

# STEPS TO HOSPITALITY ASSURED



Hospitality Assured was created by the **Institute of Hospitality (U.K.)** specifically for the tourism and hospitality sector to improve service quality. The 9-step framework is also used for businesses outside of the tourism and hospitality industry. The **Caribbean Tourism Organization (CTO)** owns the license to operate the programme in the region.

Hospitality Assured recognised organisations have also enjoyed other outcomes such as enhanced staff motivation and team-building at all levels, improved customer and employee satisfaction and the sharing of new ideas and implementation of service improvements that positively benefit the business.

Within these 9 steps are **44 key indicators** which represent the minimum standards for service and business excellence. The steps and indicators help an organisation to measure the effectiveness of its internal processes in meeting and satisfying its internal and external customers' needs.



# STEPS TO HOSPITALITY ASSURED

## Customer Satisfaction Improvement

How the need for customer service improvement is recognised and met.

## Service Recovery

How customer service problems are identified and corrected to prevent their recurrence.

## Service Delivery

The way of checking that the service promised to the customer is consistently delivered and customers' views on their perception of the quality of the service ascertained.

## Training and Development

Objectives for financial, marketing and operational achievement in meeting customer needs and business goals.

## Customer Research

The methods used to determine target customers and their on-going needs, competitor activity and market demands

## The Customer Service Promise

What the organisation wishes the customer to experience and be judged against.

## Business Leadership & Planning

Objectives for financial, marketing and operational achievement in meeting customer needs and business goals.

## Operational Planning & Standards of Performance

## Resources (People, Equipment, Facilities)

All the resources that are required to deliver customer service standards are identified and provided.

