

*Focu**s ED* on Hospitality Professionals

Guest and Customer Satisfaction
Mark Heymann
An Insider's Guide
Beth Mahler
Guest Satisfaction Golden Triangle
Dr. Dan Mount
**Total Workforce Performance
Improves Satisfaction**
Beth Mahler

Customer **SATISFACTION:**

*The Eyes into the Soul
of Your Organization*

Share with:

Total Workforce
PERFORMANCE
IMPROVES
Guest **SATISFACTION**

Successful companies continue to increase their focus on improving customer satisfaction. These companies also recognize the power of engaging employees in shaping their company's future. And, successful management of the workforce plays a significant role in engaging and inspiring employee excellence in building a customer-centric culture.

Research at Cornell University's Center for Advanced HR Studies¹ and other institutions indicates that there's a strong link between customer and employee satisfaction. Employees who are engaged and happy achieve superior customer service. There is also a substantial correlation between an employee's behavior, customer perception, and profits. The employee's behavior depends primarily on his/her attitude. An analysis of 800 Sears Roebuck stores demonstrated that for every five percent improvement in employee attitudes, customer satisfaction increased one point three percent (1.3%) and corporate revenue rose by half of a percent (.005%).²



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The Right Employee

Service quality experts agree the first step to building a customer-friendly culture is in the hiring and training. Identifying the right employees with customer-satisfaction potential is critical. Excellent customer-service involves optimism, flexibility, and the ability to handle stressful situations or criticism, without feeling emotionally threatened. In turn, well-trained employees will build excellent relationships with clients.

The Right Attitude

To improve employee attitudes, a company must develop healthy relationships that create and maintain loyalty between both staff and customers. Service-quality experts believe that customer-service employees display the treatment they receive from management. For example, a company with poor communication has poor customer relations. A business with good channels of communication is significantly better

at keeping customers satisfied and meeting expectations.

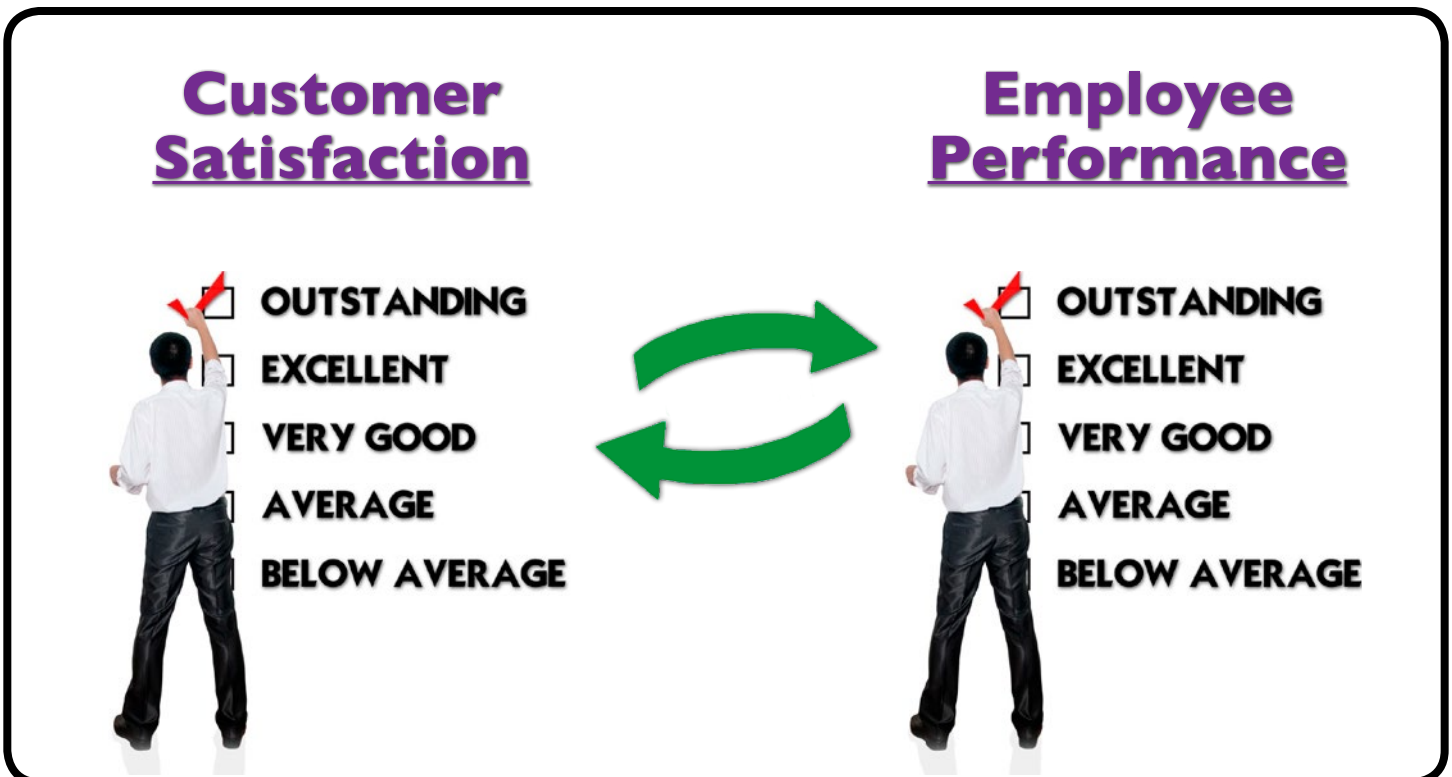
Conversely, a company that provides lousy service may have trouble hanging onto its customers over time, and thus may be forced to continually replace lost business. The cost of acquiring new customers is five times higher than the expense of servicing existing ones.

