

RH Web Content Plan - FAQs

Annual Service Plan 2019/2020

Q: What is the 'RH Web Content Plan'?

A: The RH Web Content Plan is the annual, mandatory content management service for updates on the hotels' websites (also known as Property Pages) of the Radisson Hospitality AB group (RHAB). The Content Lab, Radisson Hotel Group's in-house digital agency, is in charge of running the RH Web Program and managing the hotel websites updates on behalf of the hotels.

Q: What will the Content Lab team do?

A: As part of the Annual Service Plan (ASP), the Content Lab is responsible of implementing content updates (i.e. text, images, offers, PDF brochures, etc.) and structural changes (i.e. creation, update or removal of modules/galleries/components/pages/etc.) as requested by the respective hotel and/or the regional support offices. Content Lab will validate the request to ensure that all content on the hotel pages is consistent to the Web Guidelines.

The Content Lab team will work together with the hotel and/or the area support office to improve the Property Pages. The plan includes also an annual review, during which the content is re-evaluated and edited to enhance the site's online performance, including visitors' appeal and search engine rankings.

Q: How does a new property sign-up?

A: New hotels have to sign up through Content Lab's dedicated online work management system (WMS). New hotels can choose either a pre-opening site or a full site:

- Pre-opening site – Overview page only, including:
 - Copywriting (English master version only)
 - Hotel Basic Data (address, contacts)
 - Hero Banner
 - Overview intro text
 - Highlighted services
 - Nearby Attractions (if available)
 - How to arrive /Map
 - Nearby Hotels
 - Merchandising banner

- Full site build – All elements included in the pre-opening site, plus:
 - Image Gallery (on Overview page)
 - Rooms cards (on Overview page)
 - Hotel Deals (on Overview page)
 - Meetings and Events (on Overview page)
 - Rooms page
 - Hotel Deals page
 - Meetings and Events page
 - Nearby Attractions page
 - Contacts page

The hotel must download the Annual Agreement, fill it out, sign it and send it back to webupdate@radissonhotels.com as soon as possible. The Content Lab will then send a preliminary questionnaire which needs to be returned with all the required information to webupdate@radissonhotels.com.

Content Lab will write the copy and send it to the hotel for approval; the hotel has 10 business days to approve the copy or request amendments. If no feedback is provided within the deadline, the copy is intended as approved. Once the copy is approved, Content Lab will build the new website within the following 10 business days and send a preview link for the hotel's approval. The hotel is entitled to one round of corrections, if provided within 5 business days. The final preview of the new website must be approved within 5 business days, after which Content Lab will publish the website online.

Q: How much does it cost for a hotel to join the plan?

A: The Annual Service Plan (ASP) cost for the English master version is EUR 2000 per year. The plan includes an amount of 150 credits for each hotel. The plan is running from April 1th to March 31st of the following year and the credits are only valid in the same period of time. Credits are not transferable from one ASP to the other. In case the hotel is joining after April 1st, the ASP cost and related credits will be discounted pro-rata based on the number on months left (including the current) until the following renewal.

Optional services include:

- *25 additional credits* *EUR 200*
- *50 additional credits* *EUR 400*

New hotels without a Property Page (new openings or conversions) will be charged a onetime development fee in addition to the regular annual ASP fee:

- *Pre-opening site build (overview page only)* *EUR 500*
- *Full site build incl. Annual Service Plan (English)* *EUR 3500*

Q: When is the contract renewed?

A: After a hotel has joined the plan, the contract will be automatically renewed on April 1th each year. An invoice will be issued based on the ASP and services in place at that time. On April 1th, all outstanding credits from the previous year will be cancelled and the retainer reset to 150 credits for the new period.

Q: How do I submit a request?

A: Hotels have to submit their requests through Content Lab's dedicated online work management system (WMS).

Content Lab is currently in the process of implementing the new update request workflow and building a dedicated landing page where hotels will be able to submit their change requests, check the progress status on existing requests and the number of credits available.

The new work management system will be available ahead of launch of Radissonnhotel.com and the Content Lab will inform all hotels on how to access and submit their requests.

Q: What happens after I have submitted a request?

A: When a request is solved, Content Lab will send a notification. For larger updates, an approval is required by the hotel and a preview is sent by Content Lab before the updates are published – NB: in the event of a hotel not approving or replying to our request within 10 business days, Content Lab will proceed with the publishing and push the updates live. In case the content submitted via the WMS is insufficient, incorrect or partial and the hotel is not replying our invitations to clarify, amend or integrate the submitted content, the request will be cancelled.

Q: How can I check the status of my requests?

A: The request status will be available on the new work management system, where is possible to have an overview of submitted tickets and their respective status.

Q: How many credits will be charged for each update?

A: Based on the specific change request submitted, a different number of credits will be detracted by the hotel's annual retainer. The rate card below includes some of the most frequent use cases and will be periodically updated over the year to reflect users' behaviour; special requests and other tasks not listed below will be quoted and communicated to the hotel beforehand for approval.

