



A WORLD OF UNFORGETTABLE EXPERIENCES

CRES CALL PLAYBOOK

“The Rules of the Call”

Strategies and Tactics for Great Guest Service



Version: 3.6	Last updated: 3/25/26	Owner: Central Reservations
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Welcome to the CRes Team!

CRes agents strive to provide excellent guest service on every call. The standards in this “Playbook” are intended to support your individuality and ~~authenticity~~, authenticity, while helping you provide that excellent CRes guest service.

We hope that the freedom to have unique conversations with every guest will support you in exceeding guest expectations and closing every call successfully.

Along with delivering every guest a great experience, we also have a responsibility to provide our guests with pertinent park and property information and with accurate reservations. In order to accomplish those ends, we monitor our calls.

We think of our calls as involving three main categories **Customer Service**, **Sales** and **Accuracy**. All three work in conjunction throughout the call.



Calls are monitored and scored using the three categories according to a point system.

The following guidelines set out what you need to accomplish during each call. Your management team will coach you toward meeting the standards. We look forward to supporting your success!

Thank you in advance for your contributions toward ensuring every guest has exceptional experience. Remember, you're making more than a reservation...you're helping your guests make memories of a lifetime!



CS1 - Proper Opening, Closing and Call Back

Opening:

Open the call with a statement that includes thanking the caller for calling Xanterra Travel Collection, your name and an offer to assist.

Example: "Thank you for calling Xanterra Travel Collection, this is {insert your first name}, how may I help you?"

Closing:

Confirm that you have addressed all reservation needs with a close-ended question.

Example: "Are there any other reservations I can help you with today?"

Assist with additional reservation requests if needed and then determine if the guest's needs have been fully met using another close-ended question.

Example: "Do you have any additional reservations I can help with?"

Close the call with professional pleasantries.

Example: "Thank you for calling."

Call Back and Commitment:

Guest answers call:

Open with a statement that includes your name, identifies Xanterra Travel Collection and the property associated with the call back or commitment, and also provides an offer to assist.

Example: "My name is {insert your first name}, and I am calling from Xanterra Travel Collection. This number was left in our phone system requesting a return call regarding {insert property name}. How may I help you?"

Voicemail:

Leave a message that includes the reason for calling, identifies Xanterra Travel Collection and the property associated with the call back or commitment. Relay CRes hours of operation, the property specific call back number and the xanterra.com website.

Example: "This is Xanterra Travel Collection calling, this number was left in our phone system requesting a return call regarding {insert property name}. I am sorry that I missed you at this time. Please call us back at your convenience at {insert phone #}. We are open 7 days a week between the hours of 7am and 7pm, Mountain Time or visit us online at www.xanterra.com."

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CS2 - Transitioning the Call

Ask for the caller's name.

Determine what the caller needs in a friendly, conversational manner.

Reassure the caller that you understand their request and can help assist with their request.

Example: "I'd be happy to help."

Example: "Sure. I can help you cancel your reservation."

Example: "Let's get started looking for availability."

CS3 - Relevant Fact-Finding Questions

Ask relevant questions throughout the call to help you best serve the caller. Identify what interests/plans/activities guests have in mind for their visit.

Example: "What brings you to the park?"

All Reservation Requests:

Determine if there are any existing reservations relevant to the guest's request.

Example: "Is this a new reservation or am I adding to an existing booking?"

New Reservations:

Determine if the guest is new to the property or a return guest. This question will help you set up the sale correctly.

Example: "Have you stayed at The El Tovar before?"

Welcome the guest appropriately.

At a minimum, determine the following for all properties:

- Dates of travel
- Number of nights
- Number of adults
- Number of children + ages
- Number of rooms (multiple rooms = # guests per room and # beds per room)
- Number of beds for 2 or more guests

In addition, include the additional property fact-finding:

GCSR:

- GCR: (Is this part of a Grand Canyon Railway package?)

GCSR Tours:

- Date/time?
- Pick up location if needed?
- GCSR lodging: (Need lodging at the park?)
- CV: Meet rider restrictions?

