

Common Terms for the **Guest Experience** Platform



AUTO-DISPATCH : Automatically dispatching cases is one of the most powerful features in the Guest Experience Platform. It allows you to automatically assign cases to the relevant associate as they are created.



CASE : A request or defect that is created in the Guest Experience Platform as a way to communicate and track information and tasks.



CHAT : A way to communicate with guests in the Guest Experience Platform where the guest can send requests to an associate from their mobile device and have a real-time conversation.



CULTURE : Creating a Guest Experience Platform culture is essential in driving personalized, memorable experiences that our guests will remember for a lifetime. It must be ingrained in everything we do.



DASHBOARDS : The power of the Guest Experience Platform is in reports and your dashboard is your window into all the reporting features either on your desktop or on the mobile app.



DISPATCH USER : A user who only uses the system from their mobile to receive dispatched cases.



GPS : The Guest Planning Screen is where you can access information regarding guests before their arrival to make sure their preferences are taken into account when preparing for their stay.



GX CONNECT (IVR) : GX Connect (IVR) allows you to quickly and easily create Guest Experience Platform cases using any telephone. Now associates anywhere can create cases as soon as they occur.



PERSONALIZATION : Offering a universal view of guest preferences and historical interactions, Guest Experience Platform provides associates with deep and meaningful insights about our guests, enabling them to deliver unrivaled personalized guest experiences and create a connection with our members that ultimately drives the Loyalty Mindset.



PROFILE : Your profile is how you customize your Guest Experience Platform experience, adjust your currency, language and other features to create a comfortable experience that suits your needs.



PROPERTY ADMIN : Typically a property leader or other administrator who manages users in the system.



PROPERTY USER : A daily user who accesses the system on both a mobile device and a desktop device or laptop.



REPORTS : The Guest Experience Platform offers an incredible reporting and analytics tool. It gives you the flexibility to create, customize or use the pre-built reports to monitor performance at your hotel. Not to mention these are all available from the mobile app.



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