

KPI ZONE CONCIERGE UPDATE

These will take effect as of **November 1, 2025**, and their measurement is subject to the completeness of the activities recorded in the company's CRM, corresponding to the assigned zones and their associated metrics.

Zone Concierge Commission Pool

The following table, expressed in thousands of COP, shows the available bonus amount based on the **average monthly review rating** of your zone.

Meeting the average KPI value in your table will determine the **percentage of commissionable amount** from the total bonus pool.

Goal this year						
Average Review	4.5	4.6	4.7	4.8	4.9	5.0
Commission	\$ 500.000	\$ 700.000	\$ 1.200.000	\$ 1.500.000	\$ 1.700.000	\$ 2.000.000

Zone Concierge KPI Table

KPI Name	Weight
Concierge Performance (CP).	60%
Critical Management Matrix (MGC).	30%
Attendance (ATD)	10%

KPIS DEFINITIONS

Concierge Performance (CP):

This consists of the average percentage of completion of the primary indicators for your zone.

1. **Total Welcome Calls Completed (TWC):**

The total number of welcome calls completed in the month, divided by the total number of check-ins for reservations registered in your zone.

2. **Total Closure Calls Completed (TCC):**

The total number of closure calls completed in the month, divided by the total number of check-outs for reservations registered in your zone.

3. **Total Registrations (TRG):**

The total number of registration requirements completed in the month, divided by the total number of required registrations (per property) for reservations in your zone. (If no properties in your zone require registration, this indicator will not be considered.)

4. **Total Resolutions (TRT):**

The total number of tickets tagged with #Resolutions marked as "Done" status, where assistance

or resolution of the issue has been verified, divided by the total number of #Resolutions tickets created.

5. **Total Obtained Reviews (TOR):**

Percentage of reviews received based on the reservations in your zone. Expected reviews correspond to reservations that could potentially leave a review, excluding those with documented “situations” in the CRM — except for 5-star reviews resulting from those situations, which are included.

$$AVGP = (TWC + TCC + TRG + TRT + TOR) / 5 \rightarrow CP = (AVGP \times 0.60)\%$$

Critical Management Matrix (CMM)

This matrix lists behaviors and actions associated with fulfilling your duties, which are **critical for proper role performance**.

Failure to comply with any point will result in a deduction from the KPI as listed, and deductions will accumulate based on the number of incidents during the month.

This matrix may be adjusted as the behaviors related to the position evolve.

#	Description of Action	KPI Action	DED
1	Using an informal, rude, or disrespectful tone; displaying poor service attitude.	CTA / RDPP	10%
2	Failing to respond to a client message assigned to your zone (any platform/channel), especially when message read receipts are verified.	CTA / RDPP	20%
3	Not taking appropriate action on guest observations, requests, or corrections (Resolutions, Situations, Maintenance Tickets), or failing to communicate properly with maintenance.	CTA / RDPP	30%
4	Providing inaccurate, incorrect, or incomplete information to guests.	CTA / RDPP	25%
5	Concealing, delegating, or transferring responsibility without manager approval.	CTA / RDPP	60%

6	Hindering or obstructing operations or colleagues with behavior, comments, or omissions.	CTA / RDPP	50%
7	Responding incoherently or with inappropriate, sarcastic, or vulgar language.	CTA / RDPP	30%
8	Not greeting or saying goodbye to guests in communication channels, or not offering service.	CTA	3%
9	Failing to educate guests about the importance of 5-star reviews.	CTA / RDPP	5%
10	Using company or personal devices for personal matters not related to emergencies.	CTA / RDPP	10%
11	Failing to report to Maintenance or Accounting a cancellation that impacts their workflow.	CTA / RDPP	20%
12	Not following established procedures for any action or request.	CTA / RDPP	25%
13	Not properly filling out CRM notes/tickets for all guest interactions.	CTA / RDPP	25%
14	Not meeting at least 70% of the Concierge Performance KPI goal.	CTA / RDPP	80%
15	Failing to mark a guest's potential complaint as a "situation" in CRM.	CTA / RDPP	25%
16	Ignoring calls, messages, or emails from Field Hosts, Management, or Guest Experience Directors.	CTA / RDPP	25%
17	Not notifying the Field Host or handyman about a critical issue that could lead to a bad review.	CTA / RDPP	25%
18	Not documenting guest interactions, updates, or recommendations in the CRM.	CTA / RDPP	20%
19	Failing to brief your replacement before your day off or vacation.	CTA / RDPP	50%
20	Receiving a bad review due to negligence in handling or closing situations.	CTA / RDPP	70%

21	Missing zone meetings (without medical justification in HR).	CTA / RDPP	50%
22	Contributing less than 25% of the average workload of WC and CC calls in your zone.	CTA / RDPP	50%
23	Failing to instruct VAs on new guidelines or process updates, causing rework or errors.	CTA / RDPP	25%

Actions According to Non-Compliance

- **Call to Action (CTA):**
A warning that, depending on the severity or recurrence, may result in a verbal or written warning, or a disciplinary action.
- **Process or Procedure Deviation Report (RDPP):**
A document that records the deviation detected and includes the employee's improvement feedback. Each deviation detected must be accompanied by this form.

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- Each **deduction (DED)** directly impacts the **Critical Management Matrix (CMM)** KPI, reducing it by the specified percentage.
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Attendance Control (ATD):

This KPI will be lost entirely under the following conditions **according to Hubstaff records**.

- Arriving **6 minutes late** on three separate occasions during the month, according to your assigned schedule.
- Arriving more than **30 minutes late** will result not only in the loss of this KPI but also in a written warning.
- Showing **60% or less average activity** in Hubstaff.

Sincerely,



Daniel Torres
Operations Manager