G CPR Mule Riders:

- GCSR lodging: (Need lodging at the park?)
- Meet rider restrictions?
- Duffels: Ask based on availability.

G CPR Hiker:

- Number of males/females?
- Meals/duffels? Ask based on availability.
- GCSR lodging: (Need lodging at the park?)

GCR Hotel:

- GCR Train/GCR Package: (Need train or meals?)

GCR RV:

- RV type?
- Length including tow vehicle?
- Number of slide outs?
- GCR Train/GCR Additional: (Need train or meals?)

GCR Pet Resort:

- Cat or dog kennel?
- Number of pets?
- Pet name and weight?
- GCR Train/GCR Package: (Need train, meals or hotel?)

GCR Train Only:

- NPS pass?
- Assistance boarding train? (Explain due to steps on/off the train.)
- GCR Hotel/GCR Package: (Need a package that includes lodging or food?)

GCR Packages:

- NPS pass?
- Assistance boarding train? (Explain due to steps on/off the train.)

GCR Polar Express/ Specialty

- Williams? (Confirm looking for the train out of Williams, AZ.)
- Assistance boarding train? (Explain due to steps on/off the train.)
- GCR Lodging/GCR Package: (Need a package that includes lodging or food?)

GCR Polar Express Package:

- Williams? (Confirm looking for the train out of Williams, AZ.)
- Assistance boarding train? (Explain due to steps on/off the train.)

GCR Tours:

- GCR Train/Hotel/Package? (Tours must be booked with additional GCR Product.)
- Helicopter: Meet restrictions?

GL:

- East Side or West Side?

GL Red Bus Tours:

- Date/time?
- Pick up location?
- Where are they staying?

DV:

- Golf: (Playing golf during visit?)

DV RV Park:

- RV Type?
- RV Width?
- RV Length including towed vehicle?
- Number of slide outs?

YL Tours:

- Date/time?
- Pick up location if needed?
- YL lodging: (Need lodging at the park?)
- Corral: Meet rider restrictions?

YL Campgrounds:

- Equipment type? (RV/Tent/Trailer?)
- Length including tow vehicle? Equipment dimensions?

YL Winter Lodging:

- Transportation inside of park? (If booking OS)

YL Dinner:

- YL lodging: (Need lodging at the park?)
- Notification Preferences (Text/Email?)

Existing Reservations: Find, Verify, Confirm

Find the reservation:

Use the confirmation number presented by Ring Central to pull up the reservation. If the number is not provided, ask the guest for the necessary information:
"May I have your last name or confirmation number?" (Offer both options.)

Verify security prior to disclosing customer profile information or modifying/cancelling:

If the caller is named in the reservation as the guest or contact, verify:

- Email Address (if presented in RC, automatically meets 1 verification)
- Confirmation Number (if presented in RC, automatically meets 1 verification)

If the caller is unable to verify the above then you may substitute either/or:

- Billing Address or Phone Number (if presented in RC, automatically meets 1 verification)
- Last 4 digits of the credit card on file

If the caller is not named in the reservation as the guest or contact:

1. Verify the last 4 digits of the credit card
(If a TA is unable to verify the last 4, Agency ID can be substituted)

AND

2. Verify any 1 of the following:
 - Email Address
 - Confirmation Number
 - Billing Address or Phone Number

Confirm reservation details:

At a minimum, recap the following reservation details from your screen:

Property **Brief Recap:**

Property, Arrival Date, # of Nights, Room Type/Package Type

Tour/Activity/Experience **Brief Recap:**

Tour Name, Dates, Times, #of Adults/Children, Location

Repeat as needed:

Determine if there are any additional reservations relevant to the guest's request.
Find the reservations, verify security and confirm reservation details as needed.

General Inquiries:

General questions and basic inquiries can be answered without pulling up existing reservations.

Once the caller's inquiry has been addressed, check if the caller needs to make a reservation or if they are holding a reservation they would like to have confirmed:

Example: "Is there a reservation I can help you with or confirm for you?"

