



Affiliate Customer Service Sheet

(Agent to Agent)

Overview

Priceline's objective is to deliver a consistent, high quality customer care experience. Priceline greatly values affiliate partnerships and the opportunity to provide the best travel deals on the internet. To provide the best possible customer service when utilizing Priceline provided inventory, affiliate agents can reach Priceline's customer service team for support.

Customer Service Cost

In an effort for Priceline to provide the most efficient customer service, the guidelines dictated below in the Customer Care Policies and Procedures section will need to be adhered to by the affiliate partners. Should the affiliate partner not adhere to the guidelines in the Customer Care Policies and Procedures section of this document, an additional cost for handling a non-qualifying contact will be charged to the affiliate and that cost will be deducted monthly from the affiliate payment. A report with supporting documentation will be provided monthly for your review if necessary.

Affiliate Contact Information

Our Customer Support hours of operation are **24/7/365**. When calling Priceline's customer service, Priceline agents can discuss a maximum of five reservations per call.

The agent to agent phone number and email that can be utilized by affiliate agents is below. Please note that Priceline agents do not have the capability to modify reservations in the system once a reservation has been made.

- **(888) 837-3797** (for affiliate agents only, not customers)

When calling, the affiliate agent will select from the following options:



- Press **1** for flight product
- Press **2** for hotel product
- Press **3** for rental car product

If an affiliate is calling regarding a ***vacation package***, they will need to select a product first and will be transferred accordingly should they require further assistance with a different product.

The affiliate agent would need to provide two of the below verification criteria for a Priceline agent to assist.

- 1.** Trip Offer Number
- 2.** Supplier Confirmation Number
- 3.** Customer Name

If the affiliate agent prefers to send an email, they can use the following email addresses by product:

- **hotel:** hotel@cs.travelweb.com
- **rental car:** rental@cs.flexrez.com
- **vacation package:** vacations@cs.flexrez.com
- **air:** air@cs.flexrez.com

Automated email responses may also come from the below domains. If safelisting, please include the below:

- care@fax.priceline.com
- care@travel.priceline.com
- care@travel.travelweb.com
- deal@email.airportrentalcars.com
- email@deals.priceline.com
- info@deals.airportrentalcars.com
- info@deals.priceline.com
- info@travel.priceline.com



- info@travel.travelweb.com
- trans@priceline.com

To ensure proper handling for escalations, use the following subject line in the email:

<Product>, <Trip Offer Number>, <Brief Description of issue>

Example: Hotel, Trip #: 0123456789, Hotel Cannot Find Reservation

If possible add the trip offer number in the subject line. In addition, affiliate agents must provide one additional verification criteria item along with the trip offer number from the list below:

1. Supplier Confirmation Number
2. Customer Name

If the affiliate agent is unable to provide the trip offer number, then supplier confirmation number and customer name is required to service the call.

If Customer Service is needed on a Booking.com or an Agoda retail reservation, please refer to the customer service phone number provided on the confirmation email.

Service Level Expectations

The phone service level targets, as measured daily, shall be as follows:
70% of calls answered within 300 seconds (5 minutes).

The email service level targets, as measured daily, shall be as follows:

- Generally, 24 hrs. to resolution. There are cases where a resolution may take longer where a refund is requested as the final decision to allow a refund outside of our policy is at the supplier's discretion.



- For inquiries that require validation from the hotel property and/or rental car company, or an exception to the cancellation policy, please allow 7-14 business days for processing. We provide our partners 7 business days for a response to our inquiries.
- For flight inquiries that require rebooking, please contact our agent-to-agent line since flight options change quickly, and confirmation needs to happen in real time.
- If attaching a file, we can only accept PDF or JPG.

Should you require immediate assistance (24 hours before check-in), we suggest calling the agent to agent line for faster service.

Customer Care Policies and Procedures

Priceline will adhere to similar policies and procedures given to their customers when servicing affiliate customers.

Reservation Policy Information

Both refundable and non-refundable rates are available, and the specific cancellation policy varies from reservation to reservation. Cancellation policies are dictated by the supplier; not Priceline. Priceline cannot override the supplier's cancellation policies.

