

Phone Preparation:

Step 1: Answering the Call

- Greeting the owner/guest in a professional manner is the first step in answering the call
- Use one of the following examples or create one of your own professional greetings
 1. "Thank you for calling my name is _____ how may I help you?"
 2. "Thank you for calling Owner Relations my name is _____ how may I help you?"
 3. Good morning/afternoon this is _____ how may I help you today?"

Step 2: Gather the Information

- Asking good discovery questions is your key to unlocking the guests/owners needs
 - This relates directly to our hospitality standards in anticipating the guests needs
- Some possible questions to ask during the start of a call are:
 1. What is the first and last name on your ownership?
 2. Are there multiple owners on this ownership?
 3. Are you looking to book you week/make a reservation?
 4. What would you like to take care of during this phone call?
- Asking questions throughout the call, in relation to what they are doing
 - For reservations you always want to ask:
 1. Is it a special occasion?
 2. Are you bringing a Dog (only for GL7 or GC8)?
 3. Do you need assistance with transportation?
 4. Do you have any reservation preferences? Locations, room size, views, etc.

Step 3: Relay the Information

- Confirm what they need help with
 - This affirms to the caller that you are listening
- Use paraphrasing throughout the conversation
 - Take what they are saying and put it into your own words
- Communicate every step during the phone call
 - Let them know what you are working on and possibly how long it might take
 - This will build trust and reassurance
 - By letting them know what you are doing you are building a bridge between yourself and the caller
- Wrap the call with a verbal conclusion
 - Give it to them like a story
 1. Introduction – what you spoke about at the beginning
 2. Middle – what you booked/did during the call
 3. End – confirming the reservation or what you took care of
- Wrap the call with a verbal conclusion, cont'd
 - Repeat any compensation if any was given and why
 - This reaffirms to them what we did for them and why we did it
 - Build customer loyalty

Step 4: Using the right language

Short list of words to avoid

- I don't know
- We can't do that
- Calm down
- Can I be honest with you?
- Unfortunately
- Like I said
- That is not my department
- Hold on or hang on
- The truth is....

Positive Words and Phrases

- Definitely
- Surely
- Absolutely
- Certainly
- Fantastic
- What I can do for you right now
- I assure you I will do my best
- I will be more than glad/happy to assist you
- I would suggest/ I recommend

Step 5: Behavior Over the Phone

Positive Appearance through the phone

- SMILE!!! The caller can feel it!
 - Callers can tell within the first ten seconds if you “want to help them” or “have to help them”
- Enthusiasm!
 - Show you care
 - Imagine it is you going on this vacation
 - Act excited for them, talk about anything that draws enthusiasm!
- Watch your tone and pitch
 - High pitch sounds youthful and lack of authority
 - Low pitch can sound harsh and authoritative
- Keep a steady pace when talking

Enunciation

- Speak a language the owner/guest will understand
 - Do not use jargon or internal language
- Speak clearly
- Use simple words
- Avoid slang – dude, ums, hmm, like
- Avoid eating or chewing gum

Sincerity

- Be genuine
- Use a tone of voice that shows you care
- Give positive responses even if it is not what they want to hear
- Show you care

Use their name

- Ask if you do not know how to pronounce it
- Write it on your white board
- Use it casually throughout the conversation
- Use it as a relationship builder
- Be careful not to over-use

End on a positive note

- Make sure they understand the information given to them
- Ask "is there anything else I can help you with?"
- End the call with "have a nice day"

Call Reminders:

1. Always pull up the caller's Owner File (if they are an owner). Check for any pop-up notes to indicate any past issues, HOA Delinquency, reservation preferences, etc....
 - a. Open the owner's contract and verify the property that they own at, season, frequency, and unit type. ALWAYS advise remaining usage regardless of the reason for their call.
2. Do not use internal jargon or abbreviations. Be sure to speak in layman's terms so that your caller can easily understand what you are talking about.
3. Listen first, speak second in tough situations. Write down as many key points as you can before responding.
 - a. Actively listen – use short verbal affirmations, recap key frustrations in your own words
 - b. Ask open-ended, discovery questions. The more information you have to begin with, the easier it'll be for you to advise appropriate options.

