

OVERVIEW AND OBJECTIVE:

TheAstoundGroup, Service Quality Advisors can assist in the development of a **Continuous Quality Improvement Culture, Programs and Initiatives** to ensure best-in-class business operations resulting in service, product, and profit success.

10 Projects & Initiatives...

1. **Development of Company Mission Statement. Vision and Overall Service Standards** = #tag advisors will facilitate the Senior Leaders of the company in creating a quality philosophy that will be the overarching guide for the culture of quality and continuous improvement.
2. **A. Development of Service Standards for Hotel and F&B Operations** – a project team will be formed consisting of cross-functional associates, to participate in the development of these service standards that are aligned with FTG.
B. Development of Service Standards for Casino Operations – a project team will be formed consisting of cross-functional associates, to participate in the development of these service standards.
Partnership with Marketing for the following:
 - a. Sending surveys to casino customers regarding service and product expectations.
 - b. Twenty Casino Customers to be invited for focus group discussion on service and product expectations. Focus group to be facilitated by TheAstoundGroup Advisor.
3. **Quality Improvement Tools Training and Certification** - this is a 3-session learning experience for leadership who will be trained to the utilization of 6 Step Problem Solving Process and Causal Analysis to eliminate recurring defects. Participants will also be trained to utilize the Brown-Paper flowcharting and Process Mapping to identify bottlenecks with the goal of 50% cycle reduction in how work gets done. Guest Journey Mapping will be introduced to create moments of impact in the key-drivers of guest experiences. The trainees will also learn the process of benchmarking and will be presented with best practices from other companies. Participants will be given assignments and actual projects to present at the end of the workshop.
4. **Development of Defect Reporting, Recording and Resolution Process and Training** for all Hotel, F&B, Retail and Casino Operations. Consultant will work closely with the IT Team of the hotel to develop an inhouse application for reporting guest defects accessible by all associates 24/7.
5. **Development of Hotel, F&B and/or Casino QR Code Surveys** – consultant will provide recommendations for survey questions, QR Code methodology, and Social Media Company who will integrate and provide analytics for ratings, impressions and process for responding to reviews.
6. **Development of process and ownership of a weekly Commitment to Quality Lesson Plan** that will be reviewed during daily line-ups at the start of each shift – Consultant will partner with the hotel's Training and Development Department for this process.
7. **Development of process and ownership for The Good Idea Process** – Consultant will work with the IT team to develop an inhouse application accessible by all associates 24/7.
8. **ACE IT Guest Engagement Training** – Consultant will conduct this half-day interactive and fun learning sessions for all employees (maximum of 50 per class) utilizing the 4 A's of Guest Engagement.
9. **Leadership Strategic Planning for 2023** - Utilizing a proven process that ensures a more systematic, collaborative and focused approach to goal setting and action planning based on S.M.A.R.T. principles. A plan that can be periodically updated and tracked with transparent results. A plan that can be cascaded to all levels of management for alignment of efforts. A plan that will contribute to the hotel's product, service and financial success.

10. **Development of KPI Balanced Scorecard for Leadership** – working closely with the Senior leadership to identify metrics that will be part of the balanced scorecard. Will work closely with the IT Team to develop an inhouse application that is available 24/7 to all leaders included in the KPI.

YOUR ADVISOR:

Your Service Quality Advisor and Trainer



PAUL SAMUEL ROA
CEO & PRINCIPAL CONSULTANT
THEASTOUNDGROUP, SERVICE QUALITY ADVISORS

- **30 Years in Hospitality:**
 - **20 Years: The Ritz-Carlton Hotel Company**
 - Director of Quality, New York
 - West Coast Area Director of Quality/Productivity, San Francisco
 - **10 Years: Shangri-La Hotels and Resorts**
 - Global Director, Quality and Service Excellence, Hong Kong
 - **Forbes Travel Guide**, Advisory Board Member, 2013-2017
- **Expertise:**
 - **Quality Diagnostic Reviews and Workshops**
 - Product and Service Evaluations, Social Media/Guest Survey Integration, Meetings, Events and Group Sales Efficiencies
 - **Service Quality Training**
 - Guest Engagement, Guest Problem Handling, Quality Improvement Tools Training and Certification
 - **Service Quality Standards and Culture Development**
 - Company Vision and Strategies, Service Standards for Hotels , Restaurants and Casinos
 - Guest Surveys and Platforms, Defect Reporting, Recording and Resolution Process, Best Practice Process, Guest Panel Research, Process Mapping and Process Improvement, Guest Moments of Impact Design and Architecture
 - **Labor Management and Productivity**
 - Labor Standards, Cycle Time Improvement
 - **KPI (Key Performance Indicators)**
 - Development of a balanced score card based on Financial, Sales Employee and Customer Engagement metrics.

CONSULTANT FEES:

INITIATIVE	PROPOSED FEES
1. Development of Continuous Improvement Quality Culture, Programs and Initiatives.	<p>Fees: For Discussion</p> <p>Payment Method:</p> <ul style="list-style-type: none"> • 50% after contract signing • 50% at end of Week 4 <p>Provided by _____</p> <ul style="list-style-type: none"> • R/T transportation fare: • Board and Lodging for the duration of stay
2. Product and Service Evaluation and ACE IT Guest Engagement Training	<p>Fee = Included</p> <p>Provided by _____</p> <ul style="list-style-type: none"> • R/T transportation fare: • Board and Lodging for duration of stay