

RLHC GroupDesk Update

29 December 2015

Introducing RLHC GroupDesk

Small Group Desk

Bookings Made Easy



Introducing RLHC Group Bookings Made Easy

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

Why is RLHC launching a Group Desk?

RLHC's goal is to be the most responsive, hospitable and the easiest Brand for our group customers do business with. Our Group Desk is:

- A one stop shop where every phone call is answered any time of day
- Highly responsive to the small group segment
- Equipped to generate incremental revenue for our hotels
- Staffed by Customer Direct sales professionals provided with an RLHC sales script

Bookings Made Easy Dedicated line: 1-844-257-8475

Bookings Made Easy (BME) Booking Process

Target Groups: 10 to 25 rooms on peak - guest rooms only

- BME books 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.
- BME books the group directly, enters all of the reservations, and sends confirmation numbers to the group contact.
- Reservations are booked by the agent into Windsurfer under the Small Group Rate code.
- 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.

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.

Note: 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. This will then be sent directly to the hotels as a lead.

Rates & Hotel Information

BME will book under one of two group booking rate codes are built for each hotel:

- **SMGROUP** will be equal to the Hello Rewards Rate.
- **SMGROUPB** will be equal to the Hello Rewards Rate with Breakfast

Note: Rates are commissionable if booked by a qualified IATA agent.

The BME Group Desk has access to information about your hotel from three sources:

- Your hotel's profile in Windsurfer
- Your hotel's fact sheet, including meeting space schematic and capacities
- We also encourage you to visit the Group Desk agents to educate them about your hotel, your ideal business mix and equip them with any additional information that would help them in selling group business at your hotel.

Tracking and Group Booking Credit

- Bookings will be coded to the **group segment**.
- Tracking of BME Group bookings can be done by running a daily Opera report and reviewing any reservations under the SMGRP and SMGRP codes
- If the DOS assigns the booked group to a sales manager for follow up or management of the group, that sales manager will receive booking credit under the same terms as any other group.
- The group will need to be created to match the BME booking and entered into Compass or other Sales System for booking credit.
- A group block **should not** be built in Opera, because the reservations received from the Group Desk should remain as individual reservations coded to group segment and group rate.
- The reservation confirmation provided by BME desk will serve as the “contract,” so no contract should be issued by the hotel.
- To enter pick up into Compass for BME bookings, run a market code statistics report for SMGRP and SMGRP for the booking dates. If there is more than one group desk booking over the same dates

Cost and Booking Policies

Cost:

The cost for Group Desk reservations is the same as any other reservation booked through our RLHC reservations call center.

Policies:

Booking Policy & Parameters: All call center standard reservation cancellation terms will apply.

Need More Information?

Should any questions arise, please email or call Kyle Fisher or Sharon Andrade at the contact information below.

For more information, contact:

Sharon Andrade | Vice President National Sales
Sharon.Andrade@redlion.com
T: 509-777-6349 | M: 206-793-5429

For more information, contact:

Kyle Fisher | Segment Marketing Director, Group Sale & NSO
Kyle.Fisher@redlion.com
T: 509-777-6458 | M: 509-590-9840