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Hotel Company X

**Mystery Guest Survey
Results**

March 2005

Introduction

The Mystery Guest surveys were carried out for Hotel Company X, at the following hotels in the group on the ___March 2005:

- **Hotel A**
- **Hotel B**
- **Hotel C**
- **Hotel D**

The surveys in each of the hotels were conducted against a common set of audit standards covering the following areas:

- Reservations
- Exterior/Public Areas
- Check-In
- Bedroom/Bathroom
- Breakfast
- Check-Out
- General

This report provides an analysis of the results of the audits in the following sections:

- Section 1** – General Summary of Performance of the Hotels Surveyed.
- Section 2** – Detailed Audit result – Hotel A
- Section 3** – Detailed Audit result – Hotel B
- Section 4** – Detailed Audit result – Hotel C
- Section 5** - Detailed Audit result – Hotel D

On this occasion the Reservations were made to each of the Hotels via the Corporate Web-Site at the request of the company. To facilitate this the audit 'criteria' for Reservations have been amended to allow for this new format. The criteria audited were as follows:

Department/Area	E	A	P	Comments
Reservation				
Corporate web-site easily accessible				
Web-site represents a user friendly and efficient approach to making a reservation				
Request for reservation replied to promptly and accurately				
Appropriate details such as rate etc supplied in confirmation.				
Special requests made with reservation are responded to appropriately				
Cancellation policy outlined in response				

Survey Methodology

The audits were again conducted against the set of standards in each of the 7 areas outlined above, by experienced hotel auditors. The results of the audits of each Hotel are outlined in Sections 2 ,3, 4 and 5 of this report.

The auditor took the role of a business client, and conducted the audit from that perspective. The standards assessed during this audit were based on realistic expectations that a business guest would have from this type of Hotel. The actual quality of service delivery has been measured against these realistic expectations which have been developed in agreement with Company X. The following Rating Scale was used in each audit:

Excellent = 2 points
Average = 1 point
Poor = 0 points

Standards which were not appropriate to a particular hotel were deleted from the audit.



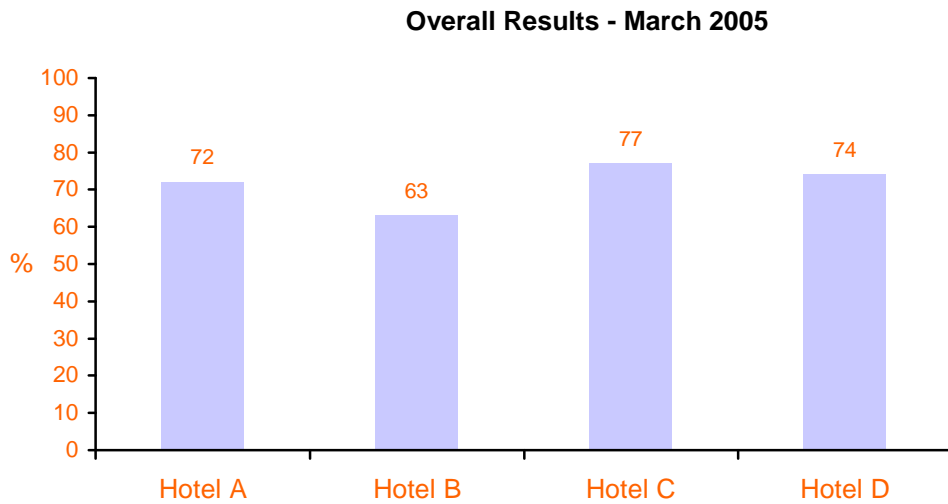
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Section 1