RESERVATION DISCLOSURE STATEMENTS:

Standard Rental Policy Disclosure Statement:

The following is our Policy Disclosure:

- *I am confirming today we booked [dates in-out], in a [size] residence.*
- *The total cost came to [amount (include % off discount if applicable)]. The reservation is fully refundable up to 14 days prior from check-in, once inside 14 days it is non-refundable.*
- *We do have travel insurance available if you are interested.*
- *Lastly, a confirmation email will be sent to [email address]; this contains essential details about your stay, please read thoroughly and call if you have any questions.*

GL7/GC8 Owner Usage Policy Disclosure Statement:

The following is our Policy Disclosure:

- *I am confirming today we booked [dates in-out], in a [size] residence.*
- *If you do need to cancel or reschedule the reservation, please be aware that there will be a \$100 fee to do so.*
- *Lastly, a confirmation email will be sent to [email address]; this contains essential details about your stay, please read thoroughly and call if you have any questions.*

GTL Owner Usage Policy Disclosure Statement:

The following is our Policy Disclosure:

- *I am confirming today we booked [dates in-out], in a [size] residence.*
- *If you do need to cancel or reschedule the reservation, you may do so at any time for no additional fee.*
- *Lastly, a confirmation email will be sent to [email address]; this contains essential details about your stay, please read thoroughly and call if you have any questions.*

Holds & Transfers:

Managing the Hold Button

- How long do you keep someone on hold?
 - It is always important to give the owner/guest an estimate of how long it might take
 - Offer a hold if the task should last no more than 2-3 minutes
 - How to ask someone to put them on hold
 - “Could I place you on hold?”
 - “Would you mind if I placed you on a quick hold?”
 - “This might take me a few minutes; can I please place you on a quick hold?”
 - Offer a callback or if you’ve attempted a hold but you need more time
 - “Thank you for holding, it looks like this may take me a few more minutes than I originally thought, is it okay that I place you back on hold?”
 - “Thank you for your patience it is much appreciated, it will take me just a few more moments to complete this.”
 - “Thank you for holding, this is going to take me more time than originally thought, if it is okay with you, I could call you once I have the solution/options?”

Transferring

- We always want to be the end of the line but are situations when we need to transfer someone to another department. Frequent Transfers:
 - BGVARM – cold transfer
 - Mortgage and HOA related questions
 - Resale
 - Contracts – email *only* (include request(s) and contact info)
 - Marketing Guest Services (MGS) – warm transfer
 - Changes or cancellations to a marketing stay
 - Certain promotional deals – 2-night stay for \$99
 - Concierge – warm or cold transfer (depends on the situation)
 - Whenever an owner wants additional parking
 - When an owner has a tour book that was created by a member of the concierge staff
- How to transfer
 - Ask the owner/guest if you can transfer them
 - Give them the phone number and tell them you are placing them on a hold and transferring them
 - Communication about what you are doing and why you are transferring them
 - “Would it be okay if I transfer you to _____, as they are the right person/department to assist you.”

EVERYDAY SCENARIOS APPROACHED WITH CONFIDENCE:

1. Bonus Time (do not have availability)

a. Step by Step

- i. If we do not have availability for their first choice, list the availability we do have (if any)
 1. Example: if they are looking for Bonus Time on the 31st and we do not have it, "It looks like we do have availability on the 30th, if you are interested but we do not have any availability on the 31st."
- ii. If they only want their first choice, go into discounted rates
 1. First offer 20% discount at their home property, if there is no availability for that, offer 20% at our other resorts
 2. This is also a great opportunity to offer discounted lodging for taking an update tour
- iii. *ALWAYS* offer 20% discount for any owner at any of our properties
 1. Sell this as a *Grand* option
 - a. Educate this is always available as an owner
 - b. Advise this may be able to guarantee them a unit/date, especially if it's a special occasion, well in advanced of the Bonus Time timeframe

b. The "no availability" discussion

- i. Offer 20% or tour rate at any property
- ii. Ask if there are any other dates they are interested in
- iii. Let the know the dates we do have available
- iv. Educate
 1. Bonus Time Calendar
 - a. Live updates
 - i. Our staff uses the same calendar to check/book inventory
 - b. Request that they watch this and book anything that might become available before calling as inventory is constantly changing (they can always call to discuss options or cancel after a CC has been put down)
 - c. Advise owners who are successful are vigilant in checking the calendar
 2. Timeframes
 - a. GTL: 30 days in advanced for weekdays (Sun-Thurs) and 14 days in advanced for weekends (Fri-Sat)
 - b. GL7 and GC8: 14 days in advanced for any day of the week
 - c. Always let them know that if there is any inventory for the next day within the BT rates, it will show on the online calendar at 7 a.m. versus waiting for our phones to open at 9 a.m.

