

Service Driven Success Part II Performance Standards

You'll discover:

- ◆ What are Performance Standards
- ◆ How to Create Performance Standards

Performance Standards

Performance Standards are a Standard of _____ set by a company for all team members to strive and _____. They must be _____ to with non compliance resulting in disciplinary _____ by management.

Performance Standards

Performance Standards are used to ensure absolute _____ in the service experience that customers _____. They help bind the team and set a clear expectation for team members on what is required. They also help with _____ and fast track your new team members development.

Performance Standards

A great example of Performance Standards as discussed in our last work shop is the Ritz Carlton Hotel.

They have Performance Standards that ensure that all team members are asked to carry around with them on shift on a small card.

Team members are assessed regularly against their Performance Standards.

The Ritz Carlton Credo for Service

1. The credo will be known, owned, energised by all employees
2. We are ladies and gentlemen serving ladies and gentlemen
3. The 3 steps of service shall be practiced by all employees
4. Smile – We are on stage. Always maintain positive eye contact

The Ritz Carlton Credo for Service

5. Use proper vocabulary with guests
6. Uncompromising levels of cleanliness are the responsibility of every employee
7. Create a positive work environment. Practice team work and lateral service.
8. Be an ambassador of the hotel inside and outside of the workplace. Always talk positively. No negative comments.

The Ritz Carlton Credo for Service

9. Any employee who receives a complaint owns the complaint
10. Instant guest pacification will be ensured by all. Respond to guest wishes within 10 minutes of the request. Follow up with a phone call within 20 minutes to ensure their satisfaction.
11. Use guest Incident Action Form to communicate guest problems with fellow employees and managers.

The Ritz Carlton Credo for Service

12. Escort guests rather than pointing out another area of the hotel.
13. Be knowledgeable of hotel information to answer guest queries.
14. Use proper telephone etiquette. Answer within 2 rings and with a smile. Ask permission to put a caller on hold. Do not screen calls. Eliminate call transfers where possible.

The Ritz Carlton Credo for Service

15. Always recommend the hotels food and beverage outlets before recommending outside facilities.
16. Uniforms are to be immaculate. Wear proper foot ware (cleaned and polished) and your correct name tag.
17. Notify your supervisor immediately of hazards, injuries or equipment problems as required.

Performance Standards

Your Performance Standards can be as few or as many as you feel necessary.

Creating Your Own Performance Standards

Performance Standards

Break your team up into groups of 3 – 6 team members with no more than 6 groups. Where there are more than 36 people you will need to form larger groups.

Performance Standards

When in your group, start by brainstorming all of the Standards you think your team should aspire to.

Performance Standards

Now form your team back together and list down all of the ideas each group has come up with.

Performance Standards

Next you can cull out all of the double ups.

Then work discuss which standards are absolute necessities.

Performance Standards

List these down separately and spend time getting the wording spot on. Make sure they are clear and easy to understand.

Performance Standards

Now work out how many extra standards you would like and then work through your remaining list and delete one by one which standards you think are already covered or you are prepared to leave non documented in your STANDRAD.

Performance Standards

Filter your NEW Performance Standards among your key team members for 1 week to gather any final feedback and then sign off on your new Standards.

Performance Standards

Design an awareness program for all existing team members and design an addition to your training program for all new team members.