



Best Western RewardsSM

Best Western Rewards member Recognition Sample Script

Front Desk Greetings, based on BWR Tier:

Good afternoon, **Mr. Thomas**. As a **valued BWR member**, we have a beautiful room close to the pool for you! Thank you for staying with us please let me know if there is anything at all that you need.

Good evening, **Ms. Graham**, we've been expecting you. Thank you for being a loyal member of our rewards programs. Because you are a valued Gold **Elite** BWR member, we have given you the best available room we have at this time/tonight/today. Thank you again for your loyalty and enjoy your stay.

Welcome back, **Mr. Rodriguez**, it's good to see you again. Your **Platinum Elite** BWR # is on file and we saved you one of our best rooms just for you. It's always a pleasure to have you stay with us, let us know if you need anything at all while you're here.

It's great to have you with us, **Ms. Simpson**. As a **Diamond Elite** BWR member, you have been set-up for a complimentary late check-out tomorrow. We really appreciate your business, so please let us know if you need anything at all.



All welcoming statements should recognize the guest by name and tier level. Make sure to add value to the greeting so that guests immediately feel special for being a BWR member. Front desk associates need to really sell the benefits. Before leaving the Front Desk, BWR members should be thanked for their loyalty, and told to contact us if they need anything..

Front Desk Greetings for Elite Members, when complimentary room upgrades are not available (Platinum/Diamond):

Welcome to the Best Western Inn, **Mr. Franklin**. We already have your **Platinum/Diamond Elite** number on your reservation. Since we did not have any upgraded rooms available, may I give you drink coupons that you can use in the lounge?

Good afternoon, **Ms. Harris**. I am so sorry that we did not have any upgrades for you today. Because you're a valued **Platinum BWR Member**, we have reserved one of our best available rooms for you and you'll see a token of our appreciation waiting in your room (small gift bag).

Good afternoon, **Ms. Harris**. I am so sorry that we do not have any upgrades for you today however, because you're a valued **Diamond BWR Member**, we have reserved one of our best available rooms for you today. As well, here is a small token of our appreciation (small gift bag handed to the guest).

Got questions? Please email us at: bwrpropertiesupport@bestwestern.com.



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Interactions:

Scenario # 1: Guest calls prior to arrival to ask about an early check-in.

Ms. Osborne, our normal check-in time is 3pm, but since you're a **valued Platinum member**, we can arrange for an early check-in for you.

Scenario # 2: Guest comes to the Front Desk to ask for directions to a local restaurant.

Mr. Walker, as a **Gold Elite** member, our Front Desk staff is here to assist you with any needs during your stay.

Scenario # 3: Guest calls the Front Desk to ask for some extra towels.

Ms. Lopez, we'll send someone with extra towels right away. And thank you for being a Diamond Elite member! (Place a follow-up call to ensure that guest request has been fulfilled).



Any interactions with a BWR member should include at a minimum, use of the guest's name and tier recognition (when applicable).

At Check-out:

Mr. Carter, **thank you** so much for staying with us. Your Best Western **rewards** will be posted to your account in the next few days.

Ms. Harris, **thank you** for being a Platinum/Diamond Elite BWR member. We hope that you enjoyed your stay with us. You should see your Best Western **rewards** posted to your account in the next few days. Is there anything else we can do for you?

Thank you for your business, **Mr. Lee**. Your Best Western **rewards** will be added to your account automatically.



During the check-out process, BWR members should be thanked by name and their "earnings" should be acknowledged with a time frame of when they can expect to see them posted. For our Elite members, always ask them if there is anything else you can do for them, especially our Platinum/Diamond members.



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Costs of Guest Recognition



It costs you 16X more to attract a new customer versus retaining an existing Best Western guest.



It only takes 3 seconds to say “Thank You” to a loyal Best Western guest and it’s FREE!



The cost to you to upgrade our Platinum/Diamond elite members to the best available room, is close to free, especially if that room is going to sit empty however it means a lot to the Best Western Rewards Elite guests, and helps to ensure that this guests comes back again.



Recognizing a guest by name and, recognizing their Elite status does not cost you anything, but it does make our Best Western Rewards guests feel valued.