

IHG® Rewards Club Performance Tracker User Guide Hotel Version

June 20, 2016



*IHG® Rewards Club not applicable to Kimpton® Hotels & Restaurants; to be included at a future date.

Performance Tracker User Guide – Table of Contents

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IHG® Rewards Club Performance Tracker - Introduction

Overview

This document is designed to provide you with a strong understanding of reporting related to IHG® Rewards Club Standards. You will learn how to track your hotel's performance, request exceptions, monitor pending exceptions and navigate Performance Tracker.

What is the IHG® Rewards Club Performance Tracker?

IHG® Rewards Club Performance Tracker is an online tool which allows hotels to:

- Monitor IHG® Rewards Club performance results
- Compare performance against key standards
- Request or view exceptions to key standards
- Review all pending exception requests related to key standards
- Review Loyalty Champion engagement

Why is IHG® Rewards Club Performance Tracker important?

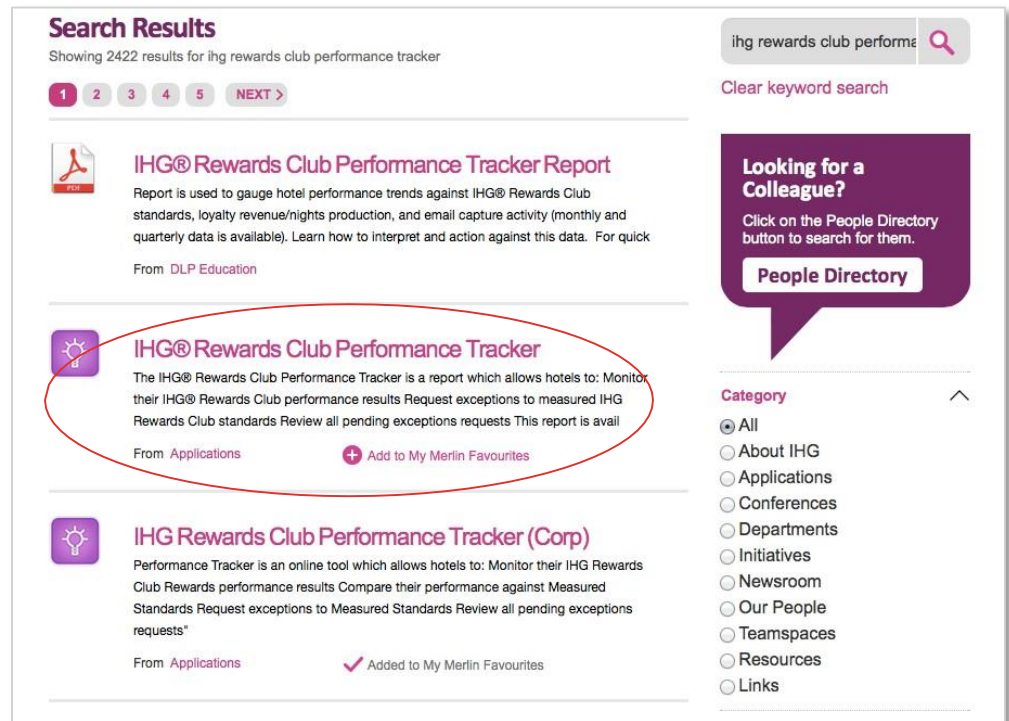
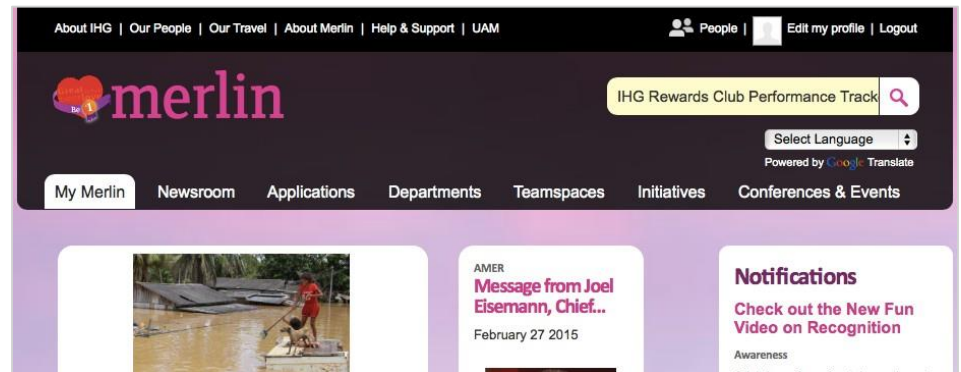
IHG® Rewards Club Performance Tracker is one of the essential tools that provides hotels with key information regarding their performance as it relates to key IHG® Rewards Club standards. By meeting IHG® Rewards Club Standards, hotels are ensuring satisfaction for IHG's most valued guests.

