Guest Connect
Hotel IBE Services
Overview

To support growing demand for Guest Connect services, we have outlined services into three groupings:

- **Basic.** This free service provides the standard shell with customization to include hotel logo on the header, footer navigation, e-mail confirmations and tracking implementation. *Responsive Only.*
- **Enhanced.** Additional customization at a fee to include transparent background, custom font, widget/pixel implementation, calendar design and multiple languages. *Flex available at a surcharge.*
- **Distinguished.** Hotels desiring a highly customized booking engine at a fee for features such as non-standard layouts, room groups, multiple templates, modified booking forms and javascript. *Flex available at a surcharge.*

In addition, **Tracking Support** is available to include an audit and edits with implementation at a fee.

Individual services are available at an hourly rate with a one-hour minimum.
Why Preferred?
SynXis BE and Branding Advantages

• Using the best-in-class SynXis Booking Engine
  - Ability to upgrade to BE 4.0 when available
  - Continual enhancements to improve design and functionality, thoroughly tested by user groups
  - No time outs or errors – feed is designed for the SynXis Booking Engine

• Competitive pricing

• Can fully support features such as iPrefer integration which is not possible with third party providers

• Not limited to an individual design type or style

• Dedicated staff to Preferred’s business
  - Awareness of brand, collection and loyalty standards
  - Best practice on structure and placement of booking forms, widgets, logos for optimal performance

• Can be supported by dedicated Preferred Revenue Account team
Options
Basic Package
Clean, Responsive Customized Booking Engine

- Header in the BE with clickable logo (return home)
- Footer in the BE with navigation to key pages
- Replicate header tabs on web, Home, Legal/privacy policy, Contact Us, Location, iPrefer, PH&R, Best Rate Guarantee
- Standardized Font – *Open Sans* – with single customized color
- Design to limit distractions for customer to leave booking page
- Basic email confirm for new/cancels/itinerary
- On request
  - iFrame customization
  - Basic tracking implementation (no editing/auditing)
- Responsive Design Only
Enhanced Package
Additional items for more customization

Multiple Headers and Footers with navigation within the BE
Alternative or Custom Fonts *(One for Titles, One for Body)* with up to two colors
Font Icons
Customized Calendar
Photo Transparency
Widget and Pixel Implementation
Multiple Languages
Responsive Design*  
*Flex at additional surcharge
Enhanced Package
Additional items for more customization

- Responsive Design
- Multiple headers or footers with navigation
- Widget implementation

Preferred Hotels & Resorts - Updated 5/19/2017 v1.6
Distinguished Package
Highly customized, chargeable by hour only

**All Enhanced Items plus:**
- Comprehensive design customization
- Variant design of drop downs and labels
- Modified booking form
- Multiple BE/Templates
- Room Group Format Customization
- Specialized Email / Confirmation Customization
- Non-Standard Page Layout
- Highly variant font usage (multiple fonts, colors and sizes)
- JavaScript
- Responsive Design*

*Flex at additional surcharge*
Distinguished Package
Highly customized, chargeable by hour

Variant design of drop downs

Non-standard Page Layout

Highly variant font usage
Distinguished Package
Highly customized, chargeable by hour
Distinguished – Customized Design Samples

Highly customized, chargeable by hour
Distinguished – Customized Design Samples

Highly customized, chargeable by hour

Mii Amo

Design time: 16 hours
Cost: $2,000
Tracking Support

• Multiple changes and audits
• Page naming and detailed tracking for multiple pages
• Troubleshooting for implementation only
• One week maximum duration for troubleshooting and refinement

Note: Preferred Hotels & Resorts has no liability for specific tracking requests to be placed on a hotel IBE. Hotels should carefully review the tracking to ensure customer privacy prior to submission.
Pricing
Pricing Options*

- **Basic**
  - Included for all implementations
  - Responsive Only

- **Enhanced***
  - $250
  - Responsive or Flex. Troubleshooting/refinement up to 2 weeks post implementation
  - Troubleshooting/refinement up to 2 weeks post implementation

- **Distinguished***
  - Pricing by hour only – $125/hour with 4 hour minimum
  - Estimate provided at time of request
  - Responsive or Flex.
  - Troubleshooting/refinement up to 2 weeks post implementation

- **Tracking**
  - $100 per batch
  - Updates and troubleshooting up to 1 week post implementation
  - Troubleshooting for implementation only, not for reporting

- **Hourly Rate**
  - Individual components available at $125/hour with a one hour minimum

*Flex template support charge of $500. Flex can upgrade to Responsive for $599 – customization work will be included in upgrade (assuming the estimate of additional customization is within 6 hours).
Process
Process
Available May 2017

1. Submit Request to guestconnect@preferredhotels.com
2. Guest Connect to reply to hotel with order form for consent
3. Hotel to return order form
4. Ticket Order Placed. Hotel sent:
   • Date of Receipt
   • Anticipated Date of Completion (typical two-week turnaround)
   • Confirmed Fee
     • If any hourly rated item is requested, a proposal will be coordinated with the hotel to
       provide an estimated duration and fee
5. Hotels are billed at time of receipt of order form.