

Category 1: Excellence in Customer Service in Hospitality - Accommodation:

Provision of an outstanding accommodation experience

Criteria: Business Presentation, Staff Presentation, Customer Service, Telephone Manner and Overall Customer Experience

Open to: All accommodation providers

| Focus Point | POSITIVE INDICATORS | NEGATIVE INDICATORS |
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| Business Presentation | <ul style="list-style-type: none"> ✓ Hotel / Motel/ Caravan Park / Premises was easily identified with signage ✓ Clean, inviting exterior ✓ Welcoming entrance; reception area clean and tidy ✓ Appropriate waiting area ✓ Clean and tidy rooms | <ul style="list-style-type: none"> ✗ Dirty exterior; unwelcoming ✗ Dirty / untidy interior ✗ No Signage |
| Staff Presentation | <ul style="list-style-type: none"> ✓ Suitably attired for their role (IF uniform is worn, it is clean neat tidy and worn with pride) ✓ Staff motivated / enthusiastic and positive ✓ Staff represent the business' values ✓ Greeted customer appropriately; warm and sincere manner ✓ Staff work well together and support each other | <ul style="list-style-type: none"> ✗ Unsuitably presented for the role they are undertaking ✗ Lack of motivation / enthusiasm shown by staff ✗ Unwilling / uninterested in helping ✗ Staff cannot see the importance of their role in the business ✗ Disparity among the staff team |
| Customer Service | <ul style="list-style-type: none"> ✓ Staff have good interpersonal skills / empathy towards customer ✓ Staff listen to the customer, are helpful and courteous ✓ Flexible to needs of customer ✓ Can give facts / benefits / information about Hotel/Motel / Caravan Park / Premises offerings sufficient for their position ✓ Staff willing to go beyond what is expected e.g. suggests actions to address customer's needs / complaints ✓ Complaints dealt with promptly and positively ✓ Strong local knowledge e.g. restaurants, able to provide suitable directions ✓ Can make suggestions based on customer's | <ul style="list-style-type: none"> ✗ Staff unable to communicate clearly with customer ✗ Staff are distracted; not paying attention to customer's requests / ignores customer ✗ Unsatisfactory service ✗ Poor knowledge of what is on offer ✗ Inflexible; not sensitive to customer's needs ✗ Unable to identify a suitable solution to customer's expressed needs ✗ Lack of local knowledge, and no assistance sought /steps taken in order to meet customer's requests |

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| | <p>expressed needs</p> <ul style="list-style-type: none"> ✓ Additional services offered e.g. ironing, dry cleaning, room service ✓ Requests handled with genuine interest in assisting your needs ✓ Feedback on service is sought; for consistent standard of product / service delivery e.g. verbally, feedback forms etc | |
| Telephone Manner | <ul style="list-style-type: none"> ✓ Hotel / Motel was clearly identified ✓ Helpful ✓ Given sufficient time to outline your request before providing sufficient and relevant information | <ul style="list-style-type: none"> ✗ Hotel / Motel not identified ✗ Cut short ✗ Phone call not returned |
| Overall Customer Experience | <ul style="list-style-type: none"> ✓ Service with a SMILE ✓ Made the customer feel satisfied / good as a result of excellent customer service they received ✓ Customer would return to business ✓ Information given was reliable ✓ Were offered OR got more than thought you were getting? e.g. further information / a discount / coupon offer etc | <ul style="list-style-type: none"> ✗ Customer would not want to return to this business ✗ Information given was unreliable ✗ Customer left feeling unsatisfied |
| OVERALL IMPRESSION | <ul style="list-style-type: none"> ✓ List any stand-out features of service received ✓ List service that exceeded your expectations ✓ Innovative service | |