How to Locate Performance Tracker on Merlin

Step 1: Log on to Merlin

Step 2: Enter “IHG® Rewards Club Performance Tracker” in the search area and click 🔍

Step 3: Under Search Results, click “IHG® Rewards Club Performance Tracker”



How to Locate Performance Tracker on Merlin

Step 4: Click “Access this report” to open or “Added to My Merlin Favorites” to add to your personal favorites list



The screenshot shows the 'IHG® Rewards Club Performance Tracker' interface. It features a navigation bar with tabs for 'Summary', 'How to use this tool', 'Resources', and 'Case study'. The 'Summary' tab is active, displaying a list of bullet points about the tracker's purpose, a 'Key contact' section with the IHG Rewards Club Hotel support desk information, and a table with fields for 'Cost', 'Dependencies', and 'Applies to'. On the right side, there are two buttons: 'Access this report' (green) and 'Added to My Merlin Favorites' (purple). Below these buttons, there is a section for 'Average' ratings (58 ratings) and 'Your Rating' (click to rate).

IHG® Rewards Club Performance Tracker

Summary | How to use this tool | Resources | Case study

- The IHG® Rewards Club Performance Tracker is a report which allows hotels to:
 - Monitor their IHG® Rewards Club performance results
 - Request exceptions to measured IHG Rewards Club standards
 - Review all pending exceptions requests
- This report is available in English.

Key contact: IHG® Rewards Club Hotel support desk; askihgrewards@ihg.com 1 877 275 7258

Cost:	0
Dependencies:	None
Applies to:	All hotels

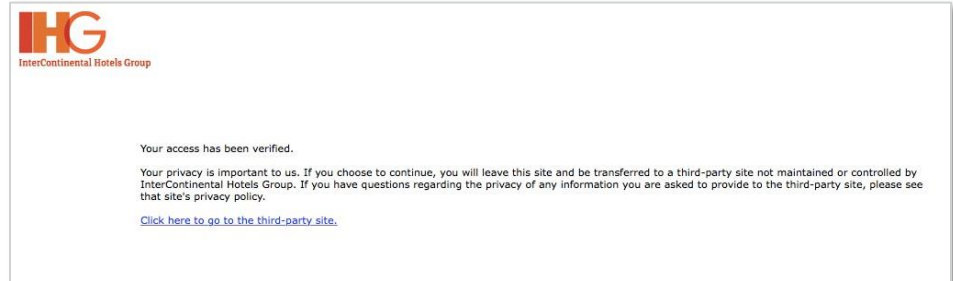
Access this report

Added to My Merlin Favorites

Average (58 ratings)

Your Rating (click to rate)

Step 5: Prior to Application opening, the system will notify you that you’re being redirected to a third--party site, click the link to reach Performance Tracker



The screenshot shows a page with the IHG logo and a privacy notice. The text states that the user's access has been verified and that their privacy is important. It informs the user that they will be transferred to a third-party site not maintained or controlled by InterContinental Hotels Group. A link is provided to go to the third-party site.

IHG
InterContinental Hotels Group

Your access has been verified.

Your privacy is important to us. If you choose to continue, you will leave this site and be transferred to a third-party site not maintained or controlled by InterContinental Hotels Group. If you have questions regarding the privacy of any information you are asked to provide to the third-party site, please see that site's privacy policy.

