



FreemanGroup
Europe

The background of the slide is a photograph of several rolls of blueprints and technical drawings. The rolls are stacked and partially unrolled, showing the intricate lines and text of the drawings. The lighting is soft, highlighting the texture of the paper and the metallic edges of the rolls.

Your Blue Print to Retaining Customers through Service Excellence



FreemanGroup
Europe

WHO IS FREEMANGROUP EUROPE?

Who is **FreemanGroup Europe**?

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 Europe Philosophy:

At the centre of the business lies the client. **FreemanGroup Europe** 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 Europe** 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.

Some of our clients:

- ◆ The Savoy
- ◆ The Lanesborough
- ◆ The Millennium Mayfair
- ◆ The Millennium Gloucester
- ◆ The Millennium Baileys
- ◆ The Copthorne Tara
- ◆ Crown Golf



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WHY SPEND YOUR MONEY ON TRAINING?

"Profit in business comes from repeat customers, customers that boast about your project or service, and that bring friends with them."

W. Edwards Deming

Statistician and quality management expert

How does your customer care measure against this?

Typically this is the way that a hotel is chosen for a booking:

- ◆ The first booking is based upon the proximity of where they need to be and where your hotel is situated.
- ◆ The second booking is only made if the service met their requirements.

You cannot change your location so to retain your customers (and your profit) you must provide a high level of quality customer care.

How do you ensure your staff understands and are able to perform to the standards of service your customers and you want?

You do this through training.

When was the last time, **every member** of your staff received a piece of training focusing on providing quality guest service to the standards you have set and your customers demand? For some, the answer is difficult to come up with.

So, why spend money on training?

Quite simply, training will help you have a positive impact on your customer's "intent to recommend and intent to return".

FreemanGroup Europe understands this and has spent the last 25 years working with all levels of properties. We will take our experience and work with you to ensure that your team implements a process that allows them to operate in a culture of high level quality customer care.

How much will this cost?

The basic process can be implemented for approximately £1,850.00.



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PROMISES™ PRE-SHIFT

"Delivering Excellence Daily"+

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™?

Promises (real or implied) are made to your guests that your staff must fulfill. 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™**.

Objectives:

Promises Pre-Shifts™ is a course that is designed to deliver excellence daily. The 10 Promises™ from **FreemanGroup Europe** are formatted into a 70 day daily training program lasting no more than 5 minutes per day. All supervisors and managers would attend a one day workshop that will help them deliver a high impact Promises Pre-Shift™. They will also be given some useful management top tips to help to improve their performance and that of the team.

- ◆ What does a **Promises™** Pre-Shift do?
 - ◆ Gives the front line team high impact daily customer care training.
 - ◆ Gives all supervisors a pre-written 70 days of customer care training for the team.
 - ◆ Ensures that all employees receive daily training for 5 minutes per day to improve your hotels performance
 - ◆ Re-enforces or creates your culture to the team
- ◆ How is it delivered?
 - ◆ It is delivered as one 8 hour training session
 - ◆ It is engaging and ensures participant activity
 - ◆ Re-enforces your culture and identifies how to implement this to the team
 - ◆ Teaches the best way to impart knowledge to the team with interactive exercises.
 - ◆ At the end of the training all supervisors are issued with the Promises Pre-Shift™ training package

Price Available upon application



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Sample of Promises Pre-Shifts™



Promises™ STANDARDS Index

TASK

PAGE

TASK 01: Offer A Warm Welcome (Smile).....	2
TASK 02: Make Every Moment And Final Impression Memorable.....	3
TASK 03: Own Each Guest Request (Saying "I Do Not Know" Is Not An Option).....	5
TASK 04: Be An Ambassador.....	8
TASK 05: Think Quality Everyday.....	
TASK 06: Communicate Professionally (Practice Phone Etiquette).....	
TASK 07: Project Perfect Grooming At All Times.....	
TASK 08: Demonstrate Teamwork With Internal Customers.....	
TASK 09: Protect Our Physical Assets (Provide An Immaculate, Safe Environment).....	
TASK 10: Provide Clear Directions.....	



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OFFER A WARM WELCOME

Session 2 of 7

**INTEREST &
NEED**

Yesterday we reviewed how to begin to Offer A Warm Welcome.

Today we need to practice putting this Promise into action in our department.

TITLE (of task) Offer A Warm Welcome

**RANGE &
OBJECTIVE**

I will ask you questions and you may ask me questions, and some of you will do a role play.

By the end of this session you will be able to demonstrate how to **Offer A Warm Welcome** in our department to the hotel standards.

KEY QUESTIONS TO TEST LEARNING:

- Q: At what distance do we acknowledge a guest non-verbally?
- Q: At what distance do we acknowledge a guest verbally?
- Q: What should we use if we know it?
- Q: How often should we use the guest's name?
- Q: Where should we be looking when talking to a guest?

**ROLE PLAY
(In Pre-shift)**

Pick one scenario from below to role play with the team or make your own

1. One person is a guest and one is an employee. Demonstrate this promise.
2. A guest comes to your counter or desk. Use the proper greeting.
3. You are cleaning the guests room and the guests walk in. Use the proper greeting.

PRAISE TRAINEE (or correct if necessary)



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OFFER A WARM WELCOME

Session 1 of 7

**INTEREST &
NEED**

How would it make you feel if you walked into a place of business and the employees did not smile and look you in the eye?

How did that make you feel?

We need to make sure our guests don't experience that and we need to make them feel welcome as they pay for us!

TITLE (of task) Offer A Warm Welcome

**RANGE &
OBJECTIVE**

I will ask you questions and you may ask me questions.

By the end of this session you will be able to **Offer A Warm Welcome** in our department to the hotel standards.

Procedures

Standards

- Q. At what distance should you acknowledge a guest non-verbally?
 - Acknowledge all guests (internal-external) enthusiastically approaching within 10 feet.
- Q. At what distance should you acknowledge a guest verbally?
 - At 5 feet provide a warm greeting, offering both a salutation and assistance. Use guest name when known.
- Q. Where can we find the guest's name in our department?

- Q. How do we acknowledge our guests non-verbally?
 - All guests will be greeted with a smile and eye contact.
- Q. If you know the guest's name, how often should we use it?
 - Guest names will be used at least once during each interaction.
- Guests are never ignored.
- Q. What might we do that gives the guest the impression we are ignoring them?