

HOTELS/HOSPITALITY

INCREASING REVENUE

MYSTERY SHOPPING IN HOTELS

Since 1985 (24 years) we have evaluated over 5 million employees in every conceivable business and in every state in the union. From all of the vast data we have compiled, combined with actual dollar sales we have been able to ascertain the precise “things” that make up top-notch customer service.

There are so many facets to the management of a hotel. Surely, as a principal of a hotel you would want to know if **your** sales team is doing and saying the right “things” in each of the facets. That is exactly what our Mystery Shopping services can convey to you.

In almost real time you will be able to separate the genuine customer service employees from those that don't measure up to your standards.



THE THEORY BEHIND CUSTOMER SERVICE ENHANCEMENT

Customer Service is the lifeblood of any organization – even more so in a hotel setting. It is not surprising therefore that that most successful hotels provide exceptional customer service.



Evaluation Systems for Personnel (ESP), use of sophisticated mystery shopping programs, has helped thousands of service-oriented organizations (such as hotels) throughout the USA improve their customer service and revenues. **Mystery Shopping** provides rapid, unbiased and accurate feedback. It pinpoints areas where improvements will have the greatest impact.

In recent years, with the strained economic situation the importance of

customer service has become even more relevant. That is why ESP began to develop a high tech approach to the evaluation and improvement of customer service. **MYSTERY SHOPPING** provides you with an instant snapshot of your hotel(s), telling you, at a glance precisely what your people doing and saying or behaving. Armed with this information you can introduce corrective measures into your training or policies, which can only lead to more sales and more profits.

1. CUSTOMER SATISFACTION

Hotels who demonstrate the greatest commitment to improvement increase their client satisfaction scores.



There used to be a time when quality care and the finest equipment were good enough to ensure success in the beauty industry. This has changed. Now, the disparity in client satisfaction between hotels that deliver exemplary customer service and those that provide lower levels of care is increasing. Unhappy employees translate into poor customer service.

2. EVALUATING CUSTOMER CARE

Since 1985 ESP has helped many hotels throughout the USA improve their **customer service** via tailored **mystery shopping** programs. ESP's programs pinpoint accurately areas of concern in employee behavior and product knowledge. This is crucial to the success and profitability of any organization – after all, no matter how good your products or services are, it takes just one inept



or rude employee to negate all of your advertising and overhead dollars. Surely, if a weak link exists, you'd want to know about it? **Fact:** 95% of dissatisfied consumers do not complain—they simply do not use that facility again and they certainly do not recommend it to friends or family. On the contrary, they bad-mouth it as often as possible. How can you solve a problem if you don't know that it exists?

Enter ESP!

Mystery Shopping is a sure way of providing rapid, unbiased and accurate feedback. It will enable you to pinpoint areas where improvements will have the greatest impact.

3. ESP'S MYSTERY SHOPPERS

The quality of our shoppers (we call them 'evaluators') is an essential ingredient of our feedback. That is why we utilize only the finest **shoppers**—highly qualified, selected and trained. By drawing from our database of over 600,000 shoppers, nation-wide and by continually grading them, we can assure our clients of the finest, most accurate and cost-effective evaluations. Our web-based on-line setup enables us to perform shops in any city, in any state, and at a moment's notice.

Because of our unique **ON-LINE WEB-BASED** service we are able to perform shops efficiently and accurately in almost any city in any part of the world, and often at a moment's notice.

OUR SHOPPERS EVALUATE IN THE FOLLOWING AREAS:

- o RESERVATIONS
- o TELEPHONE RECEPTION
- o VALET PARKING
- o RECEPTION (FRONT DESK/CONCIERGE)
- o BELL CAPTAIN
- o FOOD SERVICE
- o HAIRDRESSERS
- o SPA/BEAUTY TREATMENT FACILITY
- o BEAUTY EXPERTS
- o GIFT SHOP
- o ROOM SERVICE
- o HOUSEKEEPING
- o CHECK OUT

4. ATTITUDE



You only get one opportunity to make a good first impression. Whether the initial contact is via the phone or in person, an enthusiastic and professional telephone operator or reservation clerk can set the tone for a top-notch customer service experience. The question begs to be asked - are the employees doing everything that they should be doing? ESP's proven questionnaires and scorecards have been designed to determine if indeed they have.