The cancellation policy will be stated during the checkout process and on the confirmation email that is provided to the affiliate customers after placing the reservation. The affiliates CRM system should also display the exact same cancellation policy.

Priceline will abide by the cancellation policy communicated to the customer at the time of booking. That said, there is a short list of extenuating circumstances where Priceline will call the supplier to request an exception to a cancellation policy. The ability to cancel a reservation that has a cancel penalty or that is non-refundable is never guaranteed. The final decision to allow an exception to a cancellation policy is at the supplier's discretion.



Priceline will call a supplier to make this request under the following extenuating circumstances only:

- Death (of an immediate family member of the traveler)
- Illness (the traveler is no longer able to travel due to unforeseen illness)
- Military duty (the traveler is called up to serve active duty)
- Jury duty (the traveler is called to serve jury duty)
- Travel advisory (issued by the US Department of Transportation or other governing body)
- Afraid to travel (due to terrorist activity or illness outbreaks)
- Weather or natural disaster (the hotel location is in the area of a significant weather issue (e.g. hurricane, snow storm) or natural disaster (earthquake, forest fire))
- Flight canceled, significantly delayed, extreme schedule changes
- Guaranteed amenity not available to the guest (these include the use of a pool, free internet, free breakfast, shuttle service, service animals, or another amenity that was guaranteed and is not available for use by the guest) Note: the use of certain amenities are not free unless expressly stated.
- Hotel news concerns (the traveler has heard of verifiable news concerns with the hotel (e.g. bed bugs, poor online reviews, etc.))

Priceline will **not** call the supplier to ask for an exception to a cancellation policy for any other reason not defined above. Please note: the affiliate agent should not reach out to Priceline for the reasons below. If the affiliate agent contacts Priceline for the reasons below, there may be an additional cost applied for servicing the contact.

Non-Qualifying Contact Issues

- Change of Plans (Priceline will not reach out to the supplier as these reservations are non-refundable)
- Confirm or Need Itinerary (affiliate agent should be able to provide a confirmation to their customers)



- Confirm Cancellation (affiliate agent should be able to confirm if reservation is cancelled. If there is an issue with the API, please contact PPN Partner Support at partner.support@Priceline.com). An additional charge will not apply should there be an issue with the API.

Additionally, for Hotel Offer Cancel scenarios, should an affiliate customer receive hotel approval for a refund, they should inform the affiliate to immediately reach out to Priceline for hotel verification.

If the hotel does not verify that a refund was offered, no refund will be allowed. Please note that additional service costs will be applied if invalid claims are over 10% of the contact versus cancel ratio for the month.

For Hotel Product:

Reservation Policy Information

Both refundable and non-refundable rates are available, and the specific cancellation policy varies from reservation to reservation. Cancellation policies are dictated by the supplier; not Priceline. Priceline cannot override the supplier's cancellation policies.

Affiliate Agents Should Not Call the Hotel Directly

Affiliate agents should not contact the supplier directly. Rather, affiliate agents should call Priceline's customer service team to assist with hotel contact. Priceline agents will work with the hotel on a request or customer service concern and inform the affiliate. Please keep in mind that Priceline is the merchant of record with the hotel and will need to document any hotel communication to action.

Never Instruct Affiliate Customers to Call Priceline Directly

Affiliates should not direct their customers to contact Priceline customer service directly.

The affiliate is responsible for providing frontline customer service to their customers. Priceline customer service agents will be unable to assist affiliate



customers directly and will direct customers back to affiliate for further assistance.

There is No Grace Period on Bookings that are identified as Non-Refundable
There is no grace period to cancel restricted rates that are identified as non-refundable once the booking is confirmed (e.g. *I just booked 10 minutes ago, can I cancel my reservation?*) The terms and conditions of the booking should clearly state that upon purchase the reservation is non-refundable.

Hotel Unable to Find a Confirmed Reservation

If an affiliate receives a call from one of their customers claiming that a hotel is unable to find the confirmed reservation, the affiliate should not cancel or refund the customer. Rather, the affiliate customer service team should place an outbound call to Priceline's customer service team to determine/troubleshoot why the confirmed reservation is not being seen by the hotel. Priceline's customer service team works 24/7/365 and can be reached by calling (888) 837-3797. When calling, the affiliate should identify themselves as calling from a Priceline affiliate and have the verification credentials listed above available. This will ensure that the Priceline agent can quickly locate the reservation and troubleshoot the issue and provide a resolution.

