

[Name Omitted]

KRA COACHING PLAN

DAY GUEST AGENT

Areas In Which Agent Excels

- Very professional tone
- Great work making sure to locate existing bookings before jumping into searching for availability or making recommendations
- Excellent job making logistical restaurant recommendations based on the other activities that guests have scheduled during their trips.
- Great job identifying and correctly addressing unique situations such as third party golf, PB(NR) opportunities,

Areas Currently Being Addressed

- Voice on the phone can be very low relative to the guest
- In quiet times, agent can be heard muttering or have unexplained silence
- We are working on ensuring any bookings outside of rack rate GTF are fully documented in our notes – Aeration, NGTF, Duke's, Promos all must be called out in the notes to explain why we are quoting certain CXL policies and rates
- While the Rest Only Booking that I scored did not include you describing the restaurants and acknowledging the guest's reason for stay, I have heard you take many dining calls in training where you do this, so I am not concerned with the low score on that particular call.

Training Strategy

- Turn up the voice volume on the headset and/or try to speak more loudly
- Make effort to explain our silences and refrain from filler noise
- Utilize the **Booking Checklist** after every golf call to ensure that the small details are included and accurate – such as babynote/Revinate notations and complete guest tiles/profiles

Inbound Conversion

Agent	Answered	Booked Revenue	Inbound Call Booked Revenue	Res Lead Calls	Res Lead Rate	Rev / Answered	Rev / Res Lead	Rev / Booked	Conv%	Booked
	93	\$10,330.00	\$9,655.00	16	17.2 %	\$103.82	\$603.44	\$603.44	100.0 %	16
	249	\$25,112.00	\$24,367.00	31	12.4 %	\$97.86	\$786.03	\$786.03	100.0 %	31
	224	\$29,000.00	\$26,330.00	31	13.8 %	\$117.54	\$849.35	\$849.35	100.0 %	31
	204	\$29,164.00	\$28,864.00	29	14.2 %	\$141.49	\$995.31	\$995.31	100.0 %	29
	203	\$29,670.00	\$29,670.00	31	15.3 %	\$146.16	\$957.10	\$957.10	100.0 %	31
	148	\$12,785.00	\$12,785.00	16	10.8 %	\$86.39	\$799.06	\$799.06	100.0 %	16
	137	\$10,730.00	\$3,610.00	13	9.5 %	\$26.35	\$277.69	\$277.69	100.0 %	13
	89	\$6,240.00	\$6,240.00	9	10.1 %	\$70.11	\$693.33	\$693.33	100.0 %	9
	81	\$8,810.00	\$7,460.00	9	11.1 %	\$92.10	\$828.89	\$828.89	100.0 %	9
	70	\$7,200.00	\$7,200.00	11	15.7 %	\$102.86	\$654.55	\$654.55	100.0 %	11
	52	\$5,480.00	\$5,480.00	6	11.5 %	\$105.38	\$913.33	\$913.33	100.0 %	6

Handle Time Analysis

Agent ID	Agent Name	Calls	Avg talk (minutes)	Avg Wrap (minutes)	Avg Handle (minutes)
1077		221	2.9	1.0	3.9
1150		244	3.2	0.6	3.8
1166		199	3.8	0.8	4.6
1167		68	4.9	1.2	6.1
1180		89	2.7	0.7	3.4
1181		148	3.2	0.8	4.0
1186		78	2.8	1.1	4.0
1187		136	2.9	0.7	3.6
F		92	5.2	2.4	7.6
4056		199	3.6	1.2	4.8
	Total	3,678	3.5	1.0	4.6

CALL SCORES

ITN 100S406Z Ness | 80%

Probing Questions	• Guest provided course, date, and time immediately • How many golfers? • Would you require any rental clubs? • Are you staying with us on property? (asked 1:52 after starting availability search, but would be better asked earlier)
Good Job	• Professional speech • Asked permission to place on hold • Correctly utilized Lead Form data to identify a repeat guest with an existing Guest Tile
Areas for Improvement	• I would not ask about rental clubs until after all of the golf is pulled into the booking center since we don't yet know what golf they will have booked. • You had quoted 1 hour to play The Hay – our budgeting length of time is 2 hours (SMS Host will not allow bookings within 2 hours of a Hay tee time) • The best way to come off of a hold is to say “Thank you for your patience.” • “Rack Rate” is an internal term considered jargon – “Standard Rate” can be used when speaking to guests.

