

## **CUSTOMER SATISFACTION AUDIT**

### **How Committed Are You?**

#### MANAGING THE CUSTOMER RELATIONSHIP

1. How do you use the customer information you receive?
2. How do you determine the most important factors in a relationship?
3. How can customers get assistance, comment or complain?
4. How does your hotel follow-up on customers?
5. How are service standards set and monitored?
6. How are complaints aggregated, evaluated and used?
7. How does your hotel evaluate what's important to relationship management?
8. How does what's important to customers lead to hotel strategies?
9. How are customer-contact employees trained?

#### DEVELOPING CUSTOMER-CONTACT EMPLOYEES

1. How does your hotel select the right customer-contact employees?
2. What career path does your hotel show to employees?
3. What special training does your hotel give employees? Do you teach them:
  - Product Knowledge
  - Listening Skills
  - How to Ask for Comments
  - How to Anticipate & Handle Problems
  - Skills to Keep Customers Coming Back
  - How to Manage Customer Expectations
4. Are employees empowered to satisfy the customer?
5. Can employees make decisions on the spot to satisfy customers?
6. How does your hotel determine employee attitudes and morale?
7. How does your hotel recognize and reward excellent behavior?
8. How does your hotel keep good employees?

## MAKING COMMITMENTS TO YOUR CUSTOMERS

1. What promises does your hotel make to its customers?
2. Do these promises address the real concerns of customers?
3. Are these promises free of conditions?
4. How has quality improvement at your hotel been translated into stronger promises to your customers?
5. How do your promises compare with competitive promises to customers?

## HOW DO YOU DETERMINE CUSTOMER SATISFACTION?

1. What are the most important "satisfiers" of each customer segment?
2. What is your method of determining satisfaction?
3. How do you determine customer satisfaction of competitors?
4. How can you improve your methods?

## CUSTOMER SATISFACTION RESULTS

1. What is the trend of each customer segment?
2. What is the trend of key satisfiers and dissatisfiers?

## CUSTOMER SATISFACTION COMPARISON WITH COMPETITORS

1. What are the trends by customer segment?
2. What is happening to customer visits, market share and revenues?

## FUTURE REQUIREMENTS & EXPECTATIONS

1. How do you determine customer requirements and expectations in the future?

Contact us and tell us about your situation.