



# Coyle Hospitality Group

## Guest Service Measurement & Analysis

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### GET TO KNOW OUR COMPANY:

Coyle Hospitality Group provides mystery shopping and brand quality assurance services **exclusively** to the hospitality industry, including restaurants, attractions, hotels, resorts, spas, and cruise lines. Since 1996, Coyle Hospitality Group has completed over 60,000 quality evaluations for companies that truly care about the guest experience.

### EXPERIENCE OUR BENEFITS:

- ❖ Highly Skilled & Demographically Matched Evaluators
- ❖ Customized Standards & Reporting
- ❖ Robust, Objective Narratives
- ❖ Unparalleled Attention to Detail
- ❖ Speedy Report Turnaround
- ❖ Complete Client Support



### IN GOOD COMPANY:

Bobby Flay Restaurants

Daniel Boulud

Starr Restaurant Organization

Jean-Georges Restaurants

Biltmore Estate

Hilton Grand Vacations

Starwood Hotels & Resorts

Gaylord Entertainment

Affinia Hotels

Bouley Restaurants

San Mateo County Event Center

Royal Caribbean International

China Grill Management

Morgans Hotel Group

Kimpton Hotel and Restaurants

RA Compass

Alameda County Fairgrounds

Princess Cruises

### MEET YOUR STARTING LINEUP:



#### **Evaluators -**

Coyle Hospitality Group exercises the highest discretion in selecting evaluators. Each year, we receive over 40,000 inquiries from people who want to be evaluators with CHG. After careful review, we accept less than 2%! In the New York City metro area, there are more than 1,000 evaluators, who have varied backgrounds and demographics. Evaluators are carefully taught client specifications, and performance is monitored continually.

#### **James T. Coyle -**

Since graduating from Cornell University in 1987, Jim held executive positions in both hotel and restaurant operations & marketing before founding CHG in 1996. Since then, Jim has developed customized quality measurement programs for over 100 hospitality companies.

#### **Joanne Blank -**

Joanne earned a BS at Mary Mount Manhattan and holds graduate degrees from Columbia and Fordham Universities. Joanne has 20 years of experience in the hospitality and construction industries, with expertise in strategic planning, marketing, and operations.

#### **Jessica Zike -**

Jessica is a Boston University graduate who provided training and consulting services to over 50 companies prior to joining Coyle in 2006. For Coyle, Jessica directs evaluator selection and deployment, ensuring the best possible matches for Coyle clients.

#### **Lauri Lewis -**

With many years of experience as a recruiter for Disney, Lauri is an expert in her field. With Coyle, Lauri applies her expertise to attract, screen, and select the best evaluators for Coyle's clients.

# SAMPLE REPORT

YOU JUST GOT SHOPPED...NOW WHAT???

Coyle's reports are designed with one goal in mind: **to provide the most user-friendly method for clients to access and assess results, turning reports into action.** Because we own and operate our technology, clients receive a robust report delivery engine, fully customized to their needs. Almost all of the innovations on the dashboard are results of client requests. All you need is a browser; no additional software is necessary.

## ACCESS

InnsQore by CHG **DASHBOARD** Active Sheet: Hotel Demo Log Out  
Options and Queries PHOTOS Go

Select alternate time period for assignments (default is from the last 36 month(s) through today)

Start Date: 1 20 2007 End Date: 1 20 2010 Property: Hotel Blue, Hotel Red, Yellow Inn Query

Date	Property	Overall Score	Call	Reservations	Bell/Valet Staff	Front Office/Concierge	Housekeeping	Engineering	Public Areas	Food & Beverage	Spa	Golf	Service Recovery	Last Visit	Variance	YTD
	Sample NY Mets Group YTD	77		75	76	77	78	80	78	76		81	79			
2009-10-31	Yellow Inn	80		82	86	84	67	78	72	78		91	9	79	1	77
2009-09-01	Yellow Inn	79		60	76	76	78	75	76	80		94	85	75	4	76
2009-07-25	Yellow Inn	75		77	76	75	77	78	77	69		80	85	75	0	75
2009-05-18	Yellow Inn	75		67	70	75	77	86	70	73		91	9	69	6	75
2008-07-02	Yellow Inn	69		68	66	68	69	78	70	71		70	71			69

Easily find stored reports 24/7 online; no PDFs or Word files.

Immediately determine how one shop compares to the venue's YTD.

Filter and sort by date, department, overall fulfillment, and many more variables...



Concentrate only on the areas that you need to.

Each checklist is followed by an objective, detailed, and fully supported narrative. Sections are easily e-mailed to your team straight from your browser.

Front Office-Interactions & Observations	79%
1. Front desk is always attended; at least one desk agent is visible.	1 / 1
2. Guest greeted or acknowledged with eye contact /gesture within one minute.	1 / 1
3. Initial greeting was positive, not neutral or functional.	1 / 1
4. Smiling and eye contact are prevalent.	1 / 1
5. If learned, concierge/desk agent uses guest name.	0 / 1
6. Desk agent/concierge listened, and asked probing questions to fully assess need.	0 / 1 not used
7. Concierge displayed good knowledge of the property.	1 / 1
8. Concierge/desk agent mentioned hotel restaurant or other Kimpton restaurant if applicable.	n / a not applicable
9. Concierge/desk agent enthusiastic, not businesslike or hesitant, in approach to task presented.	1 / 1
10. Concierge/desk agent was committed to finding the best possible outcome.	1 / 1

I approached the front desk just after 8:35 AM on Sunday, June 7, 2009. There was one staff member in attendance, Grace, and three other guests were present. As I approached, Grace looked up at me, smiled, and in a cheerful tone of voice, greeted me with, "Good Morning."

