

***I Prefer* Member Satisfaction Scores: Best Practices**

Strategies to Improve Your Member Satisfaction Scores:

1. **Implement Personalized Improvement Plans:** Develop individualized improvement plans for hotel associates to enhance member satisfaction. Track progress over 120 days and adapt plans for optimal outcomes.
2. **Enhance Preventative Maintenance:** Review and reinforce the preventive maintenance program with Engineering, Housekeeping, and Front Office leaders to address property condition concerns, a key factor in member ratings.
3. **Conduct Strategic Audits and Analysis:** Evaluate service through audits and secret shopper evaluations within your competitive set. Identify opportunities for improvement and leverage cross-departmental audits to enhance on-property service.
4. **Optimize Online Presence:** Update photos to accurately showcase hotel accommodations and amenities, setting realistic expectations for guests and minimizing unpleasant surprises upon arrival.

Optimizing Beyond the Threshold: Sustaining Momentum and Enhancing Performance

Consistently striving for excellence in member satisfaction is crucial for elevating the guest experience. While meeting minimum standards is commendable, there's an opportunity to surpass them. Here are two strategies:

1. **Analyze Member Satisfaction Scores:** Compare *I Prefer* member satisfaction scores with internal hotel guest surveys to identify improvement areas easily. Utilize this insight as a valuable starting point.
2. **Utilize *I Prefer* Loyalty Ambassador:** Engage with your Loyalty Ambassador to gather enhancement opportunities and best practices from the *I Prefer* Pioneer community. Act on member feedback promptly across various channels, including surveys, Trip Advisor, and social media, to show commitment to enhancing service.

Maintaining Your Member Satisfaction: Strategies for Continuous Improvement

Here are strategies to maintain momentum:

1. **Celebrate Success:** Recognize and reward team efforts that surpass industry standards.
2. **Seek Continuous Feedback:** Gather regular input from Members to discover areas for improvement and understand their evolving preferences.
3. **Personalize Experiences:** Focus on delivering tailored welcomes and benefits, such as Welcome Amenities and special offerings for loyal members.
4. **Invest in Training:** Utilize our complimentary learning platforms for ongoing team development.
5. **Monitor Competitors:** Stay updated on industry trends and competitor practices for differentiation and improvement opportunities.
6. **Engage and Communicate:** Maintain open communication with Members to show appreciation and responsiveness.