Make new reservations or pull up existing reservations as requested by the caller.

CS4 - Personalize / Use Caller's Name

When addressing the caller, use the name they identified themselves as.

Use the name to:

- Set a good impression
- Show you're engaged
- Build a friendly rapport

CS5 - Active and Effective Listening

Active Listening:

Caller should feel heard, feel understood, and feel that you genuinely care to help.

Focus and Hear:

- Listen with your full attention.
- Be present, avoid distractions, do not step ahead of the guest.

Acknowledge and Respond:

- Acknowledge caller statements with a professional verbal response.
- Demonstrate awareness and sensitivity of the caller's position.
- Convey appropriate emotional responses with empathy and understanding.
- React to what is said. Do not ignore or bypass caller statements.

Effective Listening:

Recognize opportunities.

Connect caller statements to position the sale of Xanterra products and experiences.

CS6 - Friendly

Use a rate of speech and tone of voice that welcomes callers to the conversation and reservation process.

Use appropriate tactics to make the call feel friendly and sincere from the perspective of the guest you are speaking with:

- Be engaging
- Be upbeat
- Be enthusiastic
- Be hospitable
- Connect
- Build rapport

CS7- Confidence/Product Knowledge

Confidence:

Relay information to callers with confidence.

Responses should assure the caller of your ability to address their needs.

Confidently determine the answers to questions you may not have encountered before.

Product Knowledge:

Be an expert. Know the products, parks, properties, tours, selling points.

Accurate responses to questions/concerns should reflect your product knowledge.

You cannot know all the answers, so take advantage of available resources to develop and refine your expertise.
Utilize knowledge gained from coaching and training.

CS8 - Professional

Do:

Maintain a professional demeanor at all times.
Treat callers with respect; use professional pleasantries including please and thank you.
Wear and use headset appropriately to give callers optimal audio experience.

Do Not:

Interrupt or talk over the caller.
Be rude, sarcastic or argumentative.
Use a condescending or sharp tone.
Work on another reservation when speaking with a -new caller.
Express boredom or fatigue.
Sound disconnected, flat or uninterested.
Use industry “slang” or “jargon”.
Apologize for our policies, procedures or standards.
Sound rushed or give an impression you are inconvenienced.
Be overheard talking, laughing or joking with anyone other than your caller.
Cough or sneeze without excusing yourself.
Provide personal information that does not pertain to your business conversation.

CS9 - Call Flow / Call Control / Organization

Flow:

Efficiently guide the caller through our reservation processes.
Address or acknowledge guest concerns directly while keeping the call in line with the standards.
Use open-ended questions to tailor the call to your guest’s specific needs.
Use the guidelines to fulfill caller requests and successfully manage the call experience in a timely fashion.

Control:

Do not repeat information more than once unless asked.
Do not exacerbate or intensify escalations; use Help Desk guidance on escalations.
Avoid creating a situation where it is necessary for a guest to call back.

Organization:

Provide relevant information efficiently.
Present information in an organized and concise manner.
Do not introduce unnecessary, excessive or irrelevant information.

CS10 - Proper Hold / Wait / Transfer

Set an expectation for hold times, pauses and transfers:

- Let the caller know the reason for the hold, pause or transfer
- Before invoking IVR, briefly explain the IVR Process
Example: "I am going to connect you to a secure line where you will enter your credit card details. Follow the prompts and you will be routed back to me."
- Apprise the caller of approximate wait times for a hold or pause. Do not let the hold or pause exceed the set expectation.

Use holds efficiently and only when necessary to call the Help Desk, or when advised by management.

Check back with holding callers to apprise them of the situation and reassure them that you are working to resolve their concerns.

Practice professional etiquette to inform callers of pauses, holds and transfers.

Follow proper procedures to transfer calls and place calls on hold as directed by the Manual.

Use the mute button only to cover a cough or sneeze.

