

GSU Newsletter 1st Quarter 2015

2015 Goals

Associate - World Class Engagement

Engagement does not come from someone else, but from each of us as associates. A good way to stay engaged and avoid stagnating is to learn every day. From reading material distributed via email to reading about new offerings, you can stay engaged with changes and enhancements right at your desk. Beyond that, by taking advantage of cross training and discussing career opportunities, you can learn more about your current role and position yourself for growth.

Process - 25% Web Growth

Often, when an Owner contacts us by phone, they may prefer to use the website and simply lack the knowledge. If an Owner has indicated that they were attempting to process something online, offer to walk them through the online reservation process. That way, if the Owner prefers online transactions, as many do, they have the tools they need to go online next time. Step by step instructions for many procedures can be found in [MySource](#). You can also advise Owners that our online chat is available to help them with website navigation and quick questions. If more Owners can understand this resource, they may begin using the website as their first point of contact.

Customer – Owner Service Satisfaction

- Owner Service Satisfaction: 90.7% Overall
 - Salt Lake City/Orlando – 95%
 - Cork – 93%
 - Mexico – 93%
 - Puerto Rico – 93%
 - Singapore/Bangkok – 75%
 - RCDC – 85%
 - Web – 80%

Our Owners' satisfaction is critical to our success which is why the Owner Satisfaction Survey is so important. Owners rely on us to make their vacation dreams come true, and the best way to maintain excellence in our survey scores is to offer phenomenal service in every interaction. Amazing service only goes so far if our Owners do not provide feedback. That is why it is so important to advise every time an Owner is due to receive the survey. Also, be sure to explain that the survey is based specifically on the service they received on this phone call and offer solutions to any issues not related to the call.

- 1st choice index – NATO Weeks and NATO Points – 94%

As we are working to fulfill our Owners' vacation dreams, their first choice may not initially be available. If we only advise that their first choice is not available, the Owner will disconnect feeling disappointed. Keeping happy Owners is why we are here, so our next step should be offering alternative choices currently available. We should also be actively listening as we discuss alternate choices to be sure that the alternative will also meet their

needs. If an Owner does not receive their first choice, they should still be satisfied with their vacation.

Financial

- Sales Volumes
 - Mexico – \$6,000,000
 - Salt Lake City – \$3,900,000
 - Singapore – \$275,000
 - Cork – \$625,000
 - Puerto Rico - \$200,000

The best way to increase your Sales Leads and increase our sales volumes is to listen and look for subtle queues. Perhaps an Owner usually has to Borrow Points to complete their reservations or they ask you for a hotel reservation because they are out of Points for the year. Maybe they would benefit from the priority booking window or vacation options exclusive to a higher Benefit Level. At Owner Services, we have many tools to increase the flexibility of vacations; don't underestimate the value that more Points could have to make our Owners' vacation dreams come true.

- Travel Insurance (SLC/Orlando Only)
 - \$5,000,000

VacationGuard is a great product and simply highlighting its benefits is a good way to sell a policy. However, providing context gives the benefits weight. During our conversations with Owners, we learn about our Owners' plans and possible issues that they may encounter during their vacation. While hearing that travel delay could be covered does sound generally beneficial, hearing that *I* might experience a weather delay because my vacation is in February, it's clear that travel protection would benefit *me*. Have conversations with your Owners about the details of their vacation and you will be equipped to explain how VacationGuard would benefit the Owner.

- Pure Bookings: Average 28 per customer contact Associate per period
 - Mexico – 70
 - Singapore – 50
 - Salt Lake City/Orlando Owner Services – 25
 - Puerto Rico – 25
 - Cork – 17
 - Bangkok – 10
 - Salt Lake City Member Services - 20

We get calls every day from Owners looking to make reservations with their weeks and Points. Not knowing that we can also make their Marriott *hotel* reservations, they may be disconnecting to make a separate call to reservations. Simply asking "*Do you need any other hotel reservations while you have me on the line?*" will increase the number of hotel bookings on your calls. Also, you can offer additional nights on the ends of Ownership stays and Marriott Rewards Points reservations whenever the Owner Trades for Points. Simply by considering your Owners' possible needs and offering them, you can increase your hotel bookings while elevating your level of service at the same time.

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OSS/Services Performance

Owner/Member Services - Salt Lake City/Orlando*

Type of Owner/Member	Goal	Satisfaction	Calls Handled		ASA
			Quantity	Diff. from Last Yr	
Legacy Unenrolled Owners	95.0%	93.8%	86,983	-6.06%	308
Enrolled and Points Owners	95.0%	96.5%	123,781	23.02%	235
Asia Pacific Owners (who reside in US)	75.0%	72.2%	358	3.47%	35
Ritz-Carlton Club Members	85.0%	93.30%	7,250	-25.06%	13

Owner/Member Services - Cork

Type of Owner/Member	Goal	Satisfaction	Calls Handled		ASA
			Quantity	Diff. from Last Yr	
Legacy Unenrolled Owners	93.0%	93.1%	27,470	7.60%	39
Enrolled and Points Owners	93.0%	97.2%			
Asia Pacific Owners (who reside in Europe)	93.0%	90.9%			

Owner/Member Services - Mexico City

Type of Owner/Member	Goal	Satisfaction	Calls Handled		ASA
			Quantity	Diff. from Last Yr	
Legacy Unenrolled Owners	93.0%	94.8%	18,003	-0.70%	28
Enrolled and Points Owners	93.0%	93.8%			

Owner/Member Services - Puerto Rico

Type of Owner/Member	Goal	Satisfaction	Calls Handled		ASA
			Quantity	Diff. from Last Yr	
Legacy Unenrolled Owners	93.0%	92.0%	2,136	13.75%	91
Enrolled and Points Owners	93.0%	96.7%			

Owner/Member Services - Singapore

Type of Owner/Member	Goal	Satisfaction	Calls Handled		ASA
			Quantity	Diff. from Last Yr	
Legacy Weeks	77.4%	90.0%	13,503	-14.25%	58
NATO Points	90.9%	100.0%			
AP Points	77.2%	77.4%			

Owner/Member Services - Bangkok

Type of Owner/Member	Goal	Satisfaction	Calls Handled		ASA
			Quantity	Diff. from Last Yr	
Legacy Weeks	68.0%	79.2%	7,142	27.67%	6

ASA = Average Speed to Answer (in seconds)

First Choice Index

First Choice Index	YTD	2015 Goal
Bangkok	88.5%	94.0%
Cork	91.3%	94.0%
Mexico	91.1%	94.0%
Puerto Rico	93.7%	94.0%
Salt Lake City/Orlando*	93.1%	94.0%
Singapore	89.6%	94.0%
Total	92.5%	94.0%

Sales

Owner/Member Services Office	YTD Sales	2015 Goals
Salt Lake City/Orlando*	\$ 578,720.00	\$ 3,900,000.00
Mexico City	\$ 644,660.00	\$ 6,000,000.00
Cork	\$ 53,909.40	\$ 625,000.00
Puerto Rico	\$ -	\$ 200,000.00
Singapore	\$ 90,944.00	\$ 275,000.00
Total	\$ 1,277,289.40	\$ 11,000,000.00

Web Usage

WEB/IVR Bookings vs. Total Usage	Current YTD	2015 Goal
Combined WEB/IVR Usage	22.23%	25.00%

Pure Bookings

Average Hotel Bookings Per Agent	YTD	2015 Goal
Bangkok	7	10
Cork	17	17
Mexico	80	70
Puerto Rico	23	25
RCDC Member Services	19	20
Salt Lake City/Orlando*	27	25
Singapore	52	50
Global Average	30	28