

CASE STUDY

Customer Service

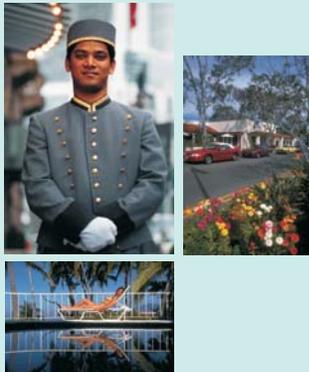
Curriculum Development for Customer Service Training

The hospitality industry is highly competitive and places great emphasis on customer service excellence.

A motel chain was actively monitoring guest feedback. The results of the surveys indicated a lack of customer-centric focus across the chain.

CHALLENGE

Inspire and motivate front desk staff to deliver consistently excellent customer service.



CLIENT PROFILE

The client, a modest motel chain with locations across British Columbia providing mid-range priced accommodation, is the subsidiary of a larger development group. The president plays an active role in the growth and management of the organization and cares deeply about creating an enjoyable experience for their guests. This experience begins with the service delivered by the front desk staff. A brief needs analysis determined that a training session delivered by the president would be the best way to revitalize the front desk service and enable the staff to share in his vision.

SOLUTION

Motel staff were scheduled in shifts that ran around the clock. Consequently, the training needed to be brief, but effective, and fit in between shift changes. This translated into development of training material for a focused two hour session.

The goal was to enable front desk staff to project a vibrant proactive glow. This feeling would be created through 'sparkling' communication, both in-person and over the phone, and a creativity in anticipating and meeting the guests' needs.

Results Performance Management was asked to develop the training curriculum and then to coach and mentor the president on delivering the training session.

The president then embarked on his "Sparkle Tour" over a two week period, visiting every motel in the chain with documented success.

THE RESULT

Customer complaints have decreased in frequency and follow-on customer satisfaction surveys have returned ratings that reflect an improved quality of stay. The number of devoted return guests has stabilized.

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