S1 - Set Up the Sale / Position the Product

First Time Guests, (first time staying at the property or experiencing an activity):

At a minimum, **first time guest set up** includes:

- Property Descriptions (highlight features, include location, inside or outside the park)
- Property Sell Messages/Property Advisements per Manual
- Room Descriptions
- Package/Activity/Tour/Experience Descriptions
- Package/Activity/Tour/Experience Required Advisements per Manual

Returning or Existing Guests, (stayed at the property before or experienced the specific activity previously):

Determine if they have questions about the property/tour activity.

Provide set up as needed to answer guest questions and confirm that you are booking the same tour/experience that the guest is referring to.

You may skip the full **first-time guest set up** if you are confident based on the guest's responses and/or information provided in ScreenPop that they are familiar with the property/activity/tour or experience.

At a minimum, **return guest set up** includes:

- Brief Room Descriptions: # of beds, bath, view
- Brief Package/Activity/Tour/Experience Descriptions: location, schedule, inclusions
- Package/Activity/Tour/Experience Required Advisements per Manual
- Package/Property Sell Messages/Advisements related to the date of stay

S2 - Upsell

Use fact-finding to help you upsell successfully throughout the call.

Do not make assumptions based on your personal preferences.

Use ScreenPop efficiently to help personalize your recommendations and connect to your callers' experiences with the brand as a whole.

Choose and confidently recommend the best possible product available that makes sense for your caller.

Describe benefits and highlight product features as they relate to the guest.

Ideally, positively set up the sale before quoting the rate.

Set up packages when presented rate code is available. Upsell by highlighting the monetary or convenience value a package holds for the guest.

S3 – Quote Rate / Availability Correctly

Availability Quoting Guidelines:

Adhere to booking thresholds and restrictions.

Do not discuss the exact numbers or percentage of availability. Advise that “availability is limited”.

Avoid split reservations. If you must book a split, advise guest of the inconveniences per the required advisements in the manual.

Avoid presenting more than 2 options at once.

Rate Quoting Guidelines:

Offer presented package rates first. Then offer rack and/or discounted rates as appropriate to the caller’s request.

Package Rate Quote:

When quoting a package, name the package in the rate quote.

Quote the total per night including property applicable verbiage.

“The total per night with your (name of package) + (applicable verbiage) is_____”.

Basic Rate Quote:

Quote the total per night including property applicable verbiage.

“The total per night + (applicable verbiage) is_____”.

Discounted Rate Quote:

Advise when discounted/special rates are applied.

Quote the total per night including property applicable verbiage, noting the value of the discount

Identify and advise the value of the discount either during the rate quote or as a separate statement.

“The total per night with your (AAA, senior, military, etc.) discount + (applicable verbiage) is_____. The discount saved_____.”

OR

“The total per night with your (AAA, senior, military, etc.) discount of _____+ (applicable verbiage) is_____”.

GCR Discounted Rate Quote:

Quote the total per night including property applicable verbiage, noting the monetary value of the discount.

Advise the monetary amount of the discount either during the rate quote or as a separate statement.

“The total per night with your discount + (applicable verbiage) is _____. The discount saved _____.”

OR

“The total per night with your discount of _____ + (applicable verbiage) is _____.”

YNP Multiple Leg Package Rate Quotes –

Quote the total package amount and advise the amount of the deposit.

This can be quoted by leg or as a combined quote.

“The total for all nights + (package/applicable verbiage) is _____. The total for the 50% deposit is _____.”

OR quote for each leg:

“The total for the first location + (package/applicable verbiage) is _____. The total for the 50% deposit for this portion of the trip is _____.”

Multiple Nights with Varying Rates Quote:

Quote the total stay amount for multi-night reservations with variable rates, followed by the total for the first night’s stay including advising of applicable discounts, naming applicable packages, and including property applicable verbiage.

“The total for all nights + (discount/package/applicable verbiage) is _____. The total for the first night’s stay + (applicable verbiage) is _____”.

