



A WORLD OF UNFORGETTABLE EXPERIENCES

CRES EMAIL PLAYSHEET

“Email Standards”
Strategies and Tactics for
Great Written Guest Service



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#XanterraLife

Email Play Sheet V7.0	Last updated: 1/4/23	Owner: CRes Training
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2023 CENTRAL RESERVATIONS/ CORPORATE

ECS1 - Appropriate Opening/Closing/Use of Name

Appropriate Opening and Closing:

Open the email with name only or a thank you statement with emailer's name, as applicable. If using a QR, do not modify formatting

Example for new email/no previous response:

Linda:

Thank you for contacting us about Yellowstone National Park.

Example for response to previous email:

Thank you for the reply, Linda.

Close the email with a salutation that is appropriate to the emailer's request or issue, such as "sincerely" or "kind regards", or as formatted in the QR

Use Name presented by emailer:

Address emailer using name provided in their email. For example, if they sign their email as "Dr. Jones", address the email to "Dr. Jones".

ECS2 - Transitional Statements

Thank You Statement:

Thank the emailer for their correspondence - this can be done after the opening salutation, or as part of an opening statement

Examples: Thank you for contacting us
Thank you for reaching out

Acknowledge the Request:

Acknowledge and summarize requests to assure the emailer you understand their issues or questions

Examples: I have processed your request for cancellation.
I just resent your confirmation email.

The “Thank You Statement” and “Acknowledgement” may be combined:

Examples: Thank you for your email about dining hours in Death Valley.
Thank you for contacting us regarding cabin features at Bright Angel Lodge.

ECS3 - Analyze & Answer

Analyze:

Pay attention to details and express an appropriate response for all emailer's comments

Read between the lines to address any additional relevant concerns pertaining to the guest's inquiry

Be sure the emailer is aware of essential information, even if they did not ask for it

Example: If you do decide to take our Canyon Vista Mule Ride, be sure to check out the rider restrictions on our website.

Answer:

Make sure all emailer's inquiries have been addressed

Respond to emailer's conversational statements -- emailer should have a sense that you genuinely want to help and are interested in what they are saying

Examples: Welcome to Death Valley! We're glad to host you on your first trip!

I'm sorry to hear that your granddaughter is ill. I will be happy to assist you in cancelling your reservation.

Responses should include all relevant information

Example: Emailer inquires when they can book for the following year. The correct response would not only include the explanation of the 13 month booking window, but also advise that reservations can be made online at midnight Mountain time, or via the Call Center at 7am. It should also include advice regarding the possibility of waiting to call and the property being sold out (i.e., Glacier in July or August)

ECS4 - Confidence/Product Knowledge

Do not write “I don't know” type responses. If you are not sure how to respond, ask for help

Use all available resources as needed to relay knowledgeable responses, including the manual and any applicable websites with confidence

Correctly format and insert applicable links from Xanterra websites as necessary

Correctly format and insert screenshots from Xanterra websites as necessary

Advise emailer to check the websites for updated information when applicable (for example, if trip is several months out, or conditions at the park are fluid (i.e., YNP flooding))

Direct emailer to additional resources as appropriate, such as NPS.gov, recreation.gov, etc. Incorporate links whenever possible.

Do not copy and paste information from any outside websites (including NPS.gov)

Do not forward email on to others if you are able to address or answer the email

ECS5 - Professional

Maintain a professional, positive, and friendly tone with all correspondence

Use a writing style that is appropriate and reflects your understanding of the guest's concerns

Use professional pleasantries, including "please" and "thank you"

Use complete sentences

Do not use slang, industry jargon, or abbreviations for reservation related terms

Do not use bold, italics, capitalization, or underline unless already formatted as such in QR, or otherwise appropriate

Do not provide personal information that does not pertain to your business conversation

ECS6 - Email Control/Flow/Organization

Information is necessary, organized and executed efficiently:

Answer emails efficiently and promptly

Use appropriate QRs, and edit as needed for unique situations

Present information in a clear, concise, easy to understand manner

Do not introduce unnecessary, excessive, or irrelevant information

Only provide information that is essential and directly and relates to the emailer's request

Do not speak to or provide rules/facts/information that are outside Xanterra's realm

Do not exacerbate or intensify escalations

Do not repeat information

Avoid creating a situation where it is necessary for a guest to email back

Example: Guest inquires about road conditions at a park. An incorrect response would be simply stating "Road conditions are available on the National Park Service website," because it should instead include the direct link to the information.

