



Standard Operating Procedures *Rewards & Recognition*

- Consultants need to indicate in the booking whether a guest is a repeat or VIP guest.
- A reason/explanation for the VIP status are also required in the booking (Media, Agents, and Celebrities etc).
- This information is available on the Guest Summary (which is sent to the camps 14 days prior to arrival) as well as on the Wilderness Window.
- Repeat guests are flagged the month prior of arrival by means of a repeat and VIP report sent to the regions.
- Camp Managers plan gifts and wow moments for repeat and VIP guests based on information available.
- Gifts distributed are recorded in the camps or regional office in order to avoid duplications.
- Camp staff capture on the Wilderness Window which gifts and room drops have been given to guests.
- For those that have already received the year's repeat guest gift, an alternative is decided on an ad hoc basis and according to preferences and tastes.
- Welcome card in camp says "welcome back" and managers/staff also greet guests in the same way and on first name basis.
- VIP guests information is shared to all the camp staff on the mood monitor board which is updated daily to show guest stay as well as guests arriving on that days preferences/special occasions/status and any other special information.
- Camp staff should familiarize themselves with the information available on the guest summary regarding the guests past stays with Wilderness Safaris.
- Repeat gift is gifted on the first or last night at the first camp on itinerary.
- When camp staff pick up during travel that a guest is repeat, however they were not flagged prior to travel, a gift and letter is sent to the camp (or next camp) as soon as possible. This information is then communicated to the next camp on itinerary as well.
- Guest CRM needs to be informed of missed repeats in order to trace, import and merge past bookings.
- Every guest ideally experiences at least two "wow" moments during their stay, regardless of whether or not they are repeat.

Regional Specific Procedures

Botswana

- Repeat guest gifts in 2020: Rhino Conservation E-Coffee cups
- Camp managers request gifts from regional office two weeks prior to arrival.
- Repeat guest/agent recognition letter is printed and signed by Regional Managing Director and sent into camp with the gift/s.

Zimbabwe

- Repeat guest gifts in 2020: Mana Pools - Wild Dog prints from Liberty Shuro. Hwange - Pack of 5 writing cards with envelopes.
- Stock kept in camp rather than in regional office.
- A welcome back card is presented upon arrival, whilst the repeat gift is given on the last night of stay in the camp with the personalized departure card.

Zambia

- Repeat guest gifts in 2020: Wilderness Branded Hessian Bag with hand drawn card.
- A bottle of Special wine with a hand written card is put in the room for the first night and a repeat gift is gifted on the last night in the first camp on itinerary accompanied with a hand written card thanking the guests for staying/Travelling with Wilderness Safaris again.
- Where possible, the guests are afforded a private guide (preferably one of the senior guides or the guide who had guided them before) and vehicle free of charge (Busanga Camps only when vehicles allow for this and is decided on the ground by the camp manager)

Rwanda:

- Repeat guest gifts in 2020: Magashi - Magashi note book or Kitenge shoe laces. Bisate - Bisate Eco coffee cup or Agaseke basket candles, Kitenge bowtie or Kitenge shoe laces

Namibia:

- Repeat guest gifts in 2020: Desert Detritus book (A6 size booklet with Namibia short stories)
- Once repeat guests/green carpet is shared camp managers must request gifts from regional office.
- This will be sent, at the latest, 3 days prior to arrival of the guests to camp.
- Repeat guest/agent recognition letter is printed and signed by Regional Managing Director and sent into camp with the gift/s.
- Gifts will be placed in room on arrival at the first Wilderness Safaris Namibia camp on the itinerary.