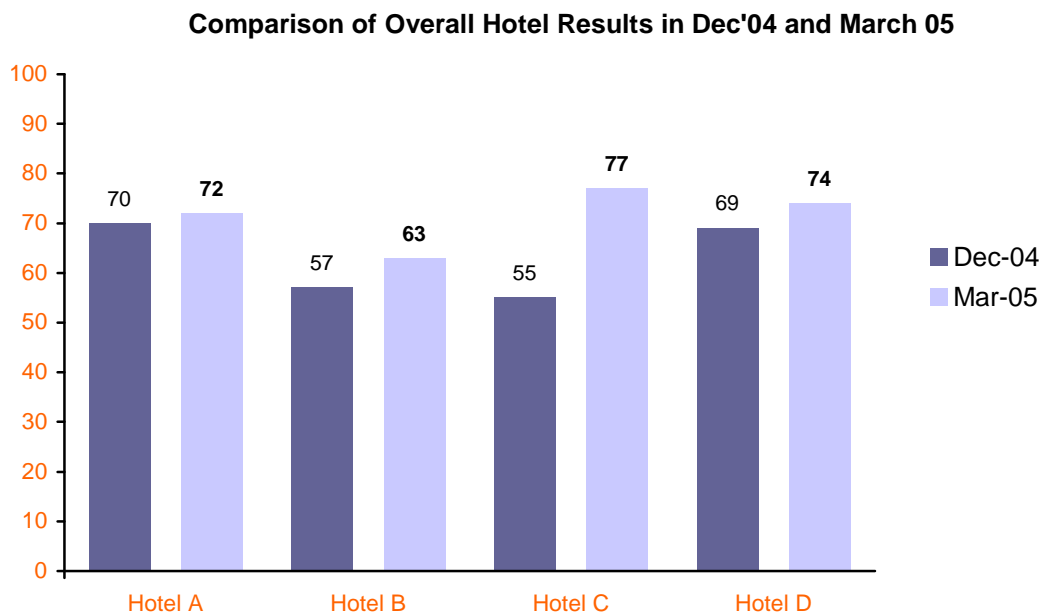
General Summary of the Performance of Hotels Surveyed

Overall Summary

Although the performance of the four hotels cannot be fully compared against each other, due to the fact that the nature and grade of the product offered varies from operation to operation, it is useful to look briefly at the overall performance of the four hotels. The overall results attained by the four hotels in this series of Audits are outlined below:



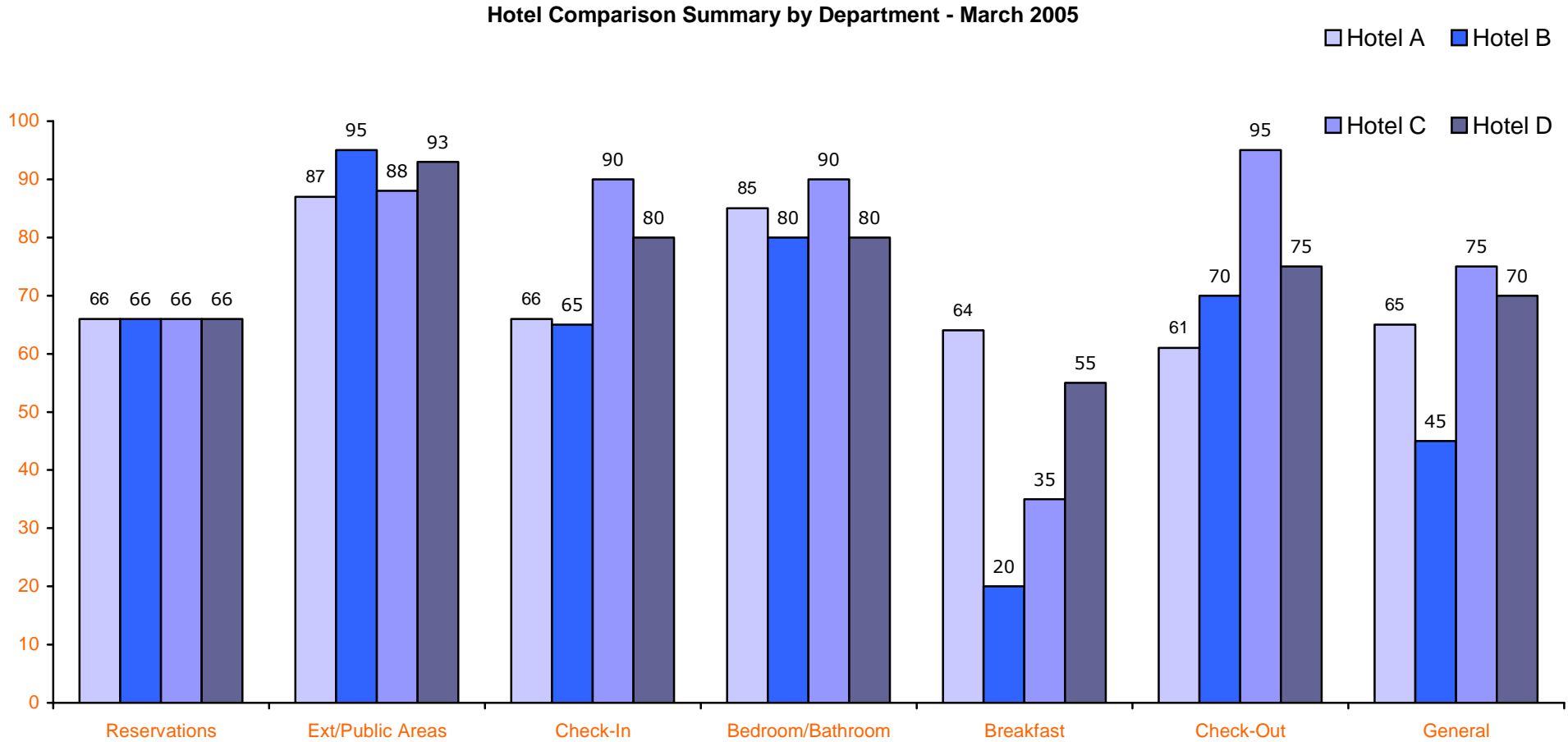
It is also useful to show the comparison in results attained by each Hotel on this occasion against the results attained in the last set of audits in December 2004 :