S**Sales****ES1 – Sales Opportunity**

Proactively recommend products/experiences/services/opportunities
Show a degree of enthusiasm for your recommendations

ES2 – Reservation Information**Reservations**

Reservations cannot generally be made through email; provide guests with appropriate links to make reservations, and any applicable additional links

The number of available rooms is not quoted through email, but you may advise guests we are currently sold out

You may advise guests availability is extremely limited, and then supply them with the correct information to book a reservation

Refer to the HD for guidance in unique situations (for example, overseas guest having difficulty making a reservation)

A**Accuracy****EA1 – Editing Accuracy**

Email Responses need to have professional editing. Editing is monitored in 5 categories:

Grammar/Punctuation/Spelling

Email is constructed into proper, logical sentences
Logical and accurate choice of words/tenses
Correct use of tenses and word choice
General Correct punctuation rules followed
Words are spelled correctly

Formatting

Proper use of spacing, indentations, capitalization, bold, italic, and any other means of formatting

Subject Line

Subject line is clean
Remove extra "Fw:" and "Re:" from the subject line
Do not change the subject line from a guest submitted email
Update Contact Form subject lines to something relevant to the reservation
Alternatively, use the guest's last name and confirmation number, as applicable

Email History

All "in house" communication removed prior to sending

EA2 - Technical Accuracy

Verify reply is to correct email address. If email was forwarded, be sure you are replying to the correct email address.

Use the correct outgoing email skill

If sending a custom email response, use appropriate property signature QR

Provide your name in signature in all email responses.

Forward correspondence to the correct departments, if applicable

Delete all spam, blank, or otherwise inappropriate emails

EA3 - Reservation Accuracy

Applicable reservations are analyzed, completed/modified/updated accurately

Reservations should be pulled up by guest's last name (not confirmation number), and used to craft appropriate responses

Reservations should be modified as requested in email

Reservations should be updated with proper notes

Research and analyze reservation details and email correspondence history as needed

Take action to address and correct any discrepancies or issues

EA4 - Information Accuracy

Responses should be accurate and detailed, based on most current information available

EA5 –Email Security/ PCI Compliance

Email Security:

Do not open any attachments unless authorized to do so by Supervisors
Do not follow any links in emails

PCI Compliance:

Verify necessary security prior to responding to email regarding existing reservations:

1. If the emailer is named in the reservation as the guest or contact (including Travel Agents), and the email is sent **from the email on file** (either guest, contact, or Travel Agent's), the emailer does not need to provide any additional information.

IMPORTANT NOTE: Travel Agents do not need to provide the last 4 digits of the credit card on file, if they are named on the reservation.

2. If the emailer is named in the reservation as the guest or contact (including Travel Agents), but the email is sent from a different address than the one on file, OR, if the emailer is not named in the reservation, but using the email address on file, the emailer must provide one additional security item:

- i. Original email address, if applicable
- ii. Confirmation number
- iii. Billing address on file
- iv. Phone number on file
- v. Last 4 digits of credit card on file

If any of this information is provided within the context of the email, it is acceptable to proceed with a response to the emailer.

3. If the emailer is not named in the reservation as the guest or contact, AND the email is sent from an email address not associated with the reservation:
 - a. Reply to the emailer stating the last 4 digits of the credit card on file must be provided prior to any information being released. You must also advise them this rule is applicable to the Call Center as well.
 - b. They must also verify one of the following:
 - i. Email address on file
 - ii. Confirmation number
 - iii. Billing address on file
 - iv. Phone number on file

Follow all other Xanterra PCI protocols as listed in Call Standards and Manual.

The “DEFINITELY Do Not Do This” List: Automatic Fails Include, but not limited to:

Any egregious transgression in:

- ECS7 Professional
- EA2 Technical Accuracy
- EA3 Reservation Accuracy
- EA4 Information Accuracy
- EA5 Email Security/PCI Compliance

Receiving an Automatic Fail will result in a 0% score for that email (i.e. you will score 0 out of the total possible points). Receiving an Automatic Fail may result in disciplinary action up to and including immediate termination.

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