



## **BEST PRACTICES DOCUMENT**

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# Best Practices Document

This document outlines the Best Practices that are recommended to be adopted by the hotel Champions and Leadership to support performance optimization.

Best Practices	Definition	Frequency
Agent Goal Setting Mid-Month Goal Review	CUSTOMER recommended to hold regular goal setting conversations with frontline agents to create individual goals and review performance in a motivational environment based on the set periods a month to set goals and facilitate mid-month reviews.	Monthly
Forecast	CUSTOMER recommended to forecast total upselling performance for the upcoming month aligned to the hotels overall business forecast. This can be completed by enabling the automated IN-Gauge forecast calculation functionality or through Champion definition.	Monthly
Agent Incentives	CUSTOMER Executive Team to implement Incentive/Commission plans for Agent's which may require modification of current plan Approval of such plans will subject to CUSTOMER's review and approval. FPG offers recommendations based on motivational factors with proven results.	No more than once annually or as determined.
Available Room Blocking	CUSTOMER to reserve/block rooms for upsell availability. Inventory management – allocate appropriate room inventory (when available) to maximize upsell opportunities	Daily
Audit Trail	CUSTOMER audits results in IN-Gauge™ at least on a weekly basis. FPG recommends results are audited daily.	Daily/ Weekly
Performance Champion Certification	CUSTOMER to ensure Champion(s) complete Level 1&2. Dedicated Customer Success Consultants will guide Champion(s) through this learning journey	As determined
Performance Champion Incentives	CUSTOMER Executive Team implement Incentive/Commission plans for performance Champion(s) which may require modification of current plan Approval of such plans will subject to CUSTOMER's review and approval. FPG offers recommendations based on motivational factors with proven results.	No more than once annually or as determined.
Performance Champion Responsibilities	CUSTOMER Champion(s) own: <ul style="list-style-type: none"><li>• Coaching of Agents</li><li>• Monthly Goalsetting</li><li>• Monthly Mid-Month Review</li><li>• Daily communication of daily game plan</li><li>• Update daily the Performance Board</li><li>• Executing Accountability Plan for Agents:<ul style="list-style-type: none"><li>○ Agents to follow approved dialogues</li></ul></li><li>• Driving the offer of upsells and best services to all hotel guests with the only exception being groups where it is contractually restricted</li><li>• Monitor the audit trail to ensure accuracy in reporting and incentive calculations</li><li>• Room blocking strategies</li><li>• Group upsell strategies</li></ul>	Daily
Daily Game Plan	CUSTOMER recommended to ensure inventory is available for the team to up-sell on a daily basis. Available inventory should be communicated to the team at each shift briefing.	Daily



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Daily Metrics Reporting	CUSTOMER will make reasonable efforts to input daily data into the IN-Gauge™ system where required. Ensuring access to real time sales data for reporting	Daily
Daily Performance Board/Weekly Leaderboard	Customer recommended to install a back office leaderboard and assign a manager or supervisor to track performance and update the leaderboard daily or as a minimum weekly basis. FPG recommends results are ranked from highest to lowest performing team member	Daily
Flexible Rate Grid	CUSTOMER recommended to provide front desk agents a pricing grid with recommended upsell rates for each room type, that includes flexibility to drop down to a pre-determined rate for each room type. FPG Customer Service Consultants can provide recommendation as needed	Daily
Group Upsells	CUSTOMER to have an upsell strategy regarding incoming groups. Collaboration with group sales to maximize group upsell potential at the front desk and allow for upsells as often as possible Review Group portfolios daily and implement daily upsell strategies offer service to groups for private check-in line when upsells not allowable.	Daily
Program Performance Champion	CUSTOMER shall designate a Performance Champion to lead and drive the FPG program. This Performance Champion will be expected at a minimum to pass the Pre-Certification of the Performance Champion s Certification Program.	As determined
Senior Management Commitment	CUSTOMER Senior Management shall provide at least 15 minutes per month to review action plans, support needed, status of the Blueprint of the program.	Monthly