A more detailed summary of the results in each of the 7 key areas is outlined overleaf:

Summary Graph

The attached chart shows a comparison of performance by department, between the four hotels surveyed.



Summary of Key Audit Findings

An overall summary of the visit to the four hotels is outlined in this section. Detailed performance results for each individual property are provided in the following sections.

Reservations

The Reservations on this occasion were made to each Hotel, via the Corporate web-site. Reservations were made outside of business hours to determine what the response times would be. The response times for each reservation were as follows:

- Hotel A – 16 hours
- Hotel B – 2 ½ Hours
- Hotel C – 17 Hours
- Hotel C – 15 Hours (response came via telephone)

Included with each of the reservations enquiries sent to the Hotels was a request for directions to the properties. The responses received contained any details on directions to the Hotel. However the replies from the Hotels did supply information on the rate and cancellation policies etc.

The Auditors in making the reservations via the web-site had the following general comments to make:

- The Web-Site offers a user-friendly method of contacting the Hotels and each of the enquiries could be sent to a particular hotel within 10 minutes of logging on.
- However the response times were quite long, except for one Hotel. This would discourage the business traveller on the move from using this method to make a booking. The quicker method would still be to make the reservation via the telephone. For example, a reply was received from Hotel A asking for the reservation to be confirmed, but as the Auditor was travelling at that stage they did not receive the confirmation, which caused confusion when they arrived to the Hotel.
- Special requests for directions to each hotel were not responded to.
- Some hotels responded to the requests via email, whilst others telephoned the contact number given. It may be more practical to contact guests by telephone, as some guests may not pick up their emails on a daily basis.

Exterior/Public Areas

The hotels scored well in this regard and the Auditor felt that the hotels did make a positive first impression.

Check-In

Reception staff in Hotel A and Hotel D provided a very warm and efficient welcome to the guest. The Check-In at Hotel B & C was not as interactive or as efficient, but was still relatively good. Where Check-in lost marks was mainly in regard to the amount of information about the hotel supplied to the guest, or in offering morning calls etc. However the general feeling received from the reception teams was that they valued the guest's business, and that they were eager to please.

