

Franchise Operations – Standard Operating Procedure

01. Operations – Message Centre

REC - 015

Overview

The Message Centre enables the property to communicate in a variety of ways through two-way SMS conversations, direct messaging to staff and guests using the available guest portal as well as critical online notifications.

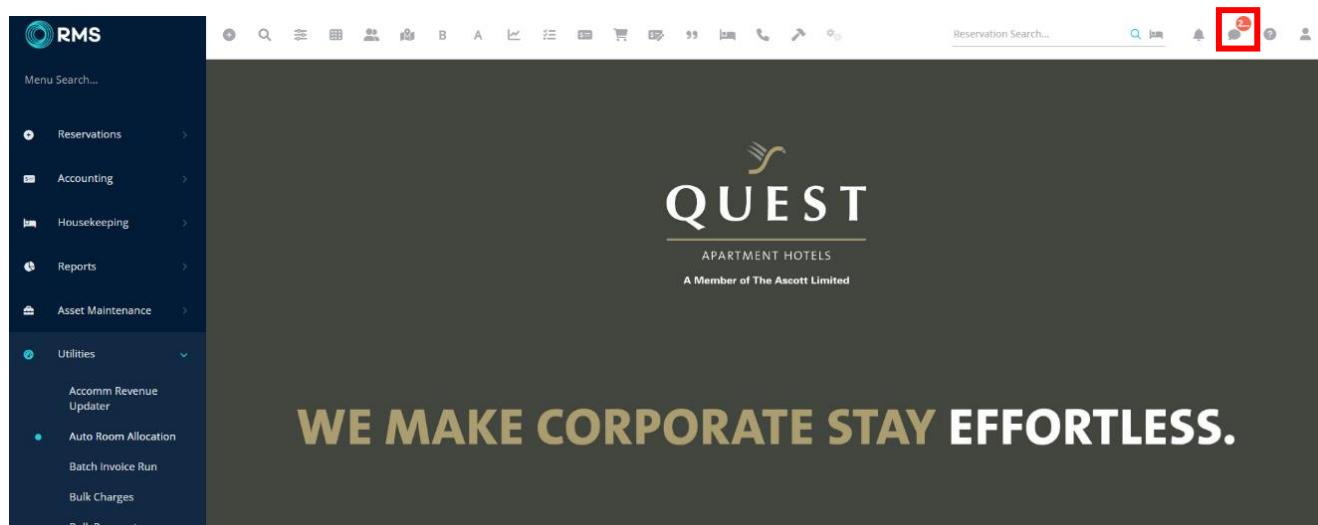
Standard

Ensuring all properties, and respective employees, are adhering to the expected guidelines to maintain effective communications, whilst performing operational duties.

Procedure

It is imperative that all messages are responded to in a timely and effective manner. To communicate with a guest or a team member the property will need to:

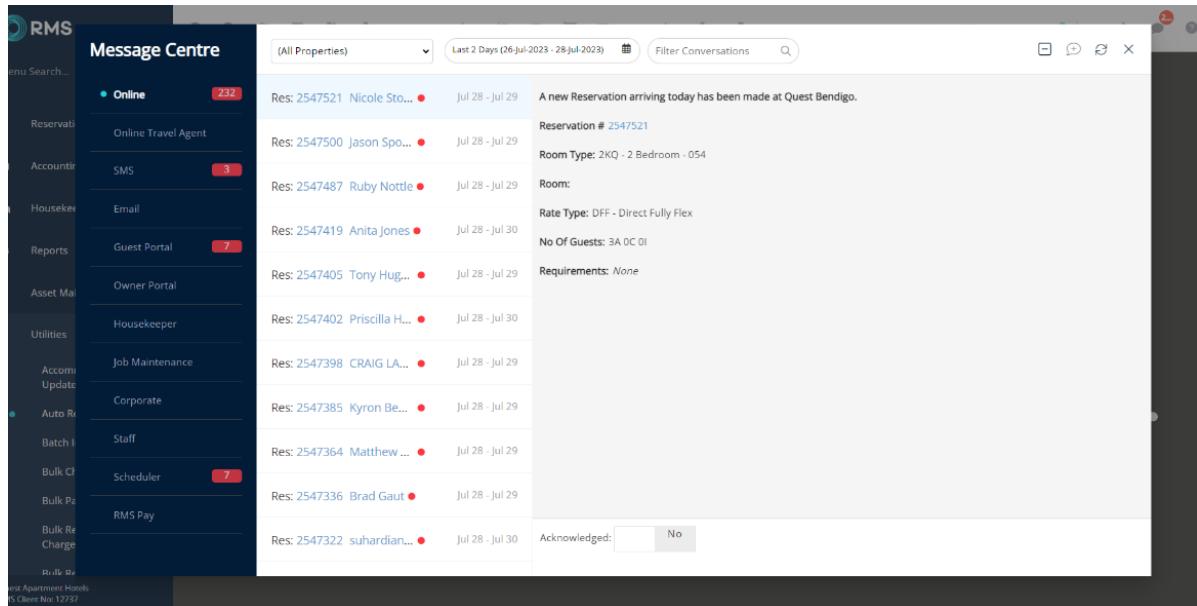
- Navigate to the speech bubble icon and select it to access the messaging centre
- Select the method of communication '**Staff, Guest Portal or SMS**'
- By selecting the appropriate reservation, the communication sent from the guest can be identified.
- Reply or start a new conversation by entering in the content in the message box and select the paper plane icon to send the communication.



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Incoming messages will have a red circle on the speech bubble with an amount of outstanding correspondence need to be actioned.

Note: It is imperative that employees maintain appropriate and professional communication when utilising this function

Version Control

Version	Issue Date	Developer	Approval	SLT Meeting Review
01	15 June 2023	Business Transitions	Emrah Tataroglu	