

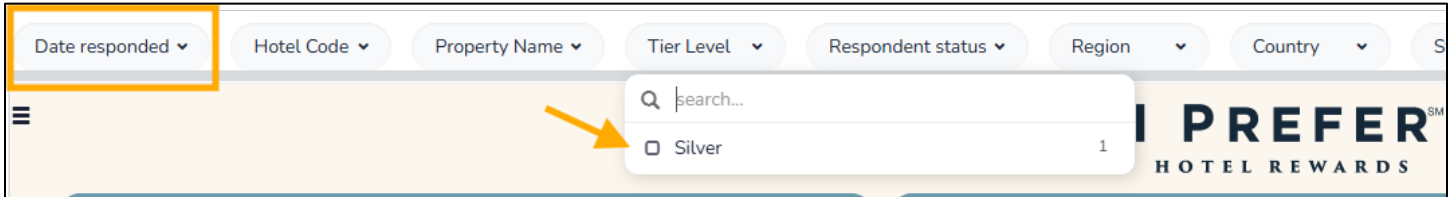
I Prefer Member Satisfaction Scores Navigation Job Aid

Accessing Your Hotels *I Prefer* Member Satisfaction Scores:

To access your *I Prefer* Member Satisfaction Scores, you will need your hotel's unique web link. The link can be found in our monthly email we share with your Loyalty Ambassador or by contacting us at loyalty@iprefer.com. The webpage does not require a login or password.

Navigating the webpage:

When first accessing the webpage, you will see that the top portion allows you to filter your results.



Options include:

- a. Date responded:
 - a. This includes MTD, YTD, Last Year, Last Quarter, etc.
- b. Tier Level:
 - a. This includes our new tier names (Silver, Gold, Titanium).
- c. Respondent status:
 - a. This allows you to select whether the Member completed the survey completely or partially.

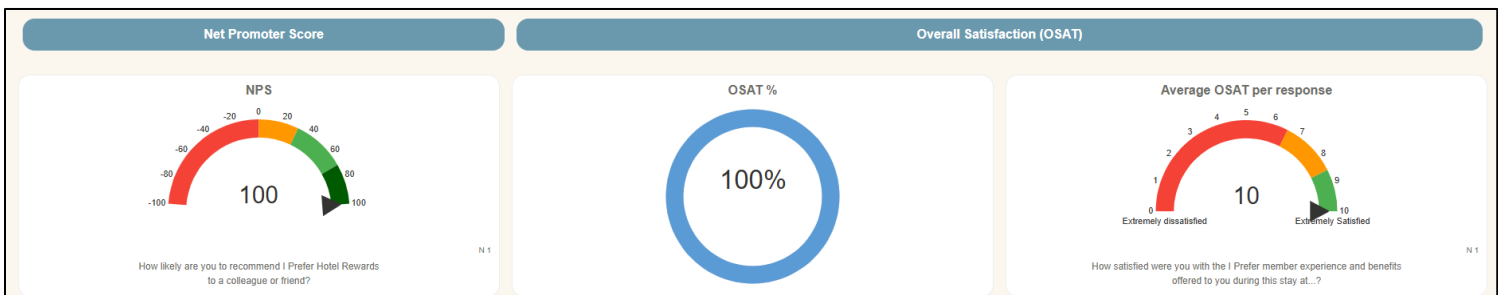
Main parts of the website:

The website is divided into 3 main sections – *Metrics*, *Member Feedback*, *Demographic Data*

Metrics

The two primary questions, which focus on your overall performance, include the following:

- Likelihood to recommend [referred to as NPS (net promoter score)].
- Overall Satisfaction [referred to as OSAT (overall satisfaction)].



- What is **NPS** and **OSAT** and how do I calculate these and what is a 'good' score? Please review the *I Prefer* Member Satisfaction Scores Performance Metrics Job Aid, available [here](#).

Other key questions include:

1. How likely are you to seek out an *I Prefer* participating hotel for your next hotel stay?
2. How likely are you to return to [Property Name]?
3. How much did your *I Prefer* Member experience impact your overall stay experience?
4. Overall, how satisfied are you with your booking experience?

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5. How much do you agree with this statement: I felt personally recognized as an *I Prefer* member at check-in or during my stay.
6. Please indicate the *I Prefer* Member Benefits you received during your stay.
7. How knowledgeable was the hotel staff about the *I Prefer* program?

Member Feedback:

This section allows you to read comments/feedback provided by *I Prefer* Members that stayed at your hotel. By selecting the small expand square, you can access the guest's contact details, **as we encourage you to reach out and provide a thank you or service recovery when applicable.**

Other Tips or Feedback

Are there any interesting tips or details about this hotel stay that you would share with friends, family or other like-minded travelers? Please specify below

No data found

It was a great experience.

When selecting the expand option (as seen above by the arrow), you will open the Member Feedback form for that specific Member – Here you will find the Member's name and email address, along with other details. **Keep this information secure, as it is confidential.**

Email	
Status	Responded completely
Browser	Google Chrome
Operating system	Android
Location	United States
Property Name	
Tier level	Gold
Date of Stay	8/23/2025 12:00:00 AM
Departure Date	8/31/2025 12:00:00 AM
Hotel Code	
I prefer #	
Region	Europe

For more information, please visit our Best Practices document [here](#).

Demographic Data:

The webpage's final section provides valuable demographic data. You can leverage this information according to your needs. For instance, if most of your *I Prefer* Member respondents are leisure travelers, you may consider prioritizing catering to their needs. You could also gather more data from them during their stay to ensure an excellent experience.