[Click here to go to the third-party site.](#)

How to Locate Performance Tracker on Merlin

Step 6: Welcome to IHG® Rewards Club Performance Tracker

The screenshot displays the IHG Rewards Club Performance Tracker interface. The top header is orange with the IHG Rewards Club logo on the left and the text "Performance Tracker" on the right. Below the header, the page is divided into two main sections. On the left is a navigation sidebar with a red rounded rectangle highlighting the "Exception Requests" section, which includes links for "Pending Requests" and "Start A New Request". Other sidebar links include "Home Page", "Reports Overview", "Champion Action Plan" (with a sub-link "Create New Action Plan"), "Champion Dashboard", and "View User Guide". The main content area on the right is titled "IHG® Rewards Club Standards Hotel Site" and contains a welcome message: "Welcome to the IHG® Rewards Club Standards site. This site allows hotels to track performance and request exceptions for standards. Additional information will be seen here as it is provided by IHG® Rewards Club. Please select an option below." Below this message is a list of five links, each preceded by ">>": "View Pending Exception Requests", "Start A New Exception Request", "Reports Overview (provides a summary of your hotel(s) performance against the IHG® Rewards Club Standards and Performance Tracker)", "View Champion Action Plan", and "View Champion Dashboard".

IHG® Rewards Club *Performance Tracker*

Home Page

Exception Requests
Pending Requests
Start A New Request

Reports Overview

Champion Action Plan
Create New Action Plan

Champion Dashboard

View User Guide

IHG® Rewards Club Standards Hotel Site

Welcome to the IHG® Rewards Club Standards site. This site allows hotels to track performance and request exceptions for standards. Additional information will be seen here as it is provided by IHG® Rewards Club. Please select an option below.

- >> View Pending Exception Requests
- >> Start A New Exception Request
- >> Reports Overview (provides a summary of your hotel(s) performance against the IHG® Rewards Club Standards and Performance Tracker)
- >> View Champion Action Plan
- >> View Champion Dashboard

How to Access Hotel User Features on Performance Tracker

Performance Tracker Features

From the Performance Tracker home page, hotels can select from several options.

The screenshot shows the IHG Rewards Club Performance Tracker interface. The header is orange with the IHG Rewards Club logo and the title "Performance Tracker". The left sidebar contains a "Home Page" section with a red rounded rectangle highlighting the following links: "Exception Requests", "Pending Requests", "Start A New Request", "Reports Overview", "Champion Action Plan", "Create New Action Plan", "Champion Dashboard", and "View User Guide". The main content area is titled "IHG® Rewards Club Standards Hotel Site" and contains a welcome message: "Welcome to the IHG® Rewards Club Standards site. This site allows hotels to track performance and request exceptions for standards. Additional information will be seen here as it is provided by IHG® Rewards Club. Please select an option below." Below this message are six links, each preceded by ">>": "View Pending Exception Requests", "Start A New Exception Request", "Reports Overview (provides a summary of your hotel(s) performance against the IHG® Rewards Club Standards and Performance Tracker)", "View Champion Action Plan", and "View Champion Dashboard".

IHG® Rewards Club *Performance Tracker*

Home Page

- Exception Requests
 - Pending Requests
 - Start A New Request
- Reports Overview
- Champion Action Plan
 - Create New Action Plan
- Champion Dashboard
- View User Guide

IHG® Rewards Club Standards Hotel Site

Welcome to the IHG® Rewards Club Standards site. This site allows hotels to track performance and request exceptions for standards. Additional information will be seen here as it is provided by IHG® Rewards Club. Please select an option below.

- >> View Pending Exception Requests
- >> Start A New Exception Request
- >> Reports Overview (provides a summary of your hotel(s) performance against the IHG® Rewards Club Standards and Performance Tracker)
- >> View Champion Action Plan
- >> View Champion Dashboard

