

Hospitality Assured



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@hospassured

A Journey to Excellence

What is Hospitality Assured?

A systemised approach to continuous service delivery excellence uniquely developed by industry champions for the service sector and assessed by a specialised group of hospitality professionals

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What is Hospitality Assured?

- A service and business excellence standard - a continuous improvement business tool
- Endorsed by British Quality Foundation and Quality Scotland as meeting the criteria in the EFQM Business Excellence Model and supported by the BHA and IOH
- Measures Performance
 - ✓ Is it Happening? - Your approach
 - ✓ Is it being done Systematically? – Deployment
 - ✓ Is it Effective? –
 - Measurement and Review
 - Innovation and Improvement

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To make sure all the pieces of the puzzle fit together?



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My experience of Hospitality Assured



- Guy's & St Thomas' NHS Trust
- 262 Different Nationalities
- Multi million £ operation
- First Hospital catering department in the country to gain HA
- St Andrews Healthcare, private Healthcare sector
- Multisite operation
- Challenging customers
- Service assessments in Hamad Medical Corporation, Qatar & Cleveland Clinic Abu Dhabi
- 2016 – Management of HA contracted to a new company (Hospitality Ltd. t/a Hospitality Assured). Owned by 4 Assessors who are the Directors

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Who is Hospitality Assured For?



- Any organisation that prides itself on giving excellent customer service can go forward for accreditation. The Standard is good business practice for customer facing organisations. Success in Facilities Management is reliant on excellent customer service.
- Predominately we operate within the Hotel, Conference Centre, Healthcare, Restaurant, Holiday Park, Transport and Leisure sectors, assessing large or small single or multi-unit organisations.

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Hospitality Assured operates in your sector and many others



Residential Care & Supported Living services for adults with learning disabilities



St Monica Trust

Multisite whole facilities providers, Hotels, National sports training centres, Hospitals private & public sector, Private catering contractors, Tour companies, One airport, Universities, Woodland holiday providers, Private Members Clubs, National and international conference centres

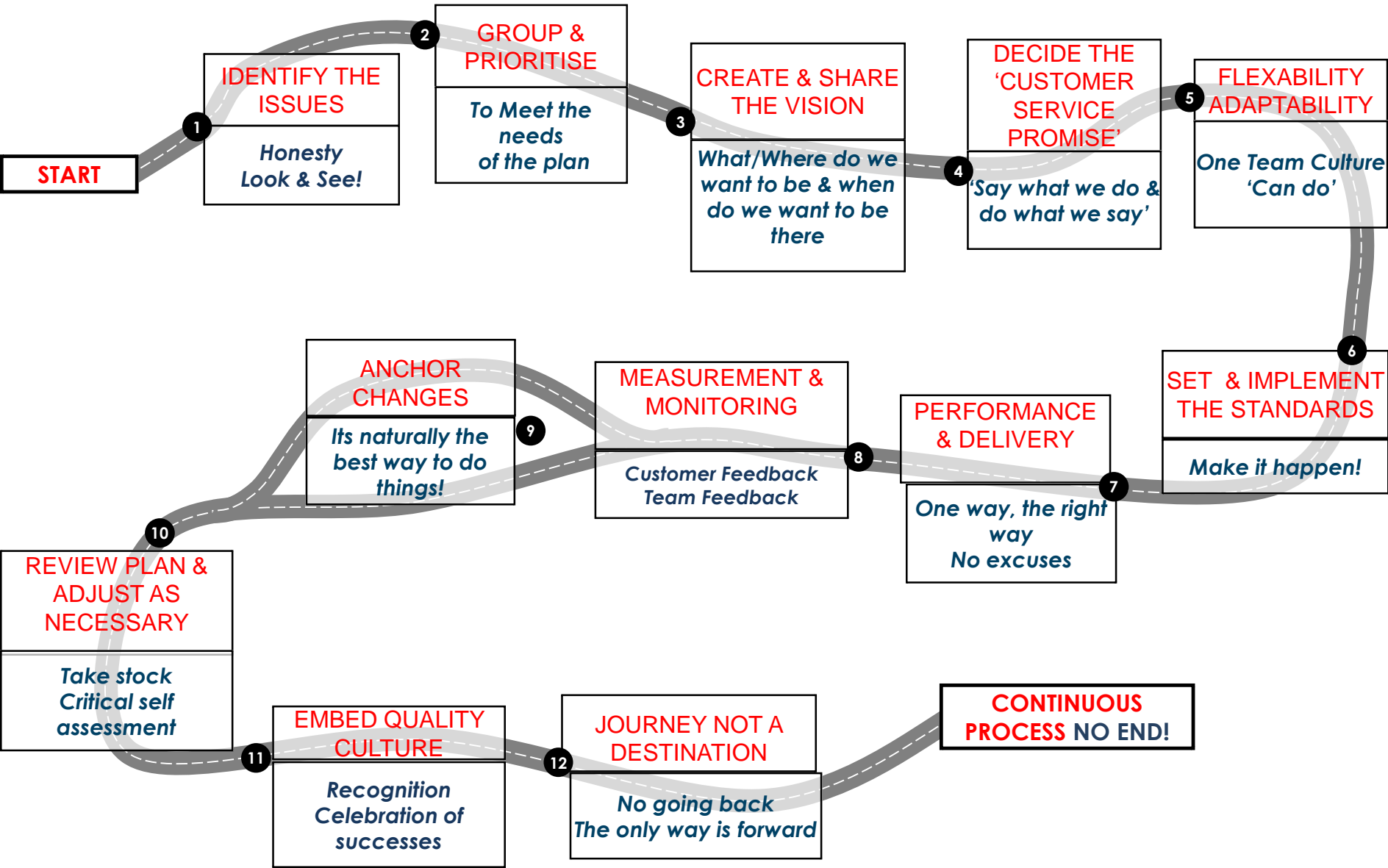
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Principles of Excellence

