

***I Prefer* Member Satisfaction Scores**

Frequently Asked Questions

Overview: After departure, *I Prefer* Members receive a post-stay survey tailored to their experience, focusing on overall satisfaction with the *I Prefer* program at your hotel. The feedback collected helps measure Member Satisfaction, identifies training needs, and addresses challenges, all aimed at ensuring exceptional experiences for our members. The feedback is received through our survey provider, Medallia.

How can I access my hotel's *I Prefer* Member Satisfaction Scores?

Hotels can access their *I Prefer* Member Satisfaction Scores through a special link provided by the *I Prefer* team. The dedicated link does not change, nor does it require a login or password.

What steps should a hotel follow to access the *I Prefer* Member Satisfaction Scores and view its survey data?

Hotels can access scores and Member feedback through their on-property *I Prefer* Loyalty Ambassador. The special link will be sent by email, on or around the 15th of each month to the *I Prefer* Loyalty Ambassador on file. It is recommended that the *I Prefer* Loyalty Ambassador share the link with those in Hotel Leadership positions and bookmark it to easily access the data.

As the Loyalty Ambassador at my hotel, how can I access the special link if I do not currently have it?

Please email loyalty@iprefer.com, and our Hotel Support team will help you obtain access.

How frequently should hotels access their survey data and available Member Satisfaction Scores?

I Prefer recommends making it a habit to review survey results regularly. Depending on the frequency of surveys conducted, this could be weekly, monthly, or quarterly. Look for patterns and trends in the data. Are there recurring themes in the comments? Are there any metrics that consistently improve or decline over time?

Should our hotel be replying to the *I Prefer* Members who offered feedback?

Replying to Members who offer feedback is crucial to maintaining positive guest and *I Prefer* loyalty and demonstrating that their input is valued. As a best practice, respond to all surveys, even with a short “thank you” as this shows you truly value their feedback.

What action should our hotel take after reviewing the *I Prefer* Member Satisfaction data?

Your hotel should make the most of the insights gained, improve Member Satisfaction and overall hotel performance.

Stay vigilant about monitoring your “Likelihood To Recommend” (Net Promoter Score, NPS) and Overall Satisfaction (OSAT) scores, as these metrics are pivotal indicators of Member Satisfaction. They offer valuable insights into how satisfied our Members are with our program benefits, guiding our efforts to continuously enhance their experience.

For more information on “Likelihood To Recommend” (Net Promoter Score, NPS) and Overall Satisfaction (OSAT) refer to our job aid in PreferredNet.Net.

Beyond the *I Prefer* Member Satisfaction Scores, what additional service metrics are accessible to my hotel?

Integrated Quality Assurance (IQA) is a custom-designed quality measurement program that assures guest satisfaction and measures compliance with Preferred brand standards. Preferred utilizes two IQA measurement tools for a complete picture of hotel quality and reputation:

- Professional on-site "mystery shop" evaluations (conducted by our 3rd party consultants) against a comprehensive set of collection-specific criteria.
- Customized, online guest review assessment tool available 24/7 (powered by ReviewPro).

Visit PreferredNet.Net for more detailed information.

Where can our hotel learn more about *I Prefer* Member Satisfaction Scores?

All hotel associates are encouraged to take our “Maximizing *I Prefer* Member Satisfaction Scores” course on our learning platform, training.iprefer.com. Reoccurring webinars and resources can also be found in PreferredNet.Net

What types of feedback should we prioritize when reviewing survey results?

Prioritize feedback highlighting recurring issues, significant concerns, or exceptional positive experiences. Focus on comments that pertain to key areas such as service quality, room conditions, and overall guest satisfaction.

Are there any best practices for analyzing survey data to improve Member Satisfaction?

Best practices for analyzing survey data include:

Regularly reviewing feedback to identify trends.

Discussing findings in team meetings.

Implementing action plans for improvement based on the feedback.

Tracking the impact of changes made in response to the feedback.

How can we ensure continuous improvement in Member Satisfaction? Continuous improvement can be ensured by:

- Establish regular training and development for staff based on feedback.
- Setting measurable goals for improving Member Satisfaction Scores.
- Encouraging an open culture where staff feel comfortable sharing insights and suggestions.

- Periodically reviewing and updating processes and standards to align with guest expectations.

What should we do if a Member leaves a particularly negative review?

If a Member leaves a particularly negative review, promptly reach out to the Member to acknowledge their concerns and offer a resolution. Use feedback to identify areas for improvement and take corrective actions to prevent similar issues in the future.

What type of service recovery should we provide for *I Prefer* Members when required?

If an *I Prefer* Member requires service recovery, we recommend issuing *I Prefer* Hotel Rewards points. In a lot of instances, this will be more cost-effective than providing a refund on room charges or the like.

How can we promote positive reviews and higher Member Satisfaction Scores? Promote positive reviews and higher scores by:

- Providing exceptional service and exceeding guest expectations.
- Encouraging satisfied Members to complete the survey and share their positive experiences.
- Recognizing and rewarding staff who receive positive feedback.

Should you need further assistance, please contact our team loyalty@iprefer.com or your Preferred Hotels and Resorts Regional Director.