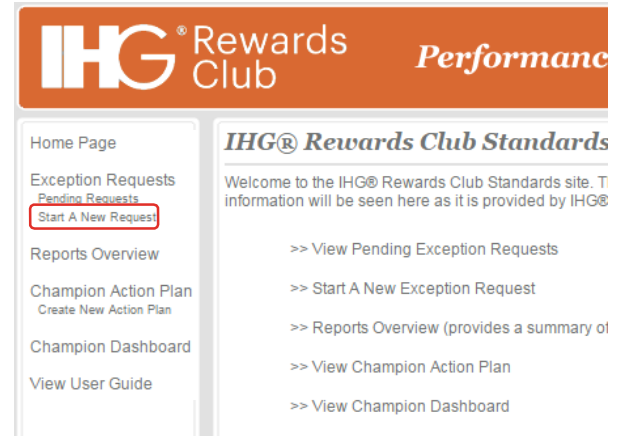
Exception Requests - Submit a New Request

This area of Performance Tracker allows hotels to request exceptions or view exceptions status for some IHG® Rewards Club Standards. Each exception request is reviewed by a IHG® Rewards Club representative and approved or rejected.

To start the process click “Start a New Request”

Complete Exception Form, then click “Review Exception Request.”

Review entered information, then change or submit Exception



Confirmation Receipt

After submitting a Request, a confirmation screen will display verifying the Exception Request has been submitted to IHG® Rewards Club. Your Exception Request will be issued a Case Number.

Confirmation Email

Hotels will also receive a confirmation email following a successful submission. Your Exception Request will be reviewed within 10 business days by the IHG® Rewards Club Standards Executive Review Committee.

You will receive an email notification with a link when the status of your exception has been changed in Performance Tracker.

Exception Requests – View Pending Requests

“View Pending Requests” allows hotels to review the status of their exception requests. Performance Tracker will generate the full list of Exceptions specific to your hotel. Click “View” to access the status or details of the exception request you would like to review.

IHG® Rewards Club Standards Exceptions

This area of Performance Tracker allows hotels to request exceptions for some IHG® Rewards Club Standards. Each exception request is reviewed by a IHG® Rewards Club representative and approved or rejected. To start the process click on the button below.

CREATE A NEW EXCEPTION REQUEST

REQUESTS APPROVED BY IHG® Rewards Club					
DATE SUBMITTED	CASE #	HOLIDEX	STANDARD	STATUS	OPTIONS
Mar. 11, 2010	100668	ABCDE	Enrollments	Approved	VIEW
Jul. 31, 2010	101791	ABCDE	Enrollments	Approved	VIEW
Jul. 28, 2011	103029	ABCDE	Enrollments	Approved	VIEW
Apr. 20, 2012	103896	ABCDE	Enrollments	Approved	VIEW
Jul. 28, 2013	106735	ABCDE	Enrollments	Approved	VIEW
Jul. 22, 2014	108531	ABCDE	Enrollments	Approved	VIEW
COMMUNICATION FROM IHG® Rewards Club					
DATE SUBMITTED	CASE #	HOLIDEX	STANDARD	STATUS	OPTIONS
Apr. 29, 2012	104402	ABCDE	Enrollments	Closed	VIEW
Jul. 23, 2013	106710	ABCDE	Enrollments	Closed	VIEW

Reports Overview – Hotel Standards Overview

The Reports Overview page shows your hotel's monthly and quarterly performance against the key IHG® Rewards Club standards:

- Reward Nights
- Enrollments
- Hotel Training
- Member Recognition
- Welcome Amenity *(in AMER & Europe only)*

Overview
Loyalty Champion
Reward Nights
Enrollments
Hotel Training
Member Recognition
Welcome Amenity
Your Hotel Detail

Overview

Measured Standard	Q2 Projection	Q1/2016 Status
Reward Nights	<i>Reward Nights performance is reported at the end of each quarter</i>	✓ Passed
Enrollment	✓ On Target	✓ Passed
Hotel Training	✓ On Target	✓ Passed

Reported Standard	Q2 Projection	Q1/2016 Status
Member Recognition	✓ On Target	✓ Met
Welcome Amenity	✓ On Target	✓ Met

[PREVIOUS MONTH](#)[VIEW AS PDF](#)

Data is organized and displayed using one page per standard for easy navigation and analysis.

Enrollments:

Enrollments (Quarterly and Monthly)

Enrollments Standards are reported against each hotel’s monthly minimum target. In addition to the quarterly requirement, this screen displays how the hotel is tracking for each month. Hotels are presented with an easy visual representation of if they’re on target to meet their quarterly goals.

