



The **MYSTERY** Partnership

Measuring Customer Service



QUALITYwatch

Detailed and comprehensive mystery customer assessments

- Bespoke Programmes with up to 750 separate quality standards from every aspect of the customer experience.
- A complete customer service experience measurement tool.
- Benchmarked results.



SALESwatch

The insurance policy for your sales budget.

A suite of tools, adapted to match your business needs, that measure your effectiveness in responding to all types of Sales enquiries.



BROCHUREwatch

Measuring the effectiveness of telephone enquiries, delivery and follow up calls

With over twenty five thousand assessments completed, the service benchmarks all departments sending out brochures or conference packs.



WEBwatch

Is your site punching its weight?

Evaluates enquiries made via your own company's website, reservation system or made via a third party.



EVENTSwatch

First impressions last

Showarounds are your first chance to make a big impact with potential customers. We'll provide a candid and professional report on the experience event organisers receive from your staff.



RESERVATIONSwatch

Maximising effectiveness: optimising profit

Measure and improve your teams negotiating skills to achieve the maximum yield from bookings.



AUDITING

Running our rule over every area

We are experts in measurement, and can provide a comprehensive audit on all aspects of your business including HR, sales, DDA and Health and Safety.



The **MYSTERY** Partnership

The Mystery Partnership

Using mystery customer programmes and tailored service standard analysis tools, we have been assisting clients achieve service excellence since 1995.

We are specialists in the luxury hotel and hospitality industry, and all our Partners have at least 15 years' operational hotel experience in GM and senior management positions. This experience ensures that our independent, discerning and fully trained assessors will both understand your business and blend in with your customer profile.

We are measurement experts. We do not provide subsequent training. This is your guarantee that our reports and recommendations will be honest and objective.

Since 2003 our clients have won over a hundred prestigious industry awards, including:

AA Five Red Star accreditation

5 Star Diamond Award for Service Excellence from The American Academy of Hospitality Sciences.

Leading Hotels of the World Commitment to Quality Awards, Africa & Europe.

RAC Credit to Industry Award

AA Hotel Group of the Year Award

Leading Hotels of the World Leading Spa Award.

Michelin Star dining award.



1

Agreeing the Strategy

We will develop and implement a flexible, tailor-made programme of assessments.

2

Communicating

We will work with you and your management team to develop and implement the strategy, communicating and agreeing the aspirational standards that the team will work towards to achieve the ultimate goal of service excellence.

3

Assessments Reporting Taking Action

Regular assessments that provide clear, accurate and concise information. Including detailed statistical and narrative comments, performance trend analysis, and benchmarking. Our reports highlight both positive and negative to give you the information required to take effective action

4

Results and Benefits

Customer service quality and consistency.
Maximised sales opportunities.
Quality standards.
Portfolio of evidence.
Employee performance management.

5

Service Excellence

The ultimate goal for any service-led organisation. "Exceeding customer expectation".

Journey to service **excellence**

"The Best advert is a quality product"

Benefits

- Independent, statistical measurement and catalyst for customer service improvement. Establishing a culture of improvement.
- Initiative management. Isolation and reporting on issues such as personalisation and friendliness of service, use of guests name, sales effectiveness or soft skills are some examples.
- Performance related pay. Demonstrating and rewarding the link for managers between profit and service, two sides of the same coin.
- Departmental responsibility. Ensuring supervisors and management understand and perform within their roles.
- Benchmarking service levels throughout the business. Comparing performance against a basket of similar properties.
- Maximising all sales activity in hotels. On average a hotel has 34 separate opportunities to sell extra services and provide service excellence to a guest.



Testimonials

As part of our own MTM business improvement programme (Monitor, Track and Measure) We asked our customers why they used our services...

"We have been using The Mystery Partnership's QualityWatch mystery guest service for eight years and it has become an invaluable management tool for everyone within our organisation to objectively evaluate and improve the service we offer to our guests.

The service offered by The Mystery Partnership includes a regular update to ensure that the standards which we constantly review are incorporated into the programme, and it's this flexibility that I believe sets The Mystery Partnership apart from other companies.

As attention to detail is a constant expected requirement from our customers, I expect and receive reports that include every detail of the guest experience.

Red Carnation Hotels have received a number of awards and accolades over the past few years, and I firmly believe that our regular measuring of standards using the QualityWatch programme, and the subsequent training and rewarding of excellence, have been absolutely integral to our success."

Jonathan Raggett

Managing Director Red Carnation Hotels

"As a progressive Hotel Group our aim is to constantly build upon the service we give to guests. Your monthly reports, excellent in both quality of content and response time, enable us to recognise potential weaknesses, to improve upon performances as well as highlighting first class responses from hotels.

I am pleased to say that BrochureWatch is now an established part of our operation."

Mr John P Cotter MHCIMA

Director Marston Hotels

"We have used the services of The Mystery Partnership to run both Mystery Customer and BrochureWatch programmes.

Both elements have helped the hotels monitor and develop their quality system under ISO 9002 EN and have provided a clear evaluation of the effect of training to correct adverse trends. One of the major benefits of The Mystery Partnership is their willingness to change the content and emphasis of the Mystery Customer Programme to meet the demands of the individual customer."

Mr Alan Blekinsopp

Managing Director

Coppid Beech Hotel Bracknell & Swan at Streatley



You have read the brochure. **So what's the next step of the journey?**

- Contact us, and one of our Lead Partners will visit you to discuss your needs and expectations.
- We will then put forward a detailed proposal for your hotel.
- The Lead Partner will be the same person that guides you through the setting up and implementation process.
- The Lead Partner will then manage your account, providing a one-stop contact point.



The **MYSTERY** Partnership

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