I asked her if a meeting room was available. I explained that I would be needing use of one to hand out materials to a group of sales people coming in before 9:00 AM. Grace looked up at what was likely a schedule. Grace told me that she was not sure and asked me to repeat my request to understand exactly what I needed it for. After I repeated my request, she more closely reviewed the same material. Grace told me that it looked like they had some rooms available but politely stated that she was not sure if she had the authority to loan them out. Grace looked concerned at first, but relaxed and told me that it should not be a problem. Grace picked up the phone and offered to call the restaurant, mentioning that they had a small meeting room available too and she would check on its availability.

At that time, I let her know that I would confirm whether I needed the room or not to be certain and would either stop back by or call to let her know. She hung up the phone, made eye contact, smiled and closed in a professional tone of voice with, "Okay, sounds good."

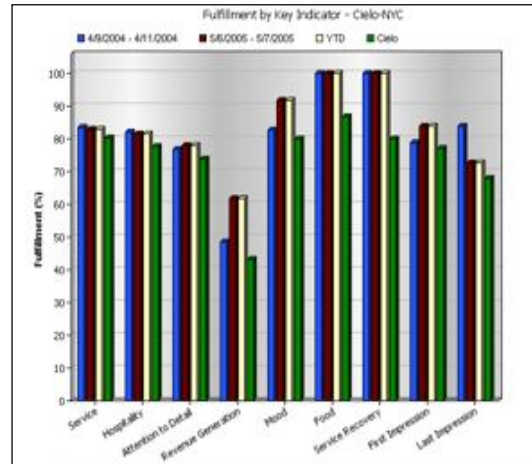
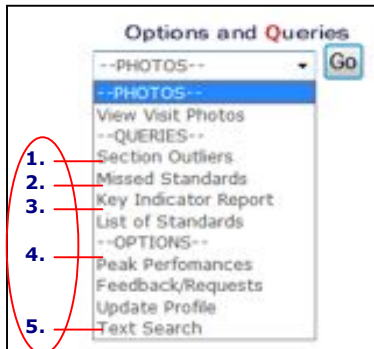
I called the front desk at 8:40 AM. After nine rings, the phone was answered by an upbeat male voice that said, "Good morning, front desk," and introduced himself as Roger. I asked for Grace. Roger told me that she had just gone on a break and asked if he could help me. I let Roger know I was calling to let her know that I did not need a meeting room after all. He told me that it was no problem. Roger closed in a polite tone of voice with, "Have a good day."

Subjective Evaluator Comments:  
Grace's offer to follow through with finding me a meeting space was appreciated.



## ASSESS

With reports averaging 12,000 to 20,000 words in length, Coyle has designed multiple ways for the busy executive to find exactly what they need with a few clicks of the mouse. All of these tools help clients turn the report findings into action.



### For your next team meeting:

Use simple queries to discover relevant and useful data.

1. Which concession team is engaging the guests the best? Fulfilling the most revenue generation standards?
2. What SOPs are we missing the most over time?
3. From the guest perspective, are we being too 'functional' and not 'engaging' enough?
4. Can we motivate the new concession attendant with some best practices from her peers?
5. Let's track Tom's progress over time.
6. And many, many more...

**Sample NY Mets Group Outlier Report**

Running Outlier Report for Yellow Inn  
for the time period of 01/01/2008-01/01/2009  
displaying any visits that had Departments whose totals were less than than 70%

Waste no time finding outliers.

Check-In Date	Hotel	Department	Percentage
7/2/2008	Yellow Inn	Reservations	68
7/2/2008	Yellow Inn	Bell/Valet Staff	66
7/2/2008	Yellow Inn	Front Office/Concierge	68
7/2/2008	Yellow Inn	Housekeeping	69
7/2/2008	Yellow Inn	Golf	70

## ACTION!

Turning reports into **results**: Find deficient areas, and compare them to company-wide and **COMPSET** numbers.

**Sample NY Mets Group Standards Report**

Running Standard Outlier report for Yellow Inn  
for specific departments  
for specific key indicators  
for ALL secondary key indicators  
for the time period of 01/01/2008-01/01/2009  
displaying any Standards whose totals were less than than 70%

Department	Discipline/Scenario	Key Indicator	Key Indicator 2	Standard	Group/Set %	Company %
Food & Beverage	Bar/Lounge	Attention to Detail		Uniform pressed; hair neat, shoes shined; no sneakers.	0	0
Food & Beverage	Outlet Lunch	Service		Guest greeted within 30 seconds.	0	33
Food & Beverage	Room Service: Delivery	Attention to Detail		Server verifies complete order.	0	33
Food & Beverage	Room Service: Delivery	Attention to Detail		LINENS: no stains, rips, pressed; napkins folded neatly.	0	33
Food & Beverage	Room Service: Delivery	Food		Food meets expectations; no significant disappointments.	0	33
Food & Beverage	Bar/Lounge	Attention to Detail		Ice scoop was employed.	0	50
Food & Beverage	Bar/Lounge	Attention to Detail		Back bar was maintained neatly.	0	50
Food & Beverage	Bar/Lounge	Attention to Detail		Lounge: Drinks were delivered using a tray.	0	50
Food & Beverage	Bar/Lounge	Revenue Generation		REVCEN-Upsold liquor, beer, and wine.	0	50
Food & Beverage	Bar/Lounge	Revenue Generation		REVCEN-Food was promoted to guests.	0	50
Food & Beverage	Bar/Lounge	Revenue Generation		REVCEN-Refills proactively offered BEFORE drinks were empty.	0	50
Food & Beverage	Bar/Lounge	Service		Bartender greeted you in a timely manner.	0	50
Food & Beverage	Bar/Lounge	Service		Lounge: Cocktail Server was both helpful and knowledgeable with questions.	0	50