Q1 2016 Roll-up Report (Jan. - Mar. 2016)

Overview

Loyalty Champion

Reward Nights

Enrollments

Hotel Training

Member Recognition

Welcome Amenity

Your Hotel Detail

Enrollments Standard [\(Details\)](#)

Q1/2016 Quarterly Requirement Met?

Passed

	January	February	March	Quarter to Date	Quarterly Target
Total Qualified Enrollments:	199	172	116	487	225

PREVIOUS MONTH

NEXT MONTH

Member Recognition:

Member Recognition (Quarterly and Monthly)

Monthly as well as Quarterly results are tracked and displayed with both total number of respondents as well as a percentage of successful responses to member recognition questions.

Q1 2016 Roll-up Report (Jan. - Mar. 2016)

Overview

Loyalty Champion

Reward Nights

Enrolments

Hotel Training

Member Recognition

Your Hotel Detail

Member Recognition Standard

[\(Details\)](#)

Two HeartBeat questions are used to calculate one combined Member Recognition score, instead of one. To find out more, [click here](#).

Q1/2016 Quarterly Requirement Met?

✓

Met

	January 2016	February 2016	March 2016	Q1 score
Score	84.6%	90.6%	92.7%	89.9%
# responses	26	32	41	

[* Click here to view your month by month performance](#)

PREVIOUS MONTH

NEXT MONTH

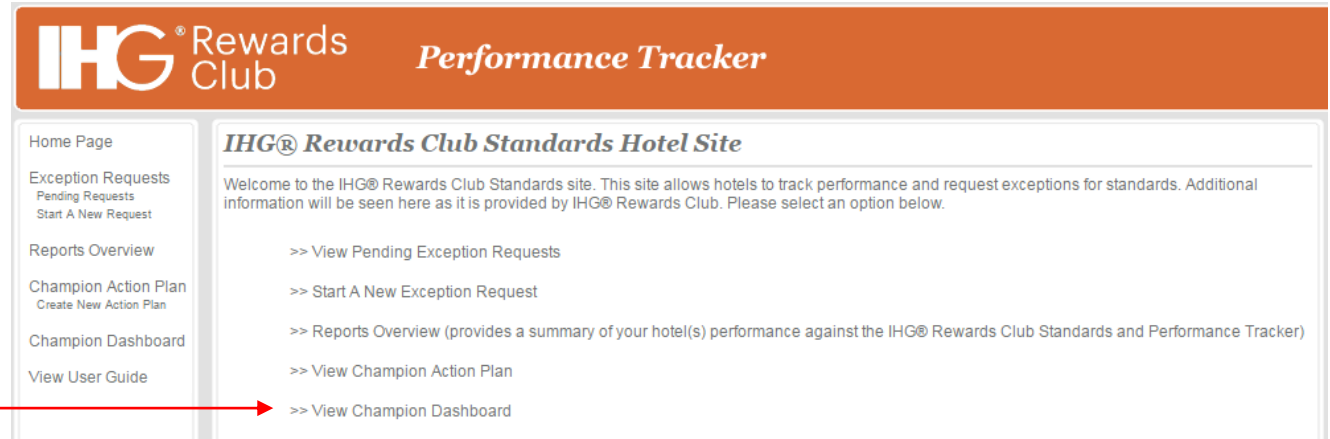
Reports Overview – Multiple Quarterly Reports (Roll- up Report)

- The quarterly Roll-up report provides details for the selected hotel and quarter(s) in a printable format.

Accurate as of June 13, 2016, based in Champion role assignment on IHG® Rewards Club Source.
If update to Champion name required, please click [here](#).

Champion Dashboard


To access the Champion Dashboard, click on “View Champion Dashboard” from the Performance Tracker main menu




Champion Dashboard

- This Dashboard report includes Champion engagement activities for all Champions assigned by the hotel
- Consolidated Champion specifics appear in a single box
- Icon identifies when an activity or training was successfully completed
- Incomplete activities or training will not be identified and will remain blank
- Champion Call status will display the last 3 months or quarters (based on region)


Champion Dashboard


Dashboard Shown For

Hotel Name:				Field Operations Support Manager:
Region:	AMERICAS			Regional Director Operations Support:
Country:	United States			OSM:
Brand:	Holiday Inn Express			QC:
Report Month:	June 2016			





Champion Assigned


(DETAILS)
Accurate as of May 30, 2016, based in Champion role assignment on IHG Rewards Club Source. To update Champion name, please click here.

