

# Hospitality Assured 10 Key Steps

## A Customer Satisfaction Accreditation Process

The Standard for Service & Business Excellence is made up of ten steps that form the customer circle of improvement. The 10 steps are further made up of 49 key requirements or criteria which are all measurable objectives. The standard does not lay down precisely how objectives will be met as they will vary from one business to another, according to the organization's customer promise. A customer promise in a conference hotel, for example, will be different from that in a small eco-lodge.



Key Step		Brief Description
1.	<b>Customer Research</b>	The methods used to determine target customers and their on-going needs, competitor activity and market demands
2.	<b>The Customer Promise</b>	What the Organization wishes the customer to experience and be judged against and how effectively these are communicated
3.	<b>Business Planning</b>	Objectives for financial, marketing and operational achievement in meeting customer needs and business goals
4.	<b>Operational Planning</b>	The planning processes that ensure that all the critical stages in an operation have been identified and can be implemented
5.	<b>Standards of Performance</b>	The established procedures which underpin the service plan and ensure that the customer promise is met
6.	<b>Resources (people, equipment, facilities)</b>	All the resources that are required to deliver customer service standards are identified and provided
7.	<b>Training and Development</b>	Training and development activity that ensures people are capable of delivering the service standards that meet the customer promise
8.	<b>Service Delivery</b>	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
9.	<b>Service Recovery</b>	How customer service problems are identified and corrected to prevent their recurrence
10	<b>Customer Satisfaction Improvement</b>	How the need for customer service improvement is recognized and met