



**FreemanGroup**  
*Europe*

## **Promises Pre-Shift™**

### **Training Manual**



FreemanGroup Europe  
2009

FreemanGroup Europe Promises Pre-Shift Training  
2009

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# 1 Introduction

## 1.1 FreemanGroup

We are a company established over 25 years ago to change the service culture of the hospitality industry. As a company we have worked in Europe for 20 years and our longest European client has been The Lanesborough in London which we have worked with prior even to their opening:

*"Having used the FreemanGroup for almost 20 years I consider them the most effective standards training and personnel development company that I have worked with"*

GEOFFREY A. GELARDI  
MANAGING DIRECTOR - THE LANESBOROUGH  
VICE PRESIDENT OF OPERATIONS - ST REGIS HOTELS AND RESORTS

FreemanGroup Philosophy:

At the centre of the business lies the client. FreemanGroup believes in the absolute adherence to client service goals; there is a genuine concern for the achievement of these goals and for the development of the individuals charged with the care of these goals.

Our client list stands as a testament to our approach to client/vendor interactions and acts as a constant reminder to us of the need for attention to the relationship between FreemanGroup and the source of our success, the client.

The true strength of the company is the responsiveness and ongoing interaction achieved with all our projects, however large or small.

*We enjoy it, we have fun with it, but above all we recognize the importance of it.*



## 1.2 Why Promises Pre-Shift™?

*Promise – (Prom-is) noun 1. An assurance that one will do something or that something will happen  
2.potential excellence*

*Source: Oxford Dictionary*

Why do we call our customer care program Promises Pre-Shift™?

Promises (real or implied) are made to your guests that your staff must fulfil. You must communicate the Promises™ that have been made to the customers on their behalf and then help them reach their potential excellence and deliver on those Promises™.

In our 20 years of facilitating training we understand that the best time to train with your team is when they are, ready for work, fresh, not thinking about going home and tired after their shift. This is why we call part of this training Pre-Shifts.

We wanted to put the information in a format that will allow you to review and refresh the team on those standards they already know how to do. Each employee knows that a smile and eye contact is important when greeting a guest. However, employees often fail to do them each and every time. Our Promises Pre-Shifts™ are designed to get your team to think about the ramifications of not achieving these standards, each and every time.



*Promises Pre-Shifts™ is a training process that is designed to assist you with delivering excellent daily training to all of your team. So that they can deliver excellent customer care daily.*