Champion Name	Merlin ID	Champion Level	Profile Completed	Next Steps
(Assigned on: May 3, 2016)				Receive Gold status if you: 1. Complete Loyalty Champion Gold Workshop

Champion eLearning


(DETAILS)
Reflects modules completed through May 30, 2016

Module Name	
1 - IHG Rewards Club The Fundamentals	
2 - LoyaltyConnect	
3 - IHG Rewards Club Compliance Assessment	
4 - Loyalty Champion	

Champion Workshops (Recommended)


(DETAILS)
Accurate as of May 30, 2016

Workshop Name	
Loyalty Champion Gold Workshop	
Loyalty Champion Platinum Workshop	


Champion Action Plan Status


(DETAILS)
Accurate as of June 2, 2016

Not Started


Champion Calls

(DETAILS)
Accurate As Of April 2016

Month	
March 2016	
April 2016	
May 2016	

Performance Tracker

View Most Recent Report

Legend:
 = Completed or Attended

Dashboard Generated On: June 2, 2016

Note: The last update made to each Champion Dashboard section is reported at the top of the section. The Champion Levels are updated weekly. All other data is updated at various times through out the month.

<-- Go Back

Champion Action Plan

- Champions can create a new Action Plan each quarter
- Click on “Create New Action Plan”
- To review an Action Plan already created click on “View Champion Action Plan”



Champion Action Plan Template

- Hotel and Champion information filled in for your specific hotel
- Name of Champion and Champion email based on information completed on Champion Role assigned on IHG® Rewards Club Source
- This information can be changed if a new Champion is assigned during the quarter

IHG® Rewards Club Champion Action Plan

Please complete the form below to create your Champion Action Plan for Q2 2016.

Make sure everything you enter is correct. You will not be able to modify the action plan after it is submitted, you will only be able to update your status. Hotels may only submit one Champion Action Plan for each quarter. Once you submit your action plan, you and your GM will receive an email with a copy of your action plan for your records.

While the Champion Action Plan is currently not a standard and is not subject to compliance, it is a valuable tool to help your hotel focus on areas that can enhance your IHG® Rewards Club contribution and hotel revenue. If you have any questions, please send your inquiry to LoyaltyChampion@IHG.com


HOTEL INFORMATION


HOLIDEX Code:
Brand:
Region: AMERICAS
Active Date: Q2 2016


CONTACT INFORMATION


Champion Name:
Champion Email:
Area Manager Name:


Q2 2016 CHAMPION ACTION PLAN

 Action Plan Focus:

 Please explain the 2 to 3 specific actions you will take to achieve this goal.
(View Examples | 1,000 character max)

 Please explain how you will measure success.
(View Examples | 1,000 character max)

 What is the target date for completion of this quarter's goal?
(Date must be in current quarter and use mm/dd/yyyy format)

 Has this action plan been reviewed by your hotel's front desk team, including the GM?

Action Plan Focus Options

Select Action Plan Focus from options in drop-down box:

Q2 2015 CHAMPION ACTION PLAN

Action Plan Focus:

Select Focus

Member Recognition

Enrollments

Training

Other

IHG® Rewards Club Champion Action Plan

Please complete the form below to create your Champion Action Plan for Q2 2016.

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While the Champion Action Plan is currently not a standard and is not subject to compliance, it is a valuable tool to help your hotel focus on areas that can enhance your IHG® Rewards Club contribution and hotel revenue. If you have any questions, please send your inquiry to LoyaltyChampion@ihg.com

HOTEL INFORMATION

HOLIDEX Code:

Brand:

Region:

AMERICAS

Active Date:

Q2 2016

CONTACT INFORMATION

Champion Name:

Champion Email:

Area Manager Name:

Q2 2016 CHAMPION ACTION PLAN



Action Plan Focus:

Select Focus



Please explain the 2 to 3 specific actions you will take to achieve this goal.

