



Tap To Enroll Enrollment Devices

Frequently Asked Questions

Overview

Driving enrollments in the *I Prefer* Hotel Rewards program is crucial to our program's success as it builds a guest base that fosters loyalty, encourages repeat business, long-term growth and profitability.

There are various enrollment tactics hotels should use to promote *I Prefer*. To name a few, these include, creating an auto-enroll function during the guest online booking journey, displaying the *I Prefer* logo with a custom enrollment link on your website, leveraging digital and printed collateral, and through regular guest interaction of selling and promoting *I Prefer* at check-in and processing the enrollment in Profectus, our loyalty platform.

We are happy to add to our tactics, a new enrollment source, the Tap To Enroll device.

What is a Tap To Enroll device and how does it work for enrolling *I Prefer* Members at my hotel?

Our Tap To Enroll device is an innovation that uses Near Field Communication (NFC) to enable guests to enroll in *I Prefer* by simply tapping their NFC-enabled device, (such as a smartphone) on the device.

This interaction initiates a custom hotel-tracked enrollment form, which allows the guest to quickly and easily enroll in the *I Prefer* Hotel Rewards Program.

Operations

Where should the Tap to Enroll devices be placed at the hotel?

It is recommended that the devices be placed in a highly visible location, specifically at your Guest Services / Check-In area. Displaying your *I Prefer* desk sign nearby is also a way to compliment the device and help promote enrollment.

Concierge Desk: Positioning the Tap to Enroll devices at the concierge desk can capture the attention of guests seeking information or assistance, providing an opportune moment for enrollment discussions.

Restaurant or Bar: Placing the devices in your hotel's F&B outlets can engage guests as they relax or socialize, offering a casual setting for enrollment conversations.

Meeting and Event Spaces: Utilizing the devices in meeting and event spaces can target both business and leisure travelers, presenting enrollment opportunities during conferences, seminars, or social gatherings.

Spa and Wellness Centers: Incorporating the devices into spa and wellness centers can attract guests looking to unwind and pamper themselves, allowing for enrollment discussions amidst a tranquil environment.

Are there specific talking points our teams should use to promote Tap to Enroll?

During daily guest interaction, specifically during the check-in process, we encourage your teams to continue selling the benefits of *I Prefer* to those guests who are not already members. Speaking to benefits such as staying and earning at over 600+ global hotels, complimentary room upgrades, curated amenities for Gold & Titanium members, and redeeming points for free night stays, and more.

1. Emphasize exclusive offers and promotions available only to *I Prefer* members, such as early access to special deals, member-only rates, and personalized experiences tailored to their preferences. Educate guests about the different membership tiers and the escalating benefits they unlock as they progress, motivating them to aspire to higher tiers for even greater rewards and privileges.
2. Let the guest know that they can "Tap to Enroll" while you are completing the check-in process. It's important to encourage the guest to fully complete the enrollment form to join. The process takes seconds, and some guests might be able to auto-fill their information. Stress the ease and convenience of Tap to Enroll, highlighting how it simplifies the enrollment process for guests, requiring just a quick tap to start enjoying the benefits of membership.
3. Anticipate and address common guest concerns or objections regarding enrollment, such as privacy concerns or commitment issues, reassuring them of the program's transparency and flexibility.
4. Offer ongoing support and assistance to guests who express interest in enrolling but may need additional guidance or information, ensuring a smooth and seamless enrollment experience from start to finish.
5. Celebrate and acknowledge guests who enroll in the loyalty program during their stay, expressing appreciation for their decision to become part of the hotel's loyal community and setting a positive tone for their membership journey.

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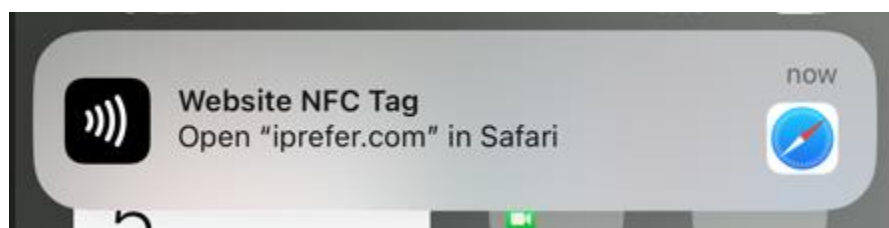
How does a guest utilize Tap To Enroll and launch the enrollment form?

The phone must be unlocked and not in airplane mode. Airplane mode disables NDC chip reading.

If the camera or mobile wallet is in use, the enrollment form will not launch.