5. ESP'S OVERALL SOLUTION

Our research has shown that that mystery shopping works best when accompanied by a program, which embraces training, corrective actions, satisfaction surveys and/or incentive programs.

6. TRAINING METHODOLOGIES

TRAIN THE TRAINER— with customized production quality content. We can produce these in booklet or CD form.

A graphic with a white background and a black border. On the left, there is a vertical orange bar containing a circular award logo at the top with '1st' in the center and 'CUSTOMER CHOICE AWARDS' around the edge. Below the logo, the text 'Tested Ideas From ESP' is written in white. At the bottom of the bar is a small blue icon of a building. To the right of the bar, the number '23' is written in large, bold, black font. Below it, the text 'Proven Steps to Improve Customer Service in the Hospitality Business.' is written in bold, black font.

E LEARNING — Train thousands of employees on line using our advanced multi media technology. This is a perfect training solution, where employees have conflicting work schedules.

7. SURVEYS

1. **Consumer satisfaction—the bottom line**—poor consumer satisfaction is what we are aiming to prevent.

We use two methodologies:

- Comment Cards
- Telephone interviews

8. CONSULTING

Everyone should be made to feel part of the process. Focus and discussion groups ensure that everyone is on the same page.

There must be a reason why so many hotel facilities have contracted with ESP.

9. REPORTING TECHNIQUES

We have developed a web-based reporting dashboard, which allows you, or anyone you authorize, to access data (current and historical). It also allows you to generate bar charts and graphs to make comparisons. **This is the most significant development in our industry and is surprisingly inexpensive.** We offer:

- o Scorecard plus narrative
- o Digital recording plus scorecard.
- o Color bar charts & spreadsheets.

This kind of information provides detailed data of performances by question, by department, by mode, by city, by state and by company.

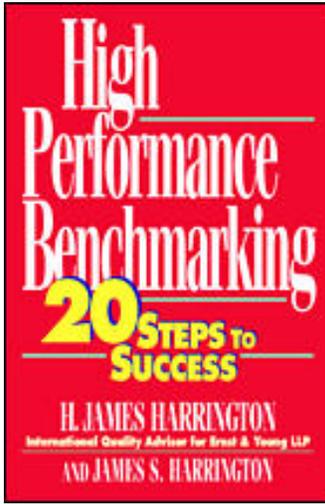
[Web One-Click Reporting](#)

We offer the ability to provide all the data in real time, on a web site dedicated to your specific company. This is extremely user-friendly and recommended for companies with multiple locations.



10. BENCHMARKING

ESP has been the subject of many editorials and books as an innovator in the art of comparing products, product mix, services, customer service and prices. In particular we have in-depth



information as to how other companies in the various categories perform. This information provides your hotel organization with benchmarks for future aspirations. According to H. James Harrington in his highly acclaimed book 'High Performance Benchmarking – 20 steps to success,' where ESP is prominently featured, companies can benefit greatly from benchmarking by as much as 2000%. He states, *“No matter how good your organization is, or how well regarded your products and/or services are, you cannot stop improving. You cannot stand still. When you do, you really are not standing still; you are slipping backward, because your competition is constantly improving. One of the best ways to keep improving your organization is to benchmark. In the last 10 years, process benchmarking has become the “in” thing to do. Ernst & Young LLP and the American Quality Foundation conducted an extensive international quality study that found a statistical correlation*

between benchmarking and organizational performance (profit, productivity,, and quality. Benchmarking is one of the few management practices that can be statistically validated as being a key driver for improvement in the best organizations.”

11. MONTHLY REPORTS & ANALYSIS

We have on staff Ph.D. employees who can test the validity of evaluations. Furthermore, we offer monthly reports which not only report for that month but which point out trends and comparisons with previous months

