

FUEL SALES | INSPIRE MARKETING | OPTIMIZE REVENUE

# HSM AI Region Europe

It's all about good customer experience!



“We are in a **service industry**. The **H** in Hospitality means **service**:

- first to **our employees** because they are the deliverers
- second to **customers** or guests because they are paying for it and they deserve satisfaction
- third to **our shareholders** because they deserve transparency to monitor their investments, and
- fourth to **our communities** for it is our obligation to represent their support to society as a whole.



**Hotel icon Michael A. Leven**  
Volunteer CEO at Georgia Aquarium  
Past CEO and COO of Las Vegas  
Sands Corp.

“The core values of Deutsche Hospitality (passion, perfection, caring, tradition and vision) make it very clear that **service excellence is key to our business.**”

This enables our brands to be the preferred choice of investors, a preferred company to work for, and our hotels as a preferred place to stay at.”



**Puneet Chhatwal**  
CEO, Deutsche Hospitality

“The passion for service at Red Carnation Hotels stems from the ethos of our President and Founder Mrs. Beatrice Tollman; **‘No request too large, no detail too small’**. We challenge our staff to go **above and beyond the standard service offering** and be as creative as possible to surprise and delight our guests, and create the most enjoyable stay possible.”



**Jonathan Raggett**  
Managing Director  
Red Carnation Hotels

**That's all good and well...  
But why should I care?**

“But we look at our customer satisfaction survey results and our TripAdvisor scores and reviews, and respond to any issues immediately!”

True, a complaint that is well dealt with can create great loyalty and a lasting relationship with a customer.

However, wouldn't you rather be one or two steps ahead and deliver what your customers did not even know they wanted yet? Creating an atmosphere of empowerment and a corporate culture that nurtures exceptional service?

**Let's be proactive instead of reactive!**



## HSMAI Region Europe Service Pledge

An initiative to:

1. improve the quality of service overall in the industry
2. assist companies and organisations with formulating an easily communicated Service Pledge – internally and externally

## HSM AI Region Europe Service Pledge

in practice

- **Training and certifying** internal and external trainers/consultants
  - First trainer workshop Monday-Thursday 13th-16th March near Alicante in Spain
- **Interactive workshops** for companies and organisations
- Not your usual lecture-style workshops: enter **gamification** – developed together with Greenhat People



FUEL SALES | INSPIRE MARKETING | OPTIMIZE REVENUE



# Thank you!

Please contact us for more information today, or email Rokselä at [rm@hsmái.eu](mailto:rm@hsmái.eu)