



PRESS RELEASE

FOR IMMEDIATE RELEASE

Guest Direct Called On to Support New iPrefer Guest Loyalty Program from Preferred Hotel Group

Responsibility entails servicing participating hotels and members in the United States and Canada

ST. LOUIS, MO – AUGUST 2013 – Guest Direct, (a division of Customer Direct) North America’s leader in contact center services for the Lodging & Hospitality Industry, is pleased to announce that it has been selected as a support provider for Preferred Hotel Group’s innovative new iPrefer, the world’s first points-based loyalty program for a global collection of independent hotels. Effective immediately, Guest Direct provides 24/7 customer phone support for both iPrefer members and participating hotels based in the United States and Canada.

“With its new points- and tiered-based platform, the new iPrefer program requires a substantial support system to ensure seamless functionality for our members and our hotels. After witnessing the consistent results that Guest Direct has achieved on behalf of the world’s finest hotels and resorts, including members of our Historic Hotels of America affiliate, we decided that its hospitable, highly-trained team and reliable booking processes made the company an ideal partner for this endeavor,” said Michelle Woodley, Senior Vice President of Distribution & Revenue Management for Preferred Hotel Group.

Upon its launch on August 15, 2013, Preferred Hotel Group’s complimentary iPrefer guest loyalty program began rewarding its nearly 1.3 million members with points, status, and VIP amenities, such as complimentary Internet, priority late check-in/check-out, and access to upgrades and bonus points earnings, upon every eligible booking. Members can exchange their points for Reward Certificates that can be used as hard currency towards room reservations and other on-property expenditures at more than 450 participating hotels worldwide.

Through its contact center, Guest Direct provides 24/7 voice support with iPrefer issues such as handling new enrollments, answers questions regarding member benefits, the points structure, and reward certificates, assists with the functionality of the new iPrefer portals, and handles reservations.

“We’re thrilled for the opportunity to support Preferred Hotel Group as it takes a monumental step forward with the launch of iPrefer. We have built our business on understanding the needs of our clients, and I could not think of a better way to serve Preferred Hotel Group than to support the valued members and hotels that are participating in this exciting new program,” said Rob Nolan, President and CEO of Guest Direct.



About Preferred Hotel Group™

With a global reach extending into more than 85 countries, Preferred Hotel Group represents more than 650 of the finest hotels, resorts, and serviced residences in the world. Preferred Hotel Group’s brands include Preferred Hotels® & Resorts, Preferred Boutique™, Summit Hotels & Resorts™, Sterling Hotels™, Sterling Design, and Summit Serviced Residences™. Travelers gain valuable benefits through branded programs that include Preferred Residences™; Preferred Golf™; iPrefer™; Preferred Pride, a collection of TAG-approved or IGLTA-member hotels; and Preferred Family, a collection of hotels and resorts certified to provide a rich experience for travelers of all ages.

For more information, visit www.PreferredHotelGroup.com and follow the brands on Facebook and Twitter.

About Guest Direct

Founded in 1997, St. Louis-based Customer Direct and its Guest Direct division provide outsourced call, email, and chat sales & support services for a wide variety of clientele. These services include customer care, multi-tier technical support, social media management, and back-office fulfillment. Customer Direct and its Guest Direct division serve domestic and international clients within industries such as hospitality, internet retail, publishing, catalog sales, and health care.

For more information, please visit guestdirect.com or customerdirect.com and find the company on Facebook and Twitter.

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