(View Examples | 1,000 character max)



Please explain how you will measure success.

(View Examples | 1,000 character max)



What is the target date for completion of this quarter's goal?

(Date must be in current quarter and use mm/dd/yyyy format)



Has this action plan been reviewed by your hotel's front desk team, including the GM?

No


<-- GO BACK


REVIEW ACTION PLAN

Champion Action Plan

Enter 2 – 3 specific actions to achieve goal

Q1 2015 CHAMPION ACTION PLAN

 Action Plan Focus:
Member Recognition ▼

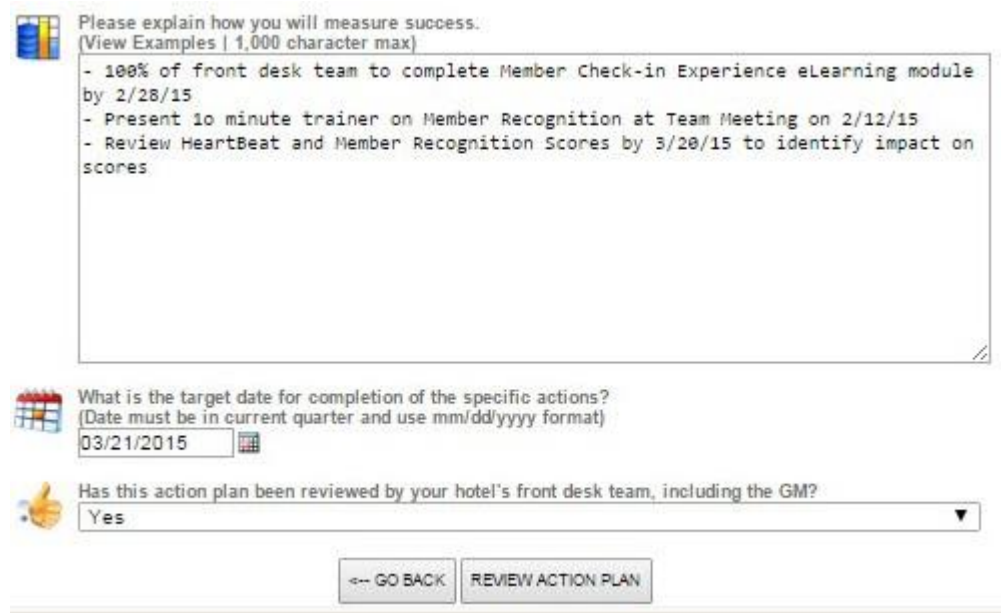
 Please explain the 2 to 3 specific actions you will take to support this focus.
(View Examples | 1,000 character max)

Improve Q1 Member Recognition Score to 77.1% (up from 74.3% in Q4)

-Each member of front desk team will complete the Member Check-in Experience eLearning module by February 28, 2015
-Present at team meeting on February 12, the 10 minute trainer on Member Recognition.
-Review HeartBeat member surveys with front desk teams on a weekly basis to discuss responses to recognition questions and identify how to improve on the "no" responses; recognize/celebrate those "yes" responses

Champion Action Plan

- Explain how you will measure for success
- Set target date for completion of all action items. Note: this date has to be by the end of the quarter
- Ensure you review the action plan with your GM and front desk team



The screenshot shows a web form for creating an action plan. It includes a text area for success metrics, a date picker for the target date, a dropdown for review status, and navigation buttons.

Please explain how you will measure success.
(View Examples | 1,000 character max)

- 100% of front desk team to complete Member Check-in Experience eLearning module by 2/28/15
- Present 10 minute trainer on Member Recognition at Team Meeting on 2/12/15
- Review HeartBeat and Member Recognition Scores by 3/20/15 to identify impact on scores

What is the target date for completion of the specific actions?
(Date must be in current quarter and use mm/dd/yyyy format)

03/21/2015

Has this action plan been reviewed by your hotel's front desk team, including the GM?