Overbookings/Relocations

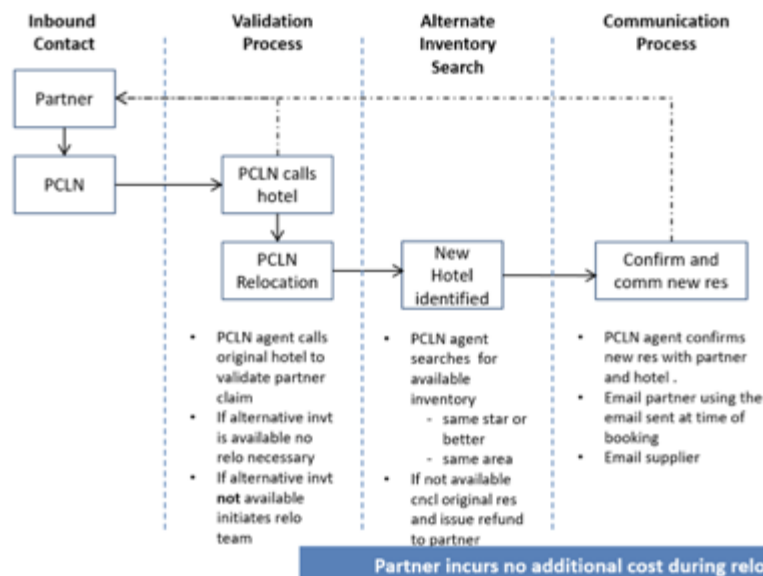
Overbookings occur when a property is oversold and has no availability regardless of room type or class. Our priority is to not relocate. Our agents attempt to get the hotel to honor the reservation, followed by trying to get the property to perform the relocation. If unsuccessful, Priceline takes over the case and commences the relocation process.

- Relocation agents look to match original reservation; property of equal or higher star level, within the same geographical zone and same guaranteed amenities. If amenities are not included in relocation, PCLN will absorb this incremental cost.
- Priceline guarantees reservation for the number of rooms and occupancy requested in the original confirmed bookings

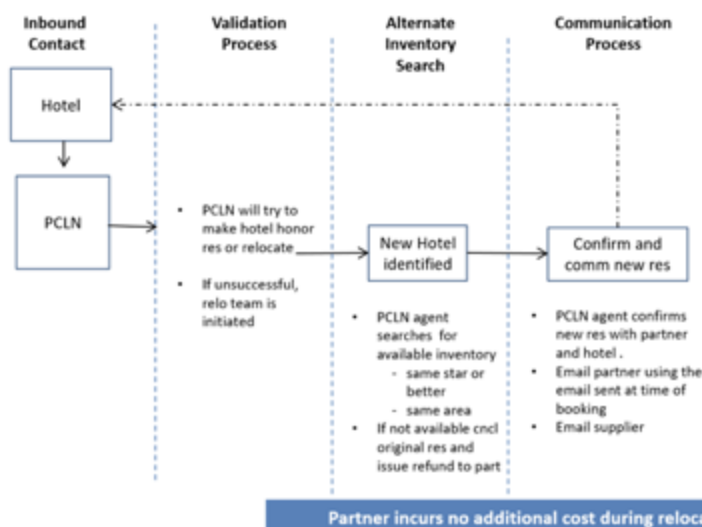


- If we are unable to find a suitable alternative due to availability, the affiliate can choose to cancel the reservation or be refunded in full.

Partner Relocation: Partner contacts PCLN scenario



Partner Relocation: Hotel contacts PCLN scenario



Weather and Natural Disaster



Weather and Natural disaster is defined by the events including storm (snow, tropical, winter), hurricane, tornado, earthquake, flood, volcanic eruption, blizzard and forest/wildfires.

If such events occur, our suppliers will reach out to Priceline and allow cancellations for a specific time frame. Should a partner call and request to cancel a reservation due to the above events, our agents will search the system to see if the supplier has approved any cancellations.