WEBSITE

- *One text insertion (English only) = 1 credit*
- *One photo upload = 1 credit per image, per platform (e.g. 1 credit for DAM upload + 1 credit for website upload)*
- *One page creation (English only) = 4 credits*
- *One PDF upload = 1 credit per PDF, per platform*
- *One hotel deal (English only) = 2 credits*
- *One booking funnel text/image update = 1 credit per item (text/image) (GRT content only)*
- *Rush request = 5 (hotels deals) or 2 (alert message) credits additional to each request's basic fee*
- *One generic support request = 1 credit*

DAM

- *New asset approval = 1 credit per image/document (e.g. PDF, logo, etc.), 2 credits per video*
- *Asset metadata update = 1 credit per asset*
- *Asset deletion = 0,5 credit per asset*
- *Rush request = 2 credits additional to each request's basic fee*
- *One generic support request = 1 credit per request*

TRANSLATIONS

- *New translation request = 4 credits per language*
- *Quality feedback to translation partner = 2 credits per request*
- *Generic admin support = 2 credits per request*

APP (RH App only)

- *One text insertion (English only) = 1 credit per request*
- *One hotel deal (English only) = 2 credits per request*
- *One generic support request = 1 credit per request*

- *Rush request = 5 (hotels deals) or 2 (alert message) credits additional to each request's basic fee*

Q: How can I check the number of remaining credits?

A: Hotels can keep track of their available credits by visiting our WMS. The credits status will be available on the new work management system platform

Q: What are the turnaround times?

A: Content Lab will update general content change requests within 3-5 business days, after update requests are correctly submitted.

Content Lab will create and update hotel deals within 3-5 business days, after update requests are correctly submitted. NB: for 'Hotel Deals' and 'Alert messages', the hotel can ask for a rush fee and will be charged 5 (hotels deals) or 2 (alert message) additional credits for the completion within 24 hours from the moment the Content Lab has received the request.

For a new page creation, Content Lab will complete within 10 business days, after the update request is correctly submitted and the hotel has delivered all necessary content and information. A pre-opening site build will take approximately 4 to 6 weeks. A full-site build will take up to 8 weeks.

For a new DAM request, Content Lab will handle the required task within 2-3 business days (depending on the asset), after the request has been correctly submitted.

Q: What about translations?

A: All hotel Property Pages are built in English and can be translated in a wide range of additional languages. Upon the hotel's request, Content Lab is responsible for submitting the website's content through the automated translation process as defined and delivered by RHG's translation partner, Translations.com (TDC).

Manual translation uploads or updates are not allowed and are not part of the ASP, according to Radisson Hospitality AB's directives and as outlined by the company's Web Content Guidelines. Translations costs are not included in the ASP annual fee. Automated translations from the English master content are invoiced based on the number of words. All invoices are sent directly to the hotel by Radisson Hotel Group and Content Lab does not have any involvement in the process, nor charges any additional fee linked to the actual translation process.

Content Lab will ensure that the translated text (as received by the translation partner) is subsequently correctly implemented online through the Content Management System (CMS). If required, Content Lab will provide assistance to the hotel for questions regarding translation submissions, invoices and other. Support requests will be handled through the online WMS and charged against the hotel's credits based on each specific request type, as outlined above.

Q: What does the Annual Review include?

A: The Annual Review included in the plan is an audit process during which the Content Lab revises the copy, imagery and functionalities of each Property Page.

The purpose of the content audit is to:

- Determine which pages need updating – copywriting / editing
- Improve the overall user experience

- Explore content marketing opportunities

The hotel's overview page and up to 5 subpages will be reviewed:

- Overview page:
 - Hotel Basic Data (address, contacts)
 - Hero Banner
 - Overview intro text
 - Highlighted services
 - Nearby Attractions (if available)
 - How to arrive /Map
 - Nearby Hotels
 - Merchandising banner
 - Image Gallery
 - Rooms cards
 - Hotel Deals
 - Meetings and Events
- Rooms page
- Hotel Deals page
- Meetings and Events page
- Nearby Attractions page
- Contacts page

The following aspects will be reviewed:

- Overall writing style (in English)
- Grammatical accuracy (in English)
- Content clarity and accuracy
- Web formatting
- Quality and relevancy of the hotel imagery on the overview page and throughout the pages
- Overall website functionalities, including Click to Action (CTA) buttons, social media links, image galleries and other links
- Consistency between the English master version and possible local language pages, with particular regard to functionality, translation and content volume/discrepancy

After the revision, each hotel receives an Editor's Checklist with the proposed minor alterations such as image updates, broken links fixes, etc. The hotel is required to either approve the proposed changes or provide desired variations within 10 business days. In case the hotel does not return to Content Lab, the silent consent clause will apply, and the suggested updates will be implemented.

During the audit recommendations for substantial improvements such as gallery updates, lengthening the copy, collecting missing translations, changing PDF information into a web-page, etc. will also be listed. However, these more extensive updates are NOT included in the plan and will be handled based on the rate card above upon approval by the hotel.

Q: What is not included in the Annual Review?

A: The creation of new hotel deals and new pages are not included in the Annual Review, as well as any extensive improvement/modification as stated above.

Q: Who can I contact if I have any questions?

A: For general questions related to the Web Content Plan (programme details, translations, sign ups) we invite the hotels to contact their respective Regional E-commerce Manager.

For questions concerning content updates on Property Pages and technical questions related to the WMS, please contact Content Lab at websupport@radissonhotels.com. However, given the large number of requests we are tasked to handle, we encourage to only contact us in the following cases:

1. If, after watching the video tutorials, you are still not sure how to submit a request
2. In case something is not working on the website and requires a urgent fix
3. In case you didn't receive a notification that your request has been correctly submitted through the WMS

When submitting requests via the websupport@radissonhotels.com inbox and not through the WMS, the hotel will incur in an additional fee of 5 credits (besides the normal credits) that will be deducted from the hotel's credit.

Each request coming via the support email address will be individually assessed and handled. Receiving updates via the support inbox does not mean that the updates will be prioritized. In case the request is not business critical and can be submitted via the WMS, the Content Lab will inform the hotel about the submission process.