Evaluate the Guest Experience

Brand Compliance Audits
Brand compliance audits ensure continuity in operations and standards across locations.

Guest Experience Evaluations
Narrative-rich hotel evaluations. Hybrid reports merge brand compliance and emotional/subjective feedback – the “Coyle Classic.”

Sales and Marketing Audits
Assess quality of telephone and on-site sales activities that have a clear and direct impact on revenue. Try the “smoke & fire” approach – if the initial call goes well, then there may be no need for a deep dive.

Cash Integrity
Cash integrity shops at restaurants and bars are a necessary activity for responsible operators.

F&B/Bar Evaluations
Restaurants and bars are revenue centers in your hotels; ensure your outlets are competitive with the local market by deploying a mystery shop that measures food, beverage and overall experience.

Contact us today at: +1.212.629.2083
www.coylehospitality.com
Welfare and Safety
Verify key areas where welfare and safety are concerns.

"Drive By" Audits
Focused shops that don’t require an overnight stay – social hours, check-in, public areas, etc.

Emotional Audit
Narrative-rich hotel evaluations with focus on outcomes, emotional connections, loyalty and subjective feedback.

Graphic Standards Audit
Measure compliance to re-brandings and refreshed amenity programs.

Site Inspections
Site inspections utilize a checklist of compliance measurements (mostly physical items, cleanliness and condition) in either an announced or unannounced inspection. Management debriefs and walk-throughs available.

Competitor Shops
Brand audit or narrative-rich evaluation of a competitive set.

Internal Branding/Cultural Brand Development
Develop internal brand materials, service models and all the things that make your brands live and breathe.

Hospitality Training/Leadership Facilitation
Facilitated training customized to client's brand. Onsite leadership and line-level training available. Coyle offers world class packaged training on hospitality basics, service recovery and storytelling.

Standards Development
Create brand standards/brand playbook for brands that do not currently have any, or for brands that need more focus.

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