If we have not received any communication from the supplier on departing location or destination cancellation exceptions, we will reach out to the supplier and request a cancellation. These issues will be case by case and the final decision to allow an exception to a cancellation policy is at the supplier's discretion.

Special Requests

Priceline agents do not have the ability to modify existing reservations.

Priceline agents will reach out to the hotels in these cases and request that the special request will be noted. Special requests are not guaranteed and are subject to hotels availability. The request fulfillment on most occasions would be decided upon check in based on availability.

Some example special requests are as follows:

- Smoking room / non-smoking room
- Bedding type
- Request for specific floor
- Early/late check-in/out
- Pet accommodations
- Rollaway Bed
- Crib

Reporting

Reports measuring customer contact and customer contact rates are available upon request.



Affiliates are required to make use of the **Sales API or Back Office reporting tools daily** to compare booking numbers and status, as recorded by Priceline, against what the affiliate has on record for that day.

Any duplicate or outstanding bookings must be communicated to Priceline as soon as possible if a cancellation request is to be made to the property, by Priceline, on behalf of the affiliate.

Any such requests must follow the same guideline as specified in the above **Affiliate Contact Information** section of this document.

Please reach out to your **Account Manager** for full instructions on how to use the Sales API and the Back Office platform.

In order to facilitate any Customer Service interactions initiated by Priceline it is imperative that the email address sent with each booking request be either the address belonging to the actual customer, or in the case of a Merchant of Record Affiliate, a monitored email address for the affiliate's customer service person or team.

Technical Issues

For any technical issues with their online travel bookings provided by Priceline, a supervisor or higher should email PPN Partner Support at partner.support@priceline.com to report the issue, or contact your Account Manager directly.

For Rental Car Product: Reservation Policy Information

Priceline cannot override the rental car company's cancellation policy. The cancellation policy will be stated during the checkout process and on the confirmation email that is provided to the affiliate customers after placing



the reservation. Priceline will abide by the cancellation policy communicated to the customer at the time of booking.

No Cars Available

In instances where no cars are available:

The rental car company is responsible for providing the customer with the next highest available car class without additional charges. If the rental car company is unable to provide a car and the customer still needs a car, they will need to rent a vehicle from another company.

If the customer pays more for the new rental, we will refund the difference between our rate and the new rate. In order to be eligible for the refund, the new car must be for the same care class as the original reservation and for the same number of rental days.

Special Requests

Special requests are subject to availability and not guaranteed by the rental company nor Priceline.com. If available, additional charges for the item will be payable directly to the rental counter. Costs vary by partner. Priceline is unable to remove optional items added. Optional items can be removed/declined at the counter. The customers will need to contact the partner for requests to park at the rental location or to be picked up by the partner. If the customer receives an error message when adding special equipment, Priceline will be unable to confirm it.

Child Seats, Hand Control Devices and Optional or Special Equipment (Ski-Racks, Navigational System, etc.) can be purchased at the counter upon pick up.

Debit Card Issues

Please note that a security deposit is required at the rental counter when picking up a car. If a debit card is used and the customer is unable to pick up a car because there are not enough funds for a security deposit, we can make an exception to the cancellation policy and cancel the reservation and issue a full refund back to the card used when booking the request.



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If we have not received any communication from the supplier on departing location or destination cancellation exceptions, we will reach out to the supplier and request a cancellation. These issues will be case by case and the final decision to allow an exception to a cancellation policy is at the supplier's discretion.

For Air Product:

Priceline will abide by the fare rules dictated by the airline selected by the customer at the time of booking. Priceline will not be able to override those fare rules.

Priceline agents will however be able to assist with the actions below when servicing an affiliate agent.

- Voluntary Exchange (anything customer initiated such as exchanges per fare rules, illness, death, etc.)
- Voluntary Refund (anything customer initiated such as refunds per fare rules, illness, death, etc.)
- Involuntary Exchange (anything an airline initiated such as exchanges due to schedule change, Irregular Operations, etc.)
- Involuntary Refund (anything an airline initiated like refunds due to schedule change, Irregular Operations, etc.)
- Name Correction
- Ticket Voids (cancellation within 24 hours)

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