

CUSTOMER FOCUS - DIAGNOSTIC

To help you to gauge how effective you are in terms of attaining real customer focus in your business, complete the following diagnostic:

CUSTOMER FOCUS DIAGNOSTIC						
<i>Objective</i>						
<i>Customers are at the heart of everything you do</i>						
What you should be doing in your hotel to achieve this:						
<ol style="list-style-type: none"> 1. <i>Focus on your customers</i> 2. <i>Review your current approach to managing customer service</i> 3. <i>Define your customers' expectations</i> 4. <i>Develop and implement a strategy to achieve service excellence</i> 5. <i>Measure customer satisfaction</i> 						
	<i>Rating</i>	<i>We are very weak in this area</i>	<i>We are weak in this area</i>	<i>We are average at this area</i>	<i>We are strong in this area</i>	<i>We are very strong in this area</i>
1. Focus on your Customers						
Customers are genuinely viewed as stakeholders in our hotel						
Defined mechanisms are in place which enable us to listen to and learn from our customers						
2. Review your current approach to managing customer service						
A review of our current approach to managing customer service has been conducted						
Immediate areas for improvement in relation to customer service have been defined						
3. Define your customers expectations						
Generic and specific customer expectations for all elements of the experience we offer have been defined						
Defined steps have been agreed at the hotel which are geared to meeting these customer expectations						
4. Develop and implement a strategy to achieve S+1						
An overall strategy for achieving service excellence has been developed and linked to our mission and related goals						
Areas for improvement in relation to our product and service have been integrated into the strategy						
Key actions for addressing these areas for improvement have been included as part of the annual plan for the hotel						
5. Measure Customer Satisfaction						
Systems have been defined to measure customer satisfaction at the hotel						
Feedback gained from these measurements is discussed and corrective actions identified						
Practical steps have been defined based on this feedback to help us improve the service experience we offer						

CUSTOMER FOCUS – ACTION CHECKLIST

To help you to raise your customer focus, the following checklist may be useful in focusing your thoughts:

CUSTOMER FOCUS – ACTION CHECKLIST	✓
Ensure that your vision and mission broadly describe what you are trying to achieve for your customers.	<input type="checkbox"/>
Ensure that you have specific business goals to aim for in relation to your customers	<input type="checkbox"/>
Identify your current strengths and areas for improvement in relation to the quality of service delivery at your hotel? Talk to key customers to get a clearer picture.	<input type="checkbox"/>
Reflect on how well you presently understand your customers' common and specific expectations	<input type="checkbox"/>
Review how well the quality of your physical facilities currently matches your customers' expectations	<input type="checkbox"/>
Consider whether the products you offer at present are consistently of a high standard and take steps to address problems identified	<input type="checkbox"/>
Think about how well your employees currently interact with your customers. Do they make a real difference to the customer experience?	<input type="checkbox"/>
Reflect on how you currently ensure consistency, quality and efficiency in service delivery	<input type="checkbox"/>
Identify clear service goals which are based on your customers' expectations to guide your efforts at attaining service excellence	<input type="checkbox"/>
Define service steps for each of these goals and communicate them to employees through training and coaching	<input type="checkbox"/>
Involve your staff in agreeing a 'menu' of potential service enhancements and provide them with general guidance as to how and when they might apply them	<input type="checkbox"/>
Review your current approach to obtaining customer feedback. Is it effective in the sense that it provides you with the information you need across all your customer segments?	<input type="checkbox"/>
Define a mechanism to give you an insight into the quality of service delivery using a mystery guest approach	<input type="checkbox"/>
Identify the customer feedback mechanisms appropriate for your hotel and take the necessary action to implement them	<input type="checkbox"/>