3. Unit Sizes

- a. Emphasize larger units (2B+) typically don't become available over weekends, holidays, etc.
 - i. 2B+ potential would be *super* last minute, and hard to count on
- b. Typically, when larger units are released it's because VRD doesn't have a way to line up multiple nights
- c. Again, emphasize perk of 20% discount – allows the owner to secure the larger units in advance for as many nights as needed
 - i. Think special occasion situations
 - ii. Mention of larger travel parties
- v. Offer Day Use parking for the day they are interested in

2. Owner Week (do not have availability)

- a. *Winter Plus and Prime Summer booking days (GL7/GC8)*
- b. *Annual Reservation System (GTL)*
- c. Discussion
 - i. Listen and ask a variety of discovery questions
 - 1. Is there a specific week you are looking for?
 - 2. Is this a special occasion for you?
 - a. This is important because you can gauge how important the week is to them
 - 3. Ask what they plan on doing with the week
 - a. Are they coming to Breckenridge? Do they plan on exchanging with II?
 - 4. Give them several options if the week they want is not available
 - a. Start with most probable options and move towards others
- d. Options (in order of value)
 - i. Book an available week and trade it with another owner (Owner Trade Forum)
 - ii. Ask them if they would be interested in splitting their week (Partial Stays/Points Stays)
 - iii. Deposit an available week with Interval International (request/exchange for their more desired time)
 - iv. Book an available week and rent it (self-rental versus BGV Rental Program)
 - v. Ask if they would be interested in donating a week
 - vi. Ask if they would be interested in giving the week to a family or friend (explore alternative dates that may be of interest to guest)

3. Point Stays (limited inventory--no availability)

- a. Education is crucial when working with point stays
 - i. Letting owners know that the more flexible they are with dates and room sizes the higher chance they have of getting a point stay
 - ii. For Summer and Winter, it is crucial to call six months in advance
- b. Step by step
 - i. Take a good look at all the availability around the date they are looking to book
 - 1. If they are looking to book a one bed at the end of September give them all the availability for a one bed during the month of September
 - a. This is a good technique when there is no availability for the date they want
 - 2. Use the Point's Calculator as a tool to help the owner maximize their points
 - ii. Always try to book more than one of their point stays to ensure they do not miss-out on booking the remaining points
- c. The "no availability" discussion
 - i. Focus on what we do have available
 - ii. Emphasize on flexibility and finding other dates that might work
 - iii. Talk to them about the points calendar
 - iv. Put them on your list of "look-outs"

4. Lost Usage (owner did not book their week and there are no weeks remaining to reserve)

- a. Education is the most important thing we can give an owner when discussing lost usage
 - i. Letting them know how to avoid lost usage from happening again is the most valuable way we can help our owners maximize their ownership
 - ii. Send a Quick Guide/Calendar of Weeks, or guide them to access this information on the Owner Portal
- b. Options
 - i. First Year of Usage (brand new owner)
 - 1. For GL7 and GC8 owners, investigate Points Stay options
 - 2. Offer a Developer Week through Interval International for the same size unit they own
 - ii. Any usage past first year
 - 1. For GL7 and GC8 owners, investigate Points Stay options
 - 2. Offer to personally assist with booking their next year of usage
 - a. If we're already within their window – get them booked or give them the day they need to call to get the week they want
 - b. For GTL owners offer to set a calendar reminder to personally call and remind Summer/Winter owners when they can start placing their requests for the Annual Reservation System, or for S/F owners when their Booking Day begins
 - i. **If you leave BGV prior to these reminders, please pass on to a co-worker)

- c. For GL7 or GC* owners offer to set a calendar reminder to personally call and remind them when they can start reserving their desired week, any season of ownership
- 3. If, and only if, it gets EXTREMELY escalated, check with an II liaison to see if we can offer a similar or smaller unit size Developer Week through II
 - a. You can check history of Developer Week offerings in the notes section
 - i. Double click into any Deposited Week note and look at the 'owner deposited week/year' section
 - ii. Owners who have already received a Developer Week in the past will be notated by "DW" or "BB" with the associated year, in that section

Owner/Guest Surveys:

Post-Reservation Survey

These are survey's that owners and guests have the opportunity to fill out after you've made a reservation for them. The rate you as an agent on the below categories. We want to strive to keep these in mind throughout every phone call.