Bedroom/Bathroom

The bedroom facilities at Hotel A were deemed to be the best by the auditor (not perhaps in terms of size or splendour), but with regard to the level of cleanliness and the standard of

maintenance. The bedrooms at the other hotels were less appealing, largely due to a number of maintenance and/or cleanliness points.

Some of the problems that arose in the various hotels include:

- Stains on Carpets or Curtains (Hotel D and Hotel B)
- Equipment not working (all hotels)
- Poor standard of cleanliness (Hotel B & C)
- Poor Lighting (Hotel C)
- Room Temperature on arrival (Hotel B)

Breakfast

The quality of food and/or service at breakfast was rated highest at Hotel C although it was still not exceptional. The Breakfast experience at Hotel A was mediocre, and at Hotel D it was particularly poor. The Breakfast experience affected the auditors overall impression of the hotel to a greater or lesser degree in all cases, and with regard to the Hotel D would be largely responsible for them not being willing to return.

Check-out

Check-Out was generally handled efficiently in all of the hotels, but none of the receptionists actually enquired whether the guest enjoyed their stay or not. Also there was no attempt made in any of the hotels to determine whether the guest would return, or had potential future business.

General Comments

➤ Quality of Service Delivery

There is a noticeable difference, in all the hotels, between the level of service offered by reception staff and that offered by breakfast staff . Whereas the reception staff seem to make a genuine effort to please the guest and they do make the guest feel special, the opposite was sometimes the case of the Breakfast staff.

➤ Value for Money

Hotel A was rated excellent value for money as the service delivery and the quality of the product was very good overall, at a total cost of €60.00.

Hotel D was rated average value for money. Although the quality of service delivery was very good from the receptionists, the overall quality of the bedroom was only average. The total Hotel charges were €130.

Hotels B & C were also rated average value for money, although there were service delivery problems (restaurant & reception) and quality problems with the bedroom. However the total cost was just €60.00 & €70.00 respectively and as such, it was felt that this still represented average value for money.

➤ Would the Guest Return?

The auditor felt they would definitely return to Hotel A, if they wished to stay in that type of budget operation.

The auditor felt lukewarm about returning to Hotel D due to the problems with the bedroom. However the service offered particularly by reception would attract them back, even though it was only average value for money.

The auditor felt that the problems experienced in Hotels B & C, with some aspects of the service received from reception, but more importantly the problems with breakfast would deter them from returning again even though it was rated average value for money.

➤ **Management Presence**

There was no management presence evident in any of the operations. Whilst the reception teams were largely confident and capable, it is reassuring for the guest to see a manager at some stage during their stay. *(In an effort not to seem unfair it is accepted by the auditor that their stay in each hotel was short, but nonetheless their length of stay in each hotel did reflect that of a typical business client)*

➤ **Name Badges**

Very few of the staff in all the hotels actually wear name badges.



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Section 2

Detailed Audit Results

Hotel A

Hotel A

Audit Summary

Department/Area	Potential Score	Actual Score	% Score
Reservation	12	8	66
Exterior/Public Areas	16	14	87
Check-In	18	12	66
Bedroom/Bathroom	20	17	85
Breakfast	14	9	64
Check-Out	18	11	61
General	20	14	70
Total	118	85	72%

Introduction

This attached audit form provides a detailed analysis of the guest stay in the Hotel A, which took place on xx March 2005.

Overall Summary of Visit

The initial reservation, made via the web-site was responded to, but by the time the response was received the auditor was travelling and did not pick up the message from the Hotel requesting that the reservation was confirmed. This led to some confusion upon arrival at the Hotel.

The member of staff conducting the check-in was not wearing a name badge and their overall appearance was poor. They completed the check-in in a relatively efficient manner, but were not overly interactive or friendly to the guest. Overall, the Check-in experience was not as positive as on the last occasion.

The bedroom allocated was Room # XX which had a musty smell on arrival, but was generally clean and well maintained except for the following problems:

- Toilet roll holder had come off wall.
- Curtains were not hanging properly
- Cabling in room looked a little untidy
- Paintwork was 'tired' in places..