Applicable Verbiage:

YL and GCSR: “plus taxes and surcharges”

DV, GCGH, GCHS, GLCC, GCR Hotel, GCR RV: “plus taxes”

GCR Train/ GCR Packages: “plus taxes, surcharges and with/without the National Park entrance fee”

GCR Pet Resort: no tax, so just quote the rate

GL: “plus taxes, before the utility surcharge”

Advise if there is a minimum night/length of stay requirement related to the rate.

When necessary, advise that rates are dependent upon occupancy.

Advise of any extra charges associated with a pack-in-play or rollaway when requested for room.

General Availability and Rate Quoting Guidelines:

If there are booking limitations, or same day restrictions do not quote availability.

When booking limitations or same day restrictions prevent you from booking at CRes, advise the caller that “the property has taken over booking” and provide the caller with the appropriate contact number.

If availability is sold out, advise that the property or tour is sold out. Do not forward the caller to the property.

When quoting rates for general inquiries, advise that rates are subject to change.

S4 - Offer Alternates

If the caller's initial request is not available, proactively offer alternate options. Use fact finding present callers with alternative dates, properties, parks, or activities as applicable.

S5 - Offer to Book / Closing the Sale

Confirm the sale or offer to book immediately after you quote the rate without pausing. Use assumptive open-ended questions or statements to close the sale.

Confirm the sale immediately after quoting the rate by using assumptive statements:

Example: "I'd be happy to reserve this for you. What is the spelling of the last name as it appears on the credit card?"

Offer to book immediately after quoting the rate with a question that will prompt a response.

Example: "Would that work for your stay?"

S6 - Overcome Objections

Identify and acknowledge reasons for any resistance to booking.

Overcomes need to be connected to the caller's reason for resistance.

Address concerns by highlighting the benefits of booking now and attempt to offer the sale again.

An overcome consists of **3 parts**:

1. Use a relevant overcome statement.

Such as:

Availability is limited

Rates are subject to change

Time lost by calling back

2. Inform the caller of our generous/lenient deposit cancellation policy when applicable.
3. Follow the overcome statements with an offer to book.

S7 - Offer a Commitment or Hold

If after attempting to overcome objections, the caller is still not ready to book, you may offer a callback Commitment following the Commitments guidelines.

If you are unable to schedule a Commitment, you may offer a hold following the Holds guidelines.

S8- Offer to Reschedule

Prior to cancelling a reservation, offer to reschedule. Be helpful and mindful of why the guest is cancelling and offer appropriate options based on the callers' reasons for cancelling.

Example: "We do book 13 months in advance, do we need to look for a different date?"

S9 - Offer Activities / Additional Services / Educate

Help educate every guest regarding the additional activities and experiences that we offer at our properties, (for new reservations and existing reservations).

Customize and adapt your recommendations based on the information the caller has provided and your ongoing fact finding.

Introducing guests to our products/experiences should happen throughout the call.

Suggestively offer and recommend tours, activities and additional services where you see fit, but prior to invoking IVR Payment.

Help new potential guests connect with the Xanterra Travel Collection Brand by offering e-newsletters and creating leads in ScreenPop for all applicable “new caller” calls. Engage guests in what we offer.

Introduce them to additional services by showcasing your knowledge with enthusiasm.

Rely on your property training, coaching and any “firsthand” experiences you may have to help you educate the guest and personalize your recommendations.

At a minimum, offer the following property specific additional services:

GCSR: Grand Canyon Railway and SR Tours by name

G CPR/GCACT: GCSR Lodging

G CPR with GCSR lodging: GCSR Tours by name

GCR Hotel/RV: Train

GCR Train: Add-on Tours/Lodging by name

GCR Pkg: Add-on Tours by name

GCR ALL: Pumpkin Patch

GL: Red Bus

GL Red Bus: GL Lodging

GL Red Bus have GL lodging: Offer an Additional National Park Property (in our portfolio).

DV: Offer an Additional National Park Property (in our portfolio).

DV: Cross-sell Oasis on all calls to NV, AZ, CA residents

YL: YL Tours by name

YL Pkgs: YL Tours by name/YL Lodging/Additional National Park Property (in our portfolio).