ITN 1050S406W Lee | 82%

Probing Questions	• Which course • How many golfers • Ideal Time
Good Job	• Very clear and confident tone • Great job connecting that the guest's phrasing of “locals” meant Forest Residents • Great job politely asking clarifying questions when you did not understand what the guest said. • Great job locating the existing guest tile (under the caller's husband's name) by asking additional questions rather than creating a duplicate guest tile
Areas for Improvement	• Remember that per PII laws, we cannot read out the full email address on file to callers. “For your privacy, I cannot give out the email, but I can confirm it if you tell me what we should have on file.” • I would recommend suggesting that guests add caddie requests more than 24-36 hours in advance since that is very difficult for caddie masters to fulfill. My standard recommendation is 1-2 weeks in advance.

ITN Helman | 60%

Probing Questions	• Guest provided reason, date, restaurant, time
Good Job	• Good job collecting all guest information • The booking was made accurately in Zomato
Areas for Improvement	• Try to replace your common response of “Got it” since this is informal language. Another option could be to repeat back what the guest or simply say “I understand.” • Make sure to notate all details of what the guest wants during your call opening - She provided the time at the beginning of the call, but you asked her again 2 minutes in • Try to acknowledge the guest's reason for stay by conveying enthusiasm – This guest said she was coming for Father's Day, so you could thank her for choosing us and provide an opinion on why Roy's is a good choice. We should also react to guest anecdotes, so they feel heard before reverting back to logistical questions. • Did not recap the guest's booking

ITINERARY REVIEW

STATUS	ITINERARY	SMS	REVINATE
Booked	1050S388Q	- Rental Club Code is not quite correct (RHM instead of MRH) - Title missing from Guest Tile and Profile	
Booked	1050S39BF	✓	✓
Booked	1050S39NF	✓	✓
Booked	1050S39YS	✓	✓
Booked	1050S39Z6	Guest Tile address is not in proper case	Reason for Stay should be Day Guest
Booked	1050s39ZN	✓	Note should include that this is a Duke's member booking the Duke's Special as well as that this is a non-CXL booking
Booked	1050S39ZR	- Babynote must state whether or not you advised NGTF - Rental Club Code is not quite correct (RHM instead of MRH) - Title missing from Guest Tile and Profile	Note must state whether or not you advised NGTF
Booked	1050s401j	- Incorrect Golf Rate Code Used (Outside Group instead of Outside Guest) - Rental Club Code is not quite correct (RHM instead of MRH)	
Booked	1050S401W	Title says Mr. for Suzanne	✓
Booked	1050S402S	✓	Note should include that this is a Duke's member booking the Duke's Special
Booked	1050S402Y	Must call guest back to advise of correct CXL policy for Duke's	Must call guest back to advise of correct CXL policy for Duke's
Booked	1050S403B	✓	✓
Booked	1050S403I	✓	✓
Booked	1050S406W	Babynote must include AER advisement	Note must include AER advisement
Booked	1060S406Z	Incorrect Rate Code Used – Outside Group instead of Outside Guest	ITN had a typo – now fixed

[Name Omitted]

KRA COACHING PLAN

Resort Sales Agent

June 30th to July 4th, 2025

AREAS IN WHICH THE AGENT EXCELS:

- Collecting the correct amount of money for room bookings
- Getting all information (like billing/names) on the first call
- Adding appropriate Traces/Notes for things like special occasions, housekeeping requests, prepayment FDBs/Chargeback notes
- Leaving detailed R notes and REVINATE Notes
- Locating “sources of truth” to answer questions by utilizing the DRG and Digital Binder
- Guiding guests through the logistical side of their on-property experience by recommending transportation, activities, and explaining the locations of various things relative to the guest’s schedule
- Demonstrates good attention to detail and logistical understanding for complex room reservations such as third-party bookings and multiple room bookings.

