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NEW APP FOR PREFERRED HOTELS & RESORTS OFFERS HIGH LEVEL OF PERSONALIZATION AND CUSTOMER EXPERIENCE

Casey Ueberroth, CMO for Preferred Hotels & Resorts, told Loyalty360 that when company officials started developing the iPrefer app, they wanted to go beyond building a simple booking app to benefit iPrefer members and their hotel partners.

“From a hotel perspective, we wanted to arm our hotels with a tool they could embrace as their own, as well as provide them with a way to enhance the on-property iPrefer member experience to extend customer lifetime value and overall engagement,” Ueberroth explained. “With this in mind, we decided to build out what has become the ‘Discover’ section, wherein members can access specific functionalities while on property such as the ability to chat with a hotel representative, order amenities such as an airport transfer or spa services, and browse blog content uploaded by the hotel to stay updated on the latest programs and happenings. We see these additional touch points as opportunities to surprise and delight iPrefer members and offer them a level of convenience and personalization that our brand hasn’t been able to offer them until now. We’re looking forward to seeing how our hotels embrace these opportunities in their own unique way.”



New member rates will also impact customer engagement and customer experience.

“iPrefer members interested in accessing these exclusive member rates, (which offer a discount of three percent or more on eligible bookings) can do so by simply logging into their iPrefer accounts,” Ueberroth added. “The member rates can be booked on iPrefer.com, PreferredHotels.com, the website of participating hotels, via phone, and through our brand new iPrefer app, as well. At this time, there are no minimum stay requirements, as we have encouraged hotels to refrain from applying date or length-of-stay restrictions. We are committed to providing the best customer service for our iPrefer members to help them maximize the benefits of membership. We introduced the iPrefer member rates as an added benefit for members, allowing them exclusive access to unlock rates that cannot be found or booked anywhere else, making their experience with our portfolio of the world’s best independent hotels that much better. We believe that the member rates are another

compelling reason for iPrefer members to keep Preferred Hotels & Resorts top of mind when researching their upcoming travel plans, giving our independent hotel partners a competitive edge in the marketplace.”

Armed with the new app and new member rates, Ueberroth is confident more brand loyalty will follow.

“We believe the iPrefer app and member rates help Preferred Hotels and Resorts get closer to our goal of offering travelers everything they want from a loyalty program during their stay: The best available room rates, free Internet access, a room upgrade, early check-in and late check-out, points toward free nights, and a personalized, convenient, authentic hotel experience,” Ueberroth explained. “These new enhancements to iPrefer elevate brand loyalty by providing added benefits and rewards to travelers who continuously choose to stay at any of the one-of-a-kind independent hotels, resorts, and residences that make up the Preferred Hotels & Resorts portfolio.”

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