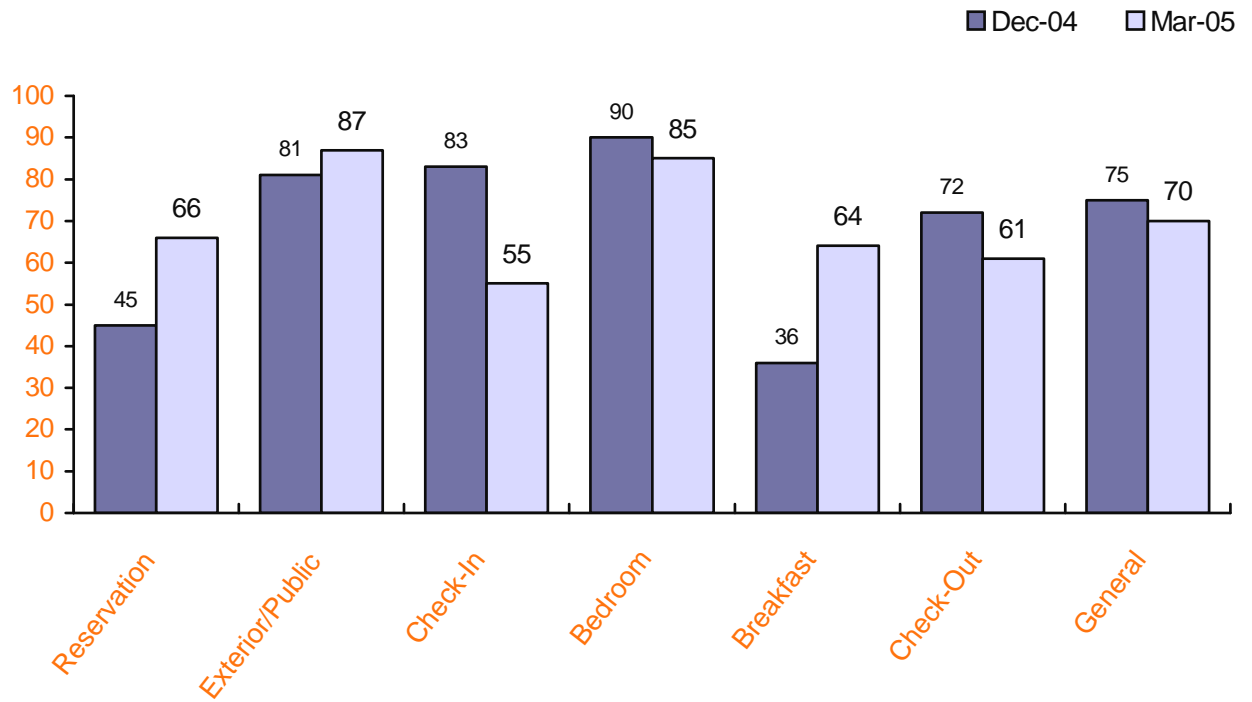
Overall however the bedroom provided a pleasant environment for the stay.

Breakfast was rated better on this occasion by the auditor, but they felt the staff still have too little interaction with their guests. The major improvement this time was that the guest was welcomed into the restaurant and thanked on departure.

Check-Out was handled well, but again there was no actual check for satisfaction with the stay or any effort to entice the guest back again. This is almost a repeat of the experience on the last occasion. The auditor again felt that the service offered and the standard of the room at Hotel A represented good value for money for the type of operation, and this would entice them to return.

Statistical Summary

Hotel A Results Comparison - Dec 04 and March 05



Please Note: Reservation in Dec 04 Audits was made via telephone, whilst in March 05 they were made via the Web-site, and therefore cannot be accurately compared.

