

RLHC Group Bookings Made Easy

Program Summary:

National Sales is introducing the RLHC Group Bookings Desk, a one stop shop for Group customers where every phone call is answered at any time of day with agents standing by to field your group booking request.

The RLHC Group Bookings Desk enables us to be highly responsive to the small group segment and generate incremental revenue for our hotels. The Group Desk is staffed by Customer Direct sales professionals who have been provided with sales training and a script to follow for booking RLHC group business.

Objective:

To increase RLHC group booking and group booking conversions by offering and proactively marketing a one-stop booking solution for customers, specifically rooms only, small groups under 25 rooms peak.

Procedure:

1. Bookings Made Easy (BME) will book group reservations for customers who want to book a group of reservations, either under their own name or under names of individuals they will provide at the time of reservation using codes SMGROUP or SMGROUPB.
2. BME books the group directly, enters all of the reservations, and sends confirmation numbers to the group contact. The reservations are booked by the agent into Windsurfer under the Small Group Rate code.
3. If all of the rooms are booked under the group contact's name, BME will instruct the group contact to provide confirmation numbers to their guests, so that guests can individually call back in and change names as needed.
4. No follow up action is required by the hotel. However, hotel has the option of contacting the group to follow up and pursue any add-on sales opportunities.
5. If the hotel awards credit to an on-property sales team member for the BME booking, a group should be created in Compass or other SFA, but a block should not be built in Opera. The individual reservations under the group code are already in Opera and should not be re-assigned.

***If a group contact wants to set up a room block or asks for any additional services that require more services, like F&B, meeting space, customized billing, or other, the call work flow will move to CDOPS where the CD agent will record specific information in CDOPS that will be sent directly to the hotels as a lead.*

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