

# Quality Assurance



## Customized Programs Exclusively for K Hotels Members

As a property manager, the demands on your time and attention can come from both near and far. Specifically, how do you best balance membership requirements with the particular challenges of your immediate market? How can you quickly and accurately assess the guest experience on your property and get targeted, actionable performance data quickly for coaching and training purposes?

LRA Worldwide, Inc. can help you answer those questions...and others. With more than 25 years of experience providing leading hotel companies and brands with customized Quality Assurance programs, we are ideally equipped to help you improve your operation with a more frequent and focused schedule of services. We are pleased to serve as the official Quality Assurance partner for K Hotels and are ready to work directly with you as needed!



### K Hotels Signature Program: The "K Quality" Evaluation

As a member of K Hotels, you will have exclusive access to its customized Quality Assurance Program, "K Quality."

Working collaboratively, K Hotels and LRA Worldwide developed a robust evaluation tool that touches on all key areas of the guest experience. Based on a mixture of AAA Four-Diamond guidelines and industry best practices, the evaluation will include an assessment of the following areas:

- Pre-Arrival
- Arrival & Departure
- Spa Services (where applicable)
- Problem Resolution
- Food & Beverage
- Housekeeping & Maintenance
- K-Hotels Marketing & Branding
- Cleanliness & Condition

In addition to quantitative scoring and analysis, each property will receive a detailed narrative highlighting each service interaction, along with a SWOT analysis highlighting best practices and areas of opportunity as noted by the evaluator. The K Quality evaluation is \$1,600, plus travel and expenses.

### Additional Services

Whether you want to address a perceived weakness, reach a desired milestone, or conduct a comprehensive review of your property and your competition, our highly trained, professional consultants will give your property a rigorous evaluation based on one of the evaluation frameworks outlined below. Upon conclusion, your property will receive a detailed report which will act as a benchmark against K Hotels' requirements and as an invaluable training tool and resource as you strive to improve your operation.

#### Full Property Audit - Service, Cleanliness, Physical Facility

Should you wish to gain a more complete assessment of your property, LRA can design a site visit to provide you with insights into your service delivery, physical plant and needed capital improvements, cleanliness and general property conditions. Though LRA will put together a program to best serve your property, some of the features of the LRA Full Property Audit include:

- Measurement of guest experience across multiple service interactions and problem resolution scenarios;
- Scorecards for each encounter and in aggregate, with supporting narrative for each encounter;
- Debriefing with GM and key staff to discuss findings, as well as a property walkthrough with designated property leaders;
- Physical assessments of multiple (5) guest rooms, public areas, meeting space, food & beverage facilities and back-of-house areas;
- Recommendations for coaching/training opportunities and needed capital investments.

LRA will deploy a full-time consultant for this site visit; the consultant will spend two-days and two-nights on property to assess the service delivery, conduct the site evaluations and interact/debrief with the property leadership.

## Service Evaluation

If service levels are a particular concern at your property, LRA can perform an evaluation to provide you with focused insights into your service delivery, measuring performance across multiple service interactions against best-of-breed service standards and LRA's knowledge of industry best practices. Some of the features are:

- Measurement of guest experience across multiple service interactions and problem resolution scenarios;
- Scorecards for each encounter and in aggregate, with supporting narrative for each encounter;
- Debriefing with GM and key staff to discuss findings, if desired.



This evaluation will be performed by a full-time, professional LRA Worldwide consultant with years of operations experience at full-service upscale and/or luxury hotels. Should guest feedback reveal service issues at your property, don't wait for the next problem to see if you've improved - an LRA Service Evaluation will provide a true diagnostic of service deficiencies and opportunities for improvement.

## Competitor Analysis

Chances are you receive a good deal of information providing you with a wide-angle view of the competition. Nobody, however, is letting you know what the guy down the street is doing. To truly compete in a market, you have to know what all of the local players are doing...and how they are doing it. Service, facilities, catering, meetings — our professional hospitality consultants would summarize your competition and let you know how you stack up.

## Traditional Mystery Shopping

LRA has applied the "LRA Difference" from its Quality Assurance solution to a more traditional "mystery shopping" offering, providing clients with a wealth of meaningful data from the field. Our methodology allows us to maintain a high-level of consistency and professionalism in reporting that has historically been a weakness of "traditional" mystery shopping. We recruit shoppers with the needs of a specific client program in mind, conducting an in-depth screening, selection and training process that ensures quality data. When you want to measure the experience around specific service, product or "touch point," LRA's mystery shopping solution provides valuable performance data and meaningful, actionable insights.

***Pricing for all of the Additional Services noted here are on a per property basis, dependent on the specific needs and features of the given property. Please contact us to learn more!***

## About LRA Worldwide, Inc:

*LRA Worldwide is a leading research and consulting company in the emerging discipline of Customer Experience Management (CEM). We work with our clients to help them design and deliver consistently exceptional customer experiences in order to drive customer satisfaction, loyalty and advocacy, and company growth and profitability.*

*In LRA's 25-year history, we have grown from a provider of customized quality assurance evaluation programs for the hospitality industry, to a leading CEM consulting company offering a variety of client solutions. The evolution has been driven by our clients asking us one question - "How do we get better?" In response, we have built a range of quality assurance, mystery shopping, research, training and consulting solutions to help them do so. Today, we are a growing company operating in more than 120 countries throughout the world, helping some of the world's leading hospitality companies, including W Hotels, The Luxury Collection, Destination Hotels & Resorts, The Kessler Collection, the PGA TOUR and Ritz-Carlton Clubs, deliver exceptional customer experiences. Every touch. Every time.*



## For more information contact:

Shannon Pruce  
Account Director, Quality Assurance  
**LRA Worldwide, Inc.**  
300 Welsh Road, Building 1, Suite 200  
Horsham, PA 19044.2263 USA  
**T** +1.215.449.0349 (direct)  
**M** +1.215.307.0349  
**E** shannon.pruce@LRWorldwide.com  
**W** www.LRAWorldwide.com