A recent study by MOHR Learning, a New Jersey-based consulting firm found the following:

- Twenty percent of customers will walk out when service is bad
- Twenty-six percent of customers will never return AND will warn their friends and neighbors to stay away

The Right Time

Making the best possible scheduling choices engages employees, meets customer demand, and inspires client satisfaction.



According to Barry Kaplan, Senior Vice President Partner Engagement for UniFocus “It is imperative to correlate customer satisfaction data to your labor performance metrics. For example, if employee productivity is increasing, but customer satisfaction scores are trending downward, the cost savings seen is artificial because there has been an adverse impact that will affect your customer’s intent to return and recommend. Conversely, if you have an improvement in productivity, and customer satisfaction scores are remaining level or going up, there is a genuine, realized savings.”

Kaplan continues, “As a manager, you have to be concerned with juggling employee engagement, customer satisfaction, and total workforce management. You need to consider all three to sustain success. Without taking into account all three components, you could have false indicators of overall performance.”

The Right Solution

Implementing labor management tools to successfully manage your workforce leads to higher levels of customer service and profitability. The right workforce management solution will provide accurate forecasting, automated scheduling, pro-active planning, flexible budgeting, and consistent reporting which allows executives and managers to make intelligent decisions

Utilizing a total workforce management system optimizes employee engagement and customer satisfaction by:


- Giving employees user-friendly tools and implementing functional software.
- Enabling your employees to meet and sustain labor standards across your property(ies), allowing a greater ROI.
- Leveraging the data and tracking labor-related expenses in real-time helps to control labor costs, minimize

Success



compliance risks, and increase employee productivity with accurate scheduling while reducing overtime.

- Utilizing real-time visibility across property(ies), ensuring your organization can continuously improve operations and productivity.
- Reducing labor costs associated with understaffing and/or over-scheduling which improves customer satisfaction.
- Using accurate forecast data which provides the opportunity to increase engagement, customer satisfaction, and sales.
- Scheduling to align an employee’s availability with demand.
- Meeting customer expectations by matching scheduling to customer traffic.

The key to success in the service industry is to put every asset to its best possible use to increase customer satisfaction. A fully engaged staff increases the odds of repeat business, ensures revenue does not walk out the door, and drives guest satisfaction up. When the right resources are utilized at the right time, with the right attitude, and synchronized with business demand, you achieve optimal performance at the lowest possible cost. 

Employee & Customer Loyalty

Straight Ahead 



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