The guest should hover their phones over the device. NFC reader in phones is typically at the top end of the phone.

A notification will appear on the guests phone, they should open it to launch the enrollment form. From there the guest will complete the enrollment form!



How should our hotel handle guests who want to enroll in *I Prefer* but do not have NFC-enabled devices?

It's important to provide multiple options to ensure all guests can enroll in the *I Prefer* program.

Hotels can continue to enroll members via Profectus, our loyalty platform.

Will the enrollment form from Tap to Enroll be in the hotel's local language?

Based on the guest's smartphone language settings, the enrollment form will display in their default language.

Device Technology

Do all smartphones support Tap to Enroll technology?

Most modern smartphones support NFC, including Android devices and iPhones. Some devices require that NFC be enabled in their settings. The guest's smartphone should have airplane mode disabled for NFC to properly launch.

How secure is the data transmitted from a Tap to Enroll device?

NFC operates over very short distances (typically less than 4 centimeters), which makes it difficult for unauthorized parties to intercept the communication.

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What kind of information is stored on the Tap To Enroll device?

The device stores a unique identifier that points to your hotel's unique *I Prefer* enrollment link. Sensitive personal data is not stored directly on the device and is captured in our loyalty database.

Reporting & the Enrollment Rewards Program

Will our hotel receive credit for those enrollments processed from the Tap To Enroll devices?

Each Tap To Enroll device is programmed to specifically track enrollments from your hotel.

Each month, *I Prefer* will report the total number of Tap To Enroll enrollments, plus any additional trackable enrollments on your *I Prefer* Scorecard and it will count towards your annual enrollment goal. Your *I Prefer* Scorecard can be found in PreferredNet.

Will our *I Prefer* Loyalty Ambassador have access to run reports from Profectus to show the total number of Tap to Enroll enrollments captured from my hotel?

We will be enhancing the "Member Enrollment Report" in Profectus to contain the members who have been enrolled from the Tap to Enroll Device. These enrollments will be captured through the "Others" Enrollment Source feature and will be listed as TTE in the promo code field. ***This will go live in July***

Will our hotel earn Enrollment Rewards Points for Tap to Enroll enrollments?

Hotels participating in the Enrollment Reward Program will earn 500 points for each eligible enrollment made through Tap to Enroll.

If your hotel is not currently participating and would like to sign up, contact loyalty@iprefer.com

Sales & Marketing Opportunities
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Can we incorporate the Tap to Enroll feature into our hotel's marketing materials and campaigns?

We encourage our hotels to leverage our custom QR codes and Enrollment links in your marketing and collateral. Please contact loyalty@iprefer.com for your custom enrollment resources.

Our hotel has a separate check-in area for large groups and meetings attendees, can we utilize Tap to Enroll in this area?

Yes, we encourage your hotel display the Tap to Enroll device in a dedicated group check-in area. Should you require additional devices, please complete the [request form](#).

Other

What is the cost of implementing Tap to Enroll for our hotel?

For our initial pilot in 2024, *I Prefer* will cover the cost of two Tap to Enroll devices per hotel.

How can our hotel order additional Tap to Enroll devices?

If your hotel would like to order additional devices to be used in your restaurant, bar, concierge desk or for your sales team to take on sales calls or use during tradeshows, our team is available to assist with processing, testing, and shipping. [Submit your additional device order here](#).

Can the Tap to Enroll devices be customized with our hotel name on it?

Our devices are specifically designed to promote the *I Prefer* Hotel Rewards program and encourage enrollment. While the overall look and feel are branded for *I Prefer*, each device is specially programmed for individual hotels.

Training and Support

How can our hotel staff receive training on using Tap to Enroll devices effectively?

We encourage our *I Prefer* Loyalty Ambassadors to assist with role-playing and demonstrating Tap to Enroll. They can also help create an enrollment pitch that your associates will feel comfortable and confident delivering.

Is there ongoing support available if our hotel encounters any issues with the Tap to Enroll devices?

Yes, please have your *I Prefer* Loyalty Ambassador contact us at loyalty@iprefer.com for support.

Yes, we encourage your hotel display the Tap to Enroll device in a dedicated group check-in area. Should you require additional devices, please complete the request form.

Feedback and Improvement

Is there a process for providing feedback or suggestions for improving the Tap to Enroll feature based on our hotel's experience with it?

As an early adopter of the Tap to Enroll technology, we will frequently request feedback from your team. We encourage you to share your insights and suggest ways to improve the system, please send feedback to loyalty@iprefer.com.

Alternatively, we encourage you to [complete our survey](#) to submit feedback.