

Choice Privileges® Front Desk Assistant



This is your Choice Privileges program assistant. Keep it at your front desk for easy reference. Learn how to enroll guests through choiceADVANTAGE, the benefits of being a member, and most importantly—how YOU can earn bonus points from our staff incentives.

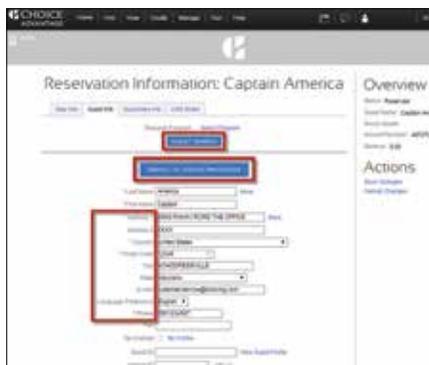
Choice Privileges New Member Enrollment

Front desk staff can earn up to **200 points** on eligible rates when you enroll each new guest in the Choice Privileges program and collect a valid email address. Enroll guests when they make a reservation or at check-in.

STEP 1

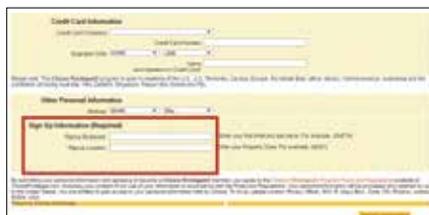
Offer to sign them up yourself in choiceADVANTAGE.

- Validate customer data.
- Is a guest unsure if they are a member? Click the **'Guest Search'** button to verify.
- If they are *not* a member, click on the **'Enroll in Choice Privileges'** button.



STEP 2

Don't forget to add **your own Choice Privileges member number** when you enroll guests to ensure that you get points for the enrollment.



STEP 3

Encourage new members to **download the Choice Hotels® mobile app** so they can easily book stays, manage their reservations and stay up to date with their Choice Privileges account. They can even use their digital membership card by turning their phone sideways – neat, right?



Did You Know ...

You can get a **\$25** gift card for just 5,000 points? Be sure to enroll yourself in the program at: **ChoicePrivileges.com/signup/EMP09**.

Enrollment Incentive

If you haven't already, register to participate in our front desk enrollment incentives. Complete the one-time registration and you'll be set for any incentives that come your way! For a 'one stop shop' for new or existing associates, visit **choicehotelscanada.ca/cpincentive**



Earn Points by Just Collecting an Email Address.

While you're checking in your guest, keep in mind that you could earn **Choice Privileges points** for a valid enrollment into our loyalty program.

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Choice Privileges Member Benefits

Here's how to answer: *Why should I sign up for Choice Privileges?*

- 1. Earn 10 Points per Dollar** spent at Choice Hotels® locations.
 - 2. Your Extras.** Members get rewarded instantly for midweek stays. Earn a Your Extras benefit like bonus points or an Amazon.ca gift card and more.
 - 3. Points Don't Expire** as long as you are an active member.
- Next Step:** Offer the guest a new Choice Privileges brochure for additional program details.

Recognize Our Best Customers.

Elite members are our best guests. If the member is a diamond member, offer them an upgraded room or their preferred room location. Elite status is visible in **choiceADVANTAGE®**.



Conversation starter

"I see you're an Elite (Gold, Platinum or Diamond) member. Thank you for being a loyal member."

Starting August 1, 2017, Elite members will be offered a gift at check-in

Elite Members

BENEFITS	GOLD	PLATINUM	DIAMOND
Nights required per calendar year (Reward nights count toward Elite status)	10	20	40
Elite point bonus	10%	25%	50%
Extended booking window for reward nights	50 days	75 days	100 days
Exclusive reservations and customer service numbers	*	*	*
Elite member offers	*	*	*
Digital membership card in Choice Hotels® mobile app	*	*	*
Canadian Newspaper	*	*	*
Elite luggage tags		*	*
Complimentary room upgrades			*

BRAND	POINTS	REFRESHMENT
Ascend	250	500ml beverage & snack
Quality	250	500ml beverage & snack
Comfort Suites	250	500ml beverage & snack
Comfort	250 (TBC)	500ml beverage & snack
Clarion	250 (TBC)	500ml beverage & snack
Sleep Inn	200	500ml beverage & snack
MainStay Suites	200	500ml beverage & snack
Econo Lodge	100	500ml bottle of water
Rodeway Inn	100	500ml bottle of water
Suburban	100	500ml bottle of water

Other Ways to Earn

Members can earn airline miles instead of Choice Privileges points. Enter their program number in the Frequent Traveller ID field in **choiceADVANTAGE**.

Remember

Members must have their earn preference set to **'Choice Privileges points'** in order to qualify for Your Extras.

Do You Need More Information? We're Here to Help.

Online: ChoiceCentral.com > Marketing & Sales > Choice Privileges & Other Reward Programs

Hotel Support: Phone: 800.952.1343

Member Services Support: Phone: 866.283.3510