Reservation

Department/Area	E	A	P	Comments
Reservation				
Corporate web-site easily accessible	√			
Web-site represents a user friendly and efficient approach to making a reservation		√		Would be more useful if reservations could be confirmed immediately.
Request for reservation replied to promptly and accurately		√		Length of time of Reply: Request made @ xxpm on xx and reply received at mid-day on xx
Appropriate details such as rate etc supplied in confirmation.	√			
Special requests made with reservation are responded to appropriately			√	Details on directions not given.
Cancellation policy outlined in response	√			

Exterior/Public Areas

Department/Area	E	A	P	Comments
Exterior/ Public Areas				
Checked-In at (time/date) X PM				
Clear signage, easily visible at night	√			Hotel is difficult to find. Sign outside is not visible from a distance.
Building makes a positive 1st impression		√		Just a doorway, very little to signify it is a hotel entrance.
Public areas clean, warm, well lit		√		Reception area was a little cold that evening.
Standard of maintenance	√			
Hotel literature visible for guests	√			
House/public phones available and in working order	√			
Clear signage in public areas	√			
Public Toilets clean and tidy	√			

Check-In

Department/Area	E	A	P	Comments
Check-in				
Guest acknowledged quickly	√			
Warm welcome given with appropriate eye contact and a smile	√			
Staff appearance good, name badge worn			√	Staff member not wearing name badge. Personal appearance was poor.
Guest checked in efficiently	√			
Hotel facilities explained to guest	√			Breakfast and Lounge area explained.
Morning call offered to guest		√		Guest had to request.
Staff are smiling and courteous throughout Check-in		√		Staff member not very friendly
Staff interact well with guest during Check-in		√		Very little Interaction.
Check-in ended in a friendly manner and guest thanked		√		No thank you or wishing of pleasant stay given

Bedroom/Bathroom - Given Rm xx

Department/Area	E	A	P	Comments
Bedroom/ Bathroom				
Bedroom creates good first impression for the guest and smells clean and fresh		√		Musty smell in room.
Overall cleanliness of bedroom	√			
Overall standard of maintenance in bedroom		√		Paintwork 'tired'. Cabling in room was untidy.
All facilities in room are in full working order - tv etc.	√			
Adequate supply of quality clothes hangers available	√			
Overall cleanliness of bathroom		√		Toilet roll holder had fallen off wall.
Clean, fresh towels available	√			
Standard of bathroom accessories	√			
Shower in good working order	√			
Hot water available at all times	√			

Restaurant Breakfast

Department/Area	E	A	P	Comments
Breakfast				
Warm welcome given, with appropriate eye contact and a smile	√			Pleasant greeting on arrival.
Staff appearance good, name badge worn		√		Two out of three staff wore name badges
Buffet presentation appealing to guest		√		Not overly appetising
Meal served at the appropriate pace and quality of food good.		√		
Staff are observant and anticipate guest needs		√		
Staff interact well with guests during service		√		Some interaction from staff.
Guest thanked on departure	√			Pleasant thank you on departure.

Check-Out

Department/Area	E	A	P	Comments
Check-Out				
Guest acknowledged quickly	√			
Pleasant greeting given with appropriate eye contact and a smile	√			
Staff appearance good, name badge worn		√		No Name badge.
Guest checked for satisfaction with stay			√	Not asked.
Bill presented in a professional manner and charges explained	√			
Payment handled efficiently	√			Handled on arrival.
Staff are smiling and courteous throughout Check-out		√		
Staff interact well with guests during service		√		Staff member not unfriendly but little interaction.
Guest is encouraged to return			√	No mention of return visit.

General

Department/Area	E	A	P	Comments
General				
Evidence of Management presence			√	No Management seen.
Overall appearance of staff		√		Staff member on Check-In was poor. Some staff didn't wear Name badges.
General maintenance of hotel	√			
Overall quality of food	√			
Guest needs anticipated by staff		√		All staff were polite in any interactions, but not always proactive.
Staff show a willingness to please		√		Wasn't told on arrival about vending facilities etc.
Attention to detail evident in hotel		√		Some greater attention to detail in room required.
Pleasant ambience in Hotel	√			
Service received represents value for money	√			Yes, staff are mostly polite and it is budget price.
Would the service received entice you to return again	√			Yes, would return again based mainly on the price.