

CASE HISTORY

ONE OF SCOTLANDS' LEADING 5 STAR HOTELS

KEY STAKEHOLDERS

- SENIOR TEAM
- STAFF
- CUSTOMERS

THE OBJECTIVE

Despite already thriving, this particular luxury boutique hotel aspired to be the absolute best. The recently appointed Sales Director knew that the only differentiator for hotels of that standard was the experience they created. The built environment was outstanding, incredible food and the golf course was a real hook! Generally, the staff were great and the service was very good.

So, what did they need us to do? It was simple... create the WOW factor!

THE EXPERIENCE

The basics were already pretty perfect, but a few things were still missing. Consistency, as although typically the service was great, it was inconsistent. The odd lack of a smile, someone having a bad day – what was never too much in one part of the hotel absolutely was in another! We worked with the staff by making them feel like and realise they were the most important people in the hotel, other than the customer of course, by taking away hierarchy. The cleaning staff were as critical to the

success of the hotel as the management team and the gardener as much as the bar staff. We made everyone realise their worth! We trained, had fun, implemented great reward and recognition programmes and asked the customers for feedback.

THE RESULTS

We created an experience from the minute the customer pulled up in their car, which became consistent across the hotel. Their car doors were opened on arrival, luggage taken out of the car and their car parked. There was a glass of champagne and a canape whilst waiting to check in, cases taken to the room, unpacked and clothes hung up. Smiles were constant and consistent with an upbeat tone throughout and high engagement between customers and staff. This was just the beginning – we went through every stage of the potential journey and identified all of the little things that make a difference. Remembering customer names, 'welcome Mr Smith, what can I get you to drink?' rather than 'welcome sir'. From the bar to the restaurant, afternoon tea to the spa, golf course to driving range – we took every possible occasion and ensured it delivered the ultimate experience!

We went through every stage of every potential customer journey.