- Customer Focus, first and foremost
- Results Orientation
- Leadership & Constancy of Purpose
- Management by Processes & Facts
- People Development & Involvement
- Continuous Learning, Improvement & Innovation
- Partnership Development
- Corporate Social Responsibility

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The Road to Improvement



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Why Hospitality Assured?

- Hospitality Assured goes further, it does focus on the process but also looks at your operation through the eyes of the customer

**Accredited organisations have to demonstrate
that the customer perceives you have
'got it right'**

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Hospitality Assured - Strategic Steps

1. Customer Research

Marketing, sales, promotion, competitors offering for comparison and improvement and public relations

2. Customer Service Promise

Setting and communication of customer expectations (now and for the future)

3. Business Leadership and Planning

Constructing a business plan and leading the organisation including a strategy for sustainability

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Hospitality Assured - Organisational Steps

4. Operational Planning and Standards of Performance

Plan, organise, set standards and manage day to day operations

5. Resources

Provision and management to enable delivery of the products and services

6. Training and Development

Development, training and management to ensure people's full potential is realised

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Hospitality Assured - Delivery Steps

7. Service Delivery

Ensure all plans are implemented effectively

8. Service Recovery

Prevent future failures

9. Customer Satisfaction and Improvement

How not to become complacent – the enemy of excellence

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Hospitality Assured - What does it do?

- Promotes and recognises the highest standards of service excellence
- Ensures all parts of the organisation are focused on customer service
- Improves business performance and competitiveness
- Supports the development of a service excellence culture

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Hospitality Assured – How does it impact on the front line service delivery teams?



- Improves self esteem, through the satisfaction of a job well done
- Improves service excellence
- Enables teams and individuals to further develop skills and excel in service delivery
- Improves local ownership of performance and internal competition
- Establishes service excellence culture as the norm

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What are the benefits and Return on Investment?



- Provides the impetus to continually develop/improve
- Improved employee engagement
- Improved customer service = Improved productivity, market share & profits
- Sharing best practice and benchmarking (internal and external)
- **Kudos of EFQM model and Hospitality Assured**

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**Thank you
any questions please**



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