaciones

GENERAL

Only 250 characters

TMS forConnectivity

Guest Remarks *

Sweet amenity 0004984270: Trini Hotel Remarks

Guests

O.	Code	Guest Name	Program	Fidelización	Type	Loyalty card	Meal Plan	PAX T...	Meal pla...	Gender	VIP	Voucher	Arrival date	Departure...	Remarks
1	4984270	Gomez Fernandez, Maria Trinidad	NH_DISCOVERY	TITANIUM			RO	Adult		Male	VIP 02		08.11.2024	10.11.2024	5025PLV Trini Hotel Remarks
2		SAMANIEGO NAVARRO, MARIO					RO	Adult		Unknown			08.11.2024	10.11.2024	

Expected Arrivals

Show all guest

Reserv.	VIP	Room	Rooms	Guest or Group's name	Main client	Loyalty	Guest Remarks Rem.	Me...	Nights	Arrival Date	Depart
137429280			DLUSGL	Points 1, Loyalty	DIRECT, GUEST	SILVER		RO	2	08.11.2024	10.11.2024
137429282			DLUSGL	Points 1, Loyalty	DIRECT, GUEST	SILVER		RO	2	08.11.2024	10.11.2024
137429247	VIP 02		DLUDBLT	Gomez Fernandez, Maria Trinidad	DISCOVERY, NH	TITANIUM	Sweet amenity0004984270: Trini Hotel Remarks	RO	2	08.11.2024	10.11.2024

MINOR HOTELS

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Guest remarks

REPORTS /CCSHT/RS_06_014_ALV- VIP arrivals and ZEY_RC_SI_001_ALV- In-house guests or occupied rooms ALV (exte)

Only guest lines remarks appear:

FR06.PLAZA. Individual Res. - Gomez Fernandez, Maria Trinidad

FR06.PLAZA Anantara Plaza Nice Hote Reservation 137429247 Client: 1003 DISCOVERY, NH Amount 216,08 EUR

Arrival: 08.11.2024 Friday RoomType: Grand Deluxe Twin ☒ Show Subtypes Meal Plan: RO First service: Last service: Currency: EUR ☐ No move

Nights: 2 Guests: AD 2 JU CB BB Depart.: 10.11.2024 Sunday Room:

General Data **Billing Information** **Additional data** **Prices and Commissions** **Conditions** **Deposits** **Routing charges** **Fixed charges** **Loaned items** **Preferences** **Actions** **Notices for Reception** **Guarantees** **Guest notificat**

Contact person: Elizabeth Murphy Phone: 447756126485 E-Mail: elizabeth.coleman@live.co.uk Voucher: Reservation type: Registrat. date: 24.07.2024 Language: EN English CUT-OFF date: **Observaciones**

Guests

O.	Code	Guest Name	Program	Fidelización	Type	Loyalty card	Meal Plan	PAX T...	Meal pla...	Gender	VIP	Voucher	Arrival date	Departure	Remarks
1	4984270	Gomez Fernandez, Maria Trinidad	NH_DISCOVERY	TITANIUM			RO	Adult		Male	VIP 02		08.11.2024	10.11.2024	5025PLV Trini Hotel Remarks
2		SAMANIEGO NAVARRO, MARIO					RO	Adult		Unknown			08.11.2024	10.11.2024	

FR06.PLAZA.Expected VIP Arrivals

FR06.PLAZA Anantara Plaza Nice Hotel ANANTARA

Date: 08/11/2024

E00000050726 - 21.02.2025 - 08:38:34

Reserv.	Room No	Description	Guest or group name	Guests remarks	Arrival	Dep.date	*AD	*CH	*BB	Main Client
137429247	VIP 02		Gomez Fernandez, Maria Trinidad	5025PLV Trini Hotel Remarks	08.11.2024	10.11.2024	2	0	0	DISCOVERY, NH
* 2 * 0 * 0										

Housed guests

Hotels: FR06.PLAZA Anantara Plaza Nice Hotel ANANTARA

Arrival Date: [08 / 11 / 2024]

E00000050726 - 21. February 2025 - 08:42:04

Hotel	Room	Ocup.room	Hired room	Guest	Guest Obsv.	Guest Code	Loyalty	Cat
FR06.PLAZA			DLUDBLT	Gomez Fernandez, Maria Trinidad	5025PLV Trini Hotel Remarks	0004984270	TITANIUM	TI
FR06.PLAZA			DLUDBLT	SAMANIEGO NAVARRO, MARIO				
FR06.PLAZA			DLUSGL	Points 1, Loyalty		0076689010	SILVER	SIL
FR06.PLAZA			DLUSGL	Points 1, Loyalty		0076689010	SILVER	SIL

Guest remarks

REPORTS



These new Guest remarks as the other remarks are displayed in the POS UX screen:

Room details

MAIN DATA

ADDITIONAL DATA

ESBA.CALDE
Hotel

0137132146
Reservation number

1034
Room

Premium Double with
view
Room type

Check-in 02/09/2024 ✓
Check-out 15/08/2024

7

5

Guests

GUEST NAME	MP	TYPE	VIP	NACIONALITY	REMARKS
AHDAB, DINA	RO	AD	☆	FR	<div>1</div>
VALEGA, NATALI CARMELA	RO	AD		US	<div>1</div>

EXIT

Main Guest remarks field.

Remarks in guest lines.

Guest remarks

CUSTOMER INFORMATION MANAGEMENT PROCEDURE

It is essential that all GDPR guidelines are followed when using these new comment fields.

What can we manage

	CAN BE STORED?	TOOLS	TMS FIELD	IMPLICIT CONSENT	HOTEL / CHAIN LEVEL
Room preferences	✓	TMS: CRM Special Requests	Predefined preferences in TMS	✓	Chain
Hobbies	✓	TMS: CRM Request	Predefined hobbies in TMS	✓	Chain
Loyalty program	✓	TMS: CRM Additional Data	Predefined programs in TMS	✓	Chain
Health data (allergies)	✓	Only with explicit authorization (specific document in this process, page) by hotel	No storage in TMS	✓	Hotel
Problematic or violent customer	✓	TMS: CRM Alerts, Guest remarks and Notes (Do not accept booking check in)	Predefined option in TMS	✗	Chain (via JIRA)
Defaulter (uncollected & walk-out invoices)	✓	TMS: CRM Alerts, Guest remarks and Notes (Ask for prepayment)	Predefined option in TMS	✗	Hotel
Other info (except health data just with explicit authorization, religious convictions, political opinions, racial origin, trade union membership, criminal convictions and offences and sexual orientation)	✗	Not allowed	No predefined option in TMS	✗	N/A

[Customer information management in TMS | Minor Hotels Organization Portal](#)



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Thank you

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