

ASIA PACIFIC SERVICE STRATEGY

MARRIOTT REWARDS ZONE SIGNAGES

Objectives

- Enhance member experience by magnifying the visibility of new service benefits through attractive signage
- Inspire non-members to sign up

Deliverables

- One Marriott Rewards Zone sign

Required actions

1. Place to the designated priority check-in/check-out area (e.g. Front Desk, Guest Relations Desk, and Executive Lounge Desk).