Yes

<-- GO BACK REVIEW ACTION PLAN

Review of Action Plan

- Review action plan to ensure all information and actions to be completed are correct
- You can edit your Action Plan by clicking on the “Make Changes” button
- Click on the “Submit Action Plan” button when you have completed your plan
- An email will be sent to your GM and to you with a copy of your action plan

IHG® Rewards Club Champion Action Plan

Are you sure?



Please review the information shown. If it is correct, click on the 'Submit Action Plan' button below. If you need to make a change, click on the 'Make Changes' button. Once you submit your action plan, you and your GM will receive an email with a copy of your action plan for your records.

[<-- Make Changes](#)[Submit Action Plan](#)

HOTEL INFORMATION

HOLIDEX Code:

Brand:

Staybridge Suites

Region:

AMEA

Active Date:

Q2 2015

CONTACT INFORMATION

Champion Name:

Champion Email:

Area Manager Name:

john kelly

Q2 2015 CHAMPION ACTION PLAN



Action Plan Focus:

Member Recognition



Please explain the 2 to 3 specific actions you will take to achieve this goal.

xxx
xxx
xxx



Please explain how you will measure success.

xxxxx
xxx
xxx



What is the target date for completion of this quarter's goal?

Thursday, April 30, 2015



Has this action plan been reviewed by your hotel's front desk team, including the GM?

NO

Are you sure?



Please review the information shown. If it is correct, click on the 'Submit Action Plan' button below. If you need to make a change, click on the 'Make Changes' button. Once you submit your action plan, you and your GM will receive an email with a copy of your action plan for your records.

[<-- Make Changes](#)[Submit Action Plan](#)

Updating your Action Plan

You can view and update an active action plan by clicking "Champion Action Plan" from the main menu

The screenshot displays the IHG Rewards Club Performance Tracker interface. On the left is a navigation menu with the following items: Home Page, Exception Requests (with sub-items Pending Requests and Start A New Request), Reports Overview, **Champion Action Plan** (circled in red), Create New Action Plan, Champion Dashboard, and View User Guide. The main content area is titled "IHG® Rewards Club Champion Action Plan". It features a large box with the text "Loyalty Champion" and an orange gradient bar below it. Below this, a text block states: "This area of Performance Tracker allows hotels to review older versions of the Champion Action Plan. These action plans are for reference only and cannot be modified." Underneath is a table titled "OTHER ACTION PLANS COMPLETED BY HOTEL".

QUARTER	HOLIDEX	PLAN FOCUS	STATUS	OPTIONS
Q3 2014		Member Recognition	Waiting On Hotel Action	VIEW (circled in red)

Below the table is a link that says "View Current Action Plans".

Updating your Action Plan

- Update with comments on your progress with your action plan items
- If you have completed all action items and your plan is complete for the quarter, then enter a date in which the action items were completed
- Only enter a date when all items are completed and you wish to close out your action plan for the quarter
- Note: If you add a completion date – this will close out your action plan and you will no longer be able to update the action plan
- Update with any comments on your progress with your action plan items

IHG® Rewards Club Champion Action Plan

Please complete the form below to update the status of your Champion Action Plan for Q2 2015.

Only enter a completion date if you are finished completing all specified actions in your plan. Once a completion date has been entered or the quarter ends the action plan will be closed and you will not be able to make any additional changes.

HOTEL INFORMATION


HOLIDEX Code:
Brand: Staybridge Suites
Region: AMEA
Active Date: Q2 2015

CONTACT INFORMATION

Champion Name:
Champion Email:
Area Manager Name: john kelly


Q2 2015 CHAMPION ACTION PLAN

 Action Plan Focus:
Member Recognition


 Please explain the 2 to 3 specific actions you will take to achieve this goal.
xxx
xxx
xxx

 Please explain how you will measure success.
xxxxx
xxx
xxx

 What is the target date for completion of this quarter's goal?
Thursday, April 30, 2015

 Has this action plan been reviewed by your hotel's front desk team, including the GM?
NO

Q2 2015 CHAMPION ACTION PLAN STATUS

 Enter any comments you want to include with the action plan.

 By what date were all the action items completed?

 GO BACK

UPDATE ACTION PLAN STATUS