YLACT: YL lodging

YL Dinner: YL Lodging/ YL Tours by name

YL Winter: YL Shuttle (If booking MH) & Tours by name

If booking thresholds/restrictions prevent you from booking at CRes, still inform the guest of the additional activities, and let them know how/where to book the activities.

If the caller declines to book an activity, refer them to the appropriate Xanterra website.

Do not combine your offers for additional services with the closing question.



Accuracy

A1 - Ask for Required Information

Reservations need complete and accurate information and need to be updated and maintained correctly.

Caller Name

Enter the name of the caller in the correct field.

Guest Name

Enter the guest’s name as it appears on the credit card. The “guest” is defined as the person actually using the reservation.

IMPORTANT: If the person paying for the reservation is not the guest checking in, then it is a **Third-Party Reservation**. Follow manual instructions and guidelines to correctly enter **Third Party Reservations**.

Check for existing profiles prior to creating a new profile. If there is a possible profile match, for PCI compliance, have the caller verify the full billing address and then confirm the email address and contact phone number on file and update accordingly. If the existing profile is missing billing address/phone number, verify email address if available. Notify Help Desk of duplicate profiles.

When entering names:
Middle initials are not used and should not be entered.
Enter first name as opposed to initials- (“Charles” as opposed to “C”).
Do not include hyphens, apostrophes, or titles (O’Brien → OBrien).
No spaces for “Double” names (Mary Ellen→ MaryEllen; Smith-Jones→ SmithJones).

Billing Address

The address on the reservation should be the billing address for the credit card.
Verify any auto populated information.
Enter international addresses per Manual instructions.

Contact Phone Number

Enter the best available number to contact the guest while they are traveling.
Enter phone numbers without dashes or spaces.
Correctly enter international phone numbers per Manual instructions.

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Credit Card Information

For PCI security:

NEVER place the credit card number in any field other than the credit card field.

NEVER write down or digitally copy and paste a credit card number.

NEVER repeat any part of the credit card number back to the caller.

Exception: Once security has been verified for an existing reservation you may disclose the last 4 digits of the credit card on file.

NEVER ask the guest for the CVV/security code on the back of the card.

Proactively tell guests that you do not need the CVV code. If the guest starts to give you the CVV code, politely advise them it is not required.

Report to the HD when a guest has given the CVV code.

IATA/ARC Number (when applicable)

Enter IATA/ARC numbers in the AGENT field of the reservation.

If the Travel Agent's IATA or ARC number is not in the system, advise the TA on how to register per Manual instructions.

Source Code

For marketing purposes, ask the caller how they found our phone number. Select the code that best matches their response, ask for further definition if necessary (i.e. -if they found our number on the internet- inquire as to which website).

Source code request verbiage:

"For marketing purposes, how did you find our phone number today?"

Email address

Ask for an email address; enter it into the appropriate field. For questions regarding Xanterra email practices, refer to the appropriate verbiage in the Manual.

Data Use

For questions regarding Xanterra data use, refer to the appropriate verbiage in the manual.

Cancellation Call:

For marketing purposes, ask for the reason the caller is cancelling and select the code that best matches the response; you can add additional notes in this field if necessary.

A2 - Deposit / Rates Subject to Change / Cancellation Policies

Present the deposit/cancellation policies exactly as scripted in the Manual for the call type. State policies verbatim, unapologetically and with confidence.

New Reservations Require:

State the full applicable policy verbatim and the correct charge amount before invoking IVR Payment or charging the credit card.

Modifications/Existing Require:

If the modification changed the cancellation policy, present the new policy verbatim in full.
 If the cancellation policy remains the same, remind the guest of the policy terms.
 Advise of all rate changes, charges and refunds prior to making modifications.
 Verify the existing card is still valid. (Follow policies regarding compromised cards).
 Advise of the amount to be refunded/credited prior to charging/refunding the card.

Cancellations Require:

Verify the existing card is still valid. (Follow policies regarding compromised/invalid cards).
 Advise if the cancellation is refundable and of the amount to be refunded or forfeited.