Survey Preview

Please tell us how <u>satisfied</u> you were with the agent you spoke with during your recent call.		Extremely Dissatisfied					Extremely Satisfied					
		0	1	2	3	4	5	6	7	8	9	10
Courtesy & attitude (demonstrates respect and professionalism).		☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Listened to and understood your questions.		☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Communicated clearly and effectively with you.		☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Knowledge about our products and services.		☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Resolved your questions or offered to follow up for resolution in a timely manner.		☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Proactiveness and initiative (willingness to go the "extra mile" for service).		☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Please tell us what areas our representative needs improvement on.		☐ Courtesy & Attitude ☐ Knowledge level ☐ Listening skills ☐ Resolution skills ☐ Communication skills ☐ Proactiveness & Initiative										
		Not At All Likely					Extremely Likely					
		0	1	2	3	4	5	6	7	8	9	10
How likely would you be to work with IGUIDE_FIRST_NAME! to fulfill your vacation needs in the future?		☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
		Extremely Dissatisfied					Extremely Satisfied					
		0	1	2	3	4	5	6	7	8	9	10
Overall, please tell us how satisfied you were with your call experience.		☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
		Not At All Likely					Extremely Likely					
		0	1	2	3	4	5	6	7	8	9	10
Based on your call experience, how likely would you be to recommend working with the Breckenridge Grand Vacations IATTRIBUTE_383! team to friends and family?		☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Post Res Survey Results

Site	Surveys Sent	Surveys Rcvd	Program Average Score	Courtesy & Attitude	Listened To & Understood	Communication	Knowledge	Resolution	Proactiveness & Initiative	Guide Recommendation	Overall Satisfaction	NPS	NPS New 2018
Andy Carver	230	76	9.57	9.72	9.65	9.72	9.54	9.40	9.38	9.75	9.45		85.72%
James Cummons	2354	661	9.55	9.62	9.59	9.56	9.54	9.58	9.47	9.57	9.49		79.84%
Rob Ehler	439	100	9.61	9.70	9.67	9.62	9.63	9.61	9.49	9.61	9.53		87.37%
TOTAL:	3023	837	9.56	9.63	9.61	9.58	9.55	9.57	9.46	9.59	9.49		81.26%

Annual Owner Surveys (Close the Loop | CTL's)

These are survey's that are sent out every year to owners on their ownership anniversary date. Our Senior Owner Support Specialists reach out to these owners if any of their scores are lower than 6 or if they contain comments that could use addressing.

23281	33769	Werner	1/12/2018	New	Case History	
Q	Question	Score	Status	Assignee	C	Actions
	I am satisfied with the process of reserving my week(s) at Grand Lodge on Peak 7 (excluding Interval International).	10 - Extremely satisfied	Closed ▾	Owner Relations ▾		
	I am satisfied with the process of exchanging through Interval International.	8	Closed ▾	Owner Relations ▾		
	I am satisfied with the process of reserving Bonus Time at Grand Lodge on Peak 7.	10 - Extremely satisfied	Closed ▾	Owner Relations ▾		
	I am satisfied with the process of reserving Day Use parking at Grand Lodge on Peak 7.	N/A	Closed ▾	Owner Relations ▾		
	I am satisfied with the process of using the online owner services that are available.	9	Closed ▾	Owner Relations ▾		
	I am satisfied with the information I receive from Grand Lodge on Peak 7 via the monthly e-newsletter, social media and other communications.	9	Closed ▾	Owner Relations ▾		
	I am satisfied with my overall ownership experience at Grand Lodge on Peak 7.	9	Closed ▾	Owner Relations ▾		
	Would you recommend Grand Lodge on Peak 7 to a friend or relative?	8	Closed ▾	Owner Relations ▾		