AREAS CURRENTLY BEING ADDRESSED:

- We have addressed the commonly missed bullet points of both our golf and rooms **booking checklists** and will continue to focus on these areas moving forward:

Guest Tiles
• Address not in Proper Case • Profiles missing Titles
Day Guest Golf
• Did not attach CC to Golf Tile • Did not input babynote
Rooms
• Did not sign Audit Line • Did not send REVINATE Thank You Email

- We are working on the concept of **keeping trips together on one Itinerary** rather than creating separate Itineraries – Example: A guest calls to book room and golf to join their friends who have already booked their stay, so we add that new room onto the existing Itinerary rather than creating a separate Itinerary.
- I've observed that you excel in discussing the on-property experience with guests, showcasing strong conversational flow. However, there are instances where the pace slows due to uncertainty or multitasking. To improve conversational consistency, I recommend:
 - Adopting a more transparent approach when faced with questions that require verification. Instead of **audible thinking or hesitation**, try saying, 'Great questions. Please allow me a moment while I look into that.' This acknowledges the guest's inquiry, sets expectations, and gives you time to find accurate information, ultimately enhancing the overall call experience.
 - Set time aside to review your recorded calls. By listening to your own interactions, you'll be able to identify specific moments where you respond confidently and smoothly, as well as areas where you might sound unsure or need a moment to gather your thoughts. This self-awareness will help you target those areas for improvement and develop a more consistent, confident communication style.

Statistics

CALL SCORES:

Booked ITN/ELM 1050S42C3 | Childers | **Reviewed** by Crystal Libby 7.4.25 [71%]

- Well Done
 - Good job recapping the VP to ensure accuracy before looking up dates
 - Great job acknowledging the guest's special occasion
- Areas for Improvement
 - Jumped to availability before asking probing questions
 - Guest asked if we are affiliated with American Express Fine Hotels and Resorts. This is the travel agency service operated by Amex. Guests can use them to book PB Resorts.
 - Audible thinking sounds and hesitation during the availability search
- Notes
 - You can always pop questions like the Amex questions into the Reservations Chat since we have many very seasoned agents who have answers to the most obscure questions.
 - When your VP gives you all logistical information, get the guest talking by saying, *"While I look up availability, why don't you tell me a little bit about this trip you're planning?"*
 - To make room for you to work without interruption, explain to the guest what you are doing so they understand you are not waiting on them – instead, this will make them comfortable with silence while you research your answers and availability

INBOUND CONVERSION:

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	111	\$106,435.00	\$74,920.00	33	29.7 %	\$674.95	\$2,270.30	\$4,682.50	48.5 %	16
	135	\$95,635.00	\$50,575.00	37	27.4 %	\$374.63	\$1,366.89	\$2,107.29	64.9 %	24
	55	\$92,790.00	\$81,170.00	16	29.1 %	\$1,475.82	\$5,073.13	\$9,018.89	56.3 %	9
	92	\$83,355.00	\$73,875.00	26	28.3 %	\$802.99	\$2,841.35	\$5,276.79	53.8 %	14
	77	\$78,570.00	\$63,550.00	26	33.8 %	\$825.32	\$2,444.23	\$3,530.56	69.2 %	18
	62	\$69,375.00	\$49,955.00	16	25.8 %	\$805.73	\$3,122.19	\$4,541.36	68.8 %	11

- Calls Answered** – Great number of calls for the week
- Booked Revenue** – Great revenue - on the high end relative to team
- Inbound Call Revenue** – 94% of your revenue is inbound – this could mean you are good at booking on the first call – or – you are missing some opportunities to create/close Hot Leads. Typically, 1/3 of revenue will come from outbound calls from following up on Hot Leads.
- Res|Lead Rate** – Res/Lead create % appropriately matches the % of room calls you should be receiving – This shows me you are accurately creating Not Booked, Hot Lead, and Booked Lead forms any time someone mentions rooms
- Rev/Booked** – Good revenue per booked call – This could be improved by offering longer stays, selling higher category rooms, or suggesting added golf

HANDLE TIME ANALYSIS:

Agent ID	Agent Name	Calls	talk time (seconds)	wrap time (seconds)	handle time (seconds)	Avg talk (minutes)	Avg Wrap (minutes)	Avg Handle (minutes)
1200	[Name Omitted]	111	54,229	20,879	75,108	8.1	3.1	11.3
	Total	1,486	525,346	207,956	733,302	5.9	2.3	8.2

- Talk time is appropriate for a new agent focusing on room calls
- Wrap up is low for a new agent – I advise to utilize wrap up time to comb through your checklists to ensure accuracy – particularly the areas we identified as repeat errors/omissions