Resistance to Policies:

If a caller questions “rates subject to change” verbiage, refer to the manual for explanation verbiage.

Refund Requests:

Offer to re-schedule/re-book. Present deposit policies clearly and conclusively. Employ your customer service skills set to exhaust all options prior to contacting the Help Desk for permission to relay refund request email contact information.

A3 - Verification / Recap Entire Reservation

For new reservations, recap from your screen: Profile Information and Reservation Details.

Profile Information:

- Name on Reservation
- Address
- Phone/Email/Fax

Reservation Details:

- Park or City where applicable
- Arrival and Departure Dates: Day of the Week, Date, Month, Year
- Number of Nights
- Property/Train/All Inventory associated with the tour or activity by name
- #Adults/Children
- # of Rooms
- Room Type
- Determine if guest needs Reservation Numbers/Cancellation Numbers verbally relayed

Spell profile items back to the caller.

Do not assume the spelling is a common one, (Jon vs John).

If you are having difficulty understanding or spelling the caller’s information, use phonetic verification.

For modifications to existing reservations, recap the reservation details after making the modifications.

For the same guest booking multiple reservations, you only need to recap the profile information once.

Recap the reservation details that are unique per booking. You do not need to recap identical information multiple times.

Verify IVR payments by verbally confirming delivery of payment shown in the deposit/cxl screen.

Re-cap lead capture profile items.

Re-cap Tock reservation details.

A4 - Offers Helpful, Accurate and Complete Information

Accurately present information including, but not limited to:

Check-in and check-out times and check-in location if not at property reserved.

Dining info: Inform the caller of available dining experiences and/or how to find dining information on our website. If reservations are required, inform the caller of how/when to make a reservation.

Tour/Activity/Experience: location, times and any remaining advisements.

Advise Travel Agents if the reservation is or is not commissionable and the commission amount when applicable.

For existing reservations, confirm that the guest is aware of the applicable relevant helpful, accurate and complete information.

Notify that a confirmation will be sent, confirm the email or mailing address as applicable

When applicable, notify that a separate email will be sent with package information

Refer the caller to appropriate and helpful resources when addressing questions in areas where we are not experts.

A5 - Accuracy of the Reservation

Complete all aspects of the reservation accurately; this includes data entry in pertinent fields, completion of comments/forms/requests, as well as adhering to all policies and procedures as directed by the Manual.

- All required comments and specials are included and saved within the reservation (ex. Camping equipment more fields, special requests, rollaway beds, etc.)
- All required QRs have been sent to the guest/Helpdesk/Yellowstone Forever (ex. YNP package itineraries, Hold Tickets, etc.)

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

- Call avoidance. All calls are to be answered and processed immediately when presented.
- Refrain from negative remarks about technology, systems or processes, (it is okay to indicate that a machine, program or process is the reason for a pause or delay. It is unacceptable to complain about it or present it in a negative or sarcastic manner).
- Establishing personal relationships, soliciting gratuity, or becoming overly familiar with a caller
- General “slang” terms.
- Using any form of profanity on a call either to a guest, yourself, or to any Xanterra employee (including some words that might be acceptable in today’s climate but are not appropriate in a professional environment)
- Prematurely terminating a call
- PCI non-compliance
- Security non-compliance
- Failure to recap a reservation you just created
- Failure to recap a reservation prior to making modifications
- Failure to recite deposit/cancellation policy
- Failure to check inventory and/or quote inventory if you have inventory to sell
- Proactively offering another property outside of the Xanterra portfolio
- Not advising travel agents if the reservation is commissionable or not commissionable and the commission amount when applicable
- Any transgression of CS8
- Not offering to book
- Failure to capture a potential new lead
- Promising a refund not in accordance with the standard deposit cancellation policy
- Providing the reservations@xanterra.com without prior authorization from the Helpdesk
- Providing any personal information about members of management, including names unless transferring to Helpdesk as an introduction

Receiving an Automatic Fail will result in a 0% score for that call (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.