Loyalty Recognition 2 – IHG® Rewards Club Member Check-In Experience

– Workbook
The IHG® Rewards Club Loyalty Recognition course, and the information contained in this workbook, have been developed as instructional resources for owners of franchise hotels. The training, information and processes contained herein, are intended to serve as general advice and resources about selected topics, with the expectation that owners and operators will use and adapt elements that they believe are appropriate for the particular hotel that they are responsible for operating and for their particular business circumstances. The IHG Frontline training is not designed to provide complete, specific information and instructions on all topics. No licensee is required to abide by any other terms of the IHG Frontline training or accompanying resources. No company in IHG, nor any employee thereof, has any involvement in employee-related decisions at franchise hotels.
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Thank you for being part of the IHG® Rewards Club Member Check-In Experience course!

This workbook reinforces the lesson content, and will help you to revise the important skills and information you’ve acquired. You can make use of this workbook by completing tasks during or directly after watching the video content, or at a later stage to test your knowledge. You can complete the tasks alone or as part of a group session with a facilitator – your learning is in your hands!

Always feel free to ask your colleagues or Loyalty Champion for help if there’s something that you don’t understand, or simply refer back to the video lessons. Once you’ve completed the tasks and activities, you’ll find our suggested answers in the accompanying answer book.
1. IHG® Rewards Club Member Check-In Experience

1.1 Understanding Guests

**QUESTION 1**

Why do you think it's so important to understand guests' preferences?
QUESTION 2

Think about your role at your hotel. What are some areas of your guest service that you would like to improve?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

QUESTION 3

Describe the learning outcomes that you have for this course. What do you think you will learn and how do you think it will help you to perform your role?

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1.2 The Pre-Arrival

QUESTION 1

Explain the pre-arrival process. Be sure to include these key words and phrases:

- Property Management System
- Key jackets
- Print
- Anywhere Check-In
- Determine what room types are available
- Housekeeping team
- Prioritise
- Room upgrade
- Alphabetically
- Arrivals Reports
QUESTION 2

Explain the three versions of Arrivals Reports and what information you can gather from each:

1. The Arrivals Summary Report:

2. The Arrivals Special Request and Customer Care Report:

3. The IHG® Rewards Club Arrivals Detail Report:
1.3 Introducing the Check-In Experience

QUESTION 1

Why is check-in so important?

QUESTION 2

Draw lines to match the lists and complete the 6 steps of the check-in experience:

Step 3   Recognise   the guest
Step 5   Deliver   the member with their key
Step 1   Present   membership information
Step 6   Establish   benefits consistently
Step 2   Confirm   method of payment
Step 4   Welcome   their IHG® Rewards Club status

QUESTION 3

What are two tips you would give fellow colleagues to help them provide members with the best check-in experience possible?
2.1 Welcoming Club Level Members

QUESTION 1

1) ____________ the Club member.
2) ____________ the Club ____________ for their continued ____________.
3) ____________ the Club member of their ____________.
4) ____________ requests for ____________ check-out.
5) Stand up ____________ and wear a genuine, friendly ____________!

QUESTION 2

Why is the free standard Internet access such a great benefit to offer our members?
2.2 Welcoming Gold Elite Members

QUESTION 1

Thinking back to the lesson on Gold Elite Level Member Benefits in the Introducing IHG® Rewards Club Loyalty Recognition course, what are two things that a Club level member can do to acquire Gold Elite status?

Qualifying Nights:

Qualifying Points:

QUESTION 2

Imagine that you are explaining to a colleague how to check in a Gold Elite member. List and briefly describe the steps that you would tell them about.
QUESTION 3

All our IHG® Rewards Club members are unique and special! Think of and list three ways that you can tailor the check-in experience to suit individual members:

**Hint:** Think of members that may have specific needs such as members with children, foreign travellers, elderly members, larger groups and special occasions.

1. 

2. 

3. 


2.3 Welcoming Platinum Elite Members

QUESTION 1

Keeping in mind the 5 steps of welcoming Platinum Elite members, take a moment and imagine checking in a Platinum Elite member.

Now, create a scenario where you check-in ‘Mr Murray’, a Platinum Elite member. Remember to include all the information you need to share with the member during check-in.

*Hint*: Write down what you would say when checking in Mr Murray. Feel free to get creative! You can turn it into a video script by adding what Mr Murray may say and giving body language instructions.
QUESTION 2

Are there any brand or region specific benefits or amenities that apply to your hotel? Ask your Loyalty Champion and write down any additional things you need to remember when checking in IHG® Rewards Club members at your hotel.
2.4 Welcoming Spire Elite Members

QUESTION 1

Why should we give Spire Elite members unique attention?

QUESTION 2

What benefits do these valued members receive? List all benefits, including the unique benefits that only Spire Elite members receive.
QUESTION 3

How can you improve your service when checking in Spire Elite members? List some key points on how you can proactively improve your Spire Elite member service.
2.5 Reward Nights

**QUESTION 1**

What are Reward Nights? Define this great benefit. Also list two ways that members can earn points towards Reward Nights.

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**QUESTION 2**

What is your role in delivering Reward Nights to members? Use the speech bubble to give an example of what you could say to a member when they redeem points for a Reward Night.

[Speech bubble]

...

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QUESTION 3

Are the following statements True or False:

1) Reward Nights are ‘free stays’ for members.  
2) We should not celebrate members status upgrades as it is unprofessional.  
3) Reward Nights can be chosen at any time, as there are no blackout dates.  
4) Reward Nights include the room rate and any applicable taxes.
2.6 What If Things Don’t Go As Planned?

QUESTION 1

What are some possible problems that you could encounter during check-in?

QUESTION 2

Mr Hendricks is a Platinum Elite member who is staying at our hotel. He has been preassigned a room, but he is early and the room is not ready! Housekeeping has not yet serviced the room. Mr Hendricks is frustrated because he has had a long flight and he has a meeting across town to get to in one hour.

Explain how you would handle this situation. How would you assist Mr Hendricks, providing him with the best possible solution and restoring his confidence in us?
3 Conclusion

3.1 Let’s Review

Congratulations!

You are on the final lesson of the Introducing IHG® Rewards Club Loyalty Recognition course. We trust that you have enjoyed growing your knowledge on how we recognise our IHG® Rewards Club members’ loyalty. Here is a final question to wrap up the course and give you the opportunity to see how much you have learnt!

QUESTION 1

Go back to the first section of this workbook and read your answer to the question, ‘Describe the learning outcomes that you have for this course. What do you think you will learn and how do you think it will help you to perform your role?’

How would you answer this question now? Use the following pages to summarise what you have learnt. Create points that you consider most important and make notes of things you want to remember. Also, say how you think this valuable knowledge will benefit you and your role in future. Add a goal that you set for yourself that you can keep in mind as you begin your journey as a valuable part of the IHG® Rewards Club team!