

## CASE STUDY – Iconic American Hotel Partners with *emerit* Consulting Solutions for bold new customized training and assessment & achieves World Class status

### THE CUSTOMER'S CHALLENGE

A prestigious hotel, world-renowned for its history and beauty, had recently undergone a \$450 million transformation in order to reflect a new and contemporary spirit. Hotel management wanted to present the hospitality icon as the ultimate luxury lifestyle destination but after being closed for extensive renovations they knew stellar customer service would be as important as prestige to regain customer loyalty.

### THE *emerit* SOLUTION

The hotel management's commitment to providing world class service required an improved training strategy for all staff at the newly renovated landmark hotel. The hotel chose ***emerit* Consulting Solutions** as it provided industry-recognized occupational standards and tourism training and a proven track record of increased customer satisfaction, repeat business and word-of-mouth referrals.

The *emerit* Consulting Solutions team worked closely with members of the hotel management team to develop these custom tools, based on *emerit* resources, to facilitate the preparation, training and development of the hotel's staff:

- Customized Service Standards
- Assessment and evaluation tools to measure employee performance
- Employee booklets to guide training and professional development

To ensure a smooth transition, the *emerit* Consulting Solutions team assisted in the introduction and use of the new materials by co-facilitating the initial Train the Trainer program and on-site mentoring.

*“A hotel does not become a great hotel without great people who offer great service.”*

*Director of Learning  
Iconic American Hotel*

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### WORLD CLASS RESULTS

The hotel's team worked with *emerit* Consulting Solutions to establish an innovative set of world class standards for each of the 21 occupations which provide a majority of frontline guest services at the hotel – from housekeeping room attendants, to front desk agents and food and beverage servers. These standards drew extensively from the *emerit* National Occupational Standards and incorporated other materials previously used by the property. The hotel instituted a "Validation Process" wherein all 200 employees studied the new standards and were tested in their respective occupations. With a 95% success rate, the hotel staff is now expertly trained and always ready to provide an unforgettable experience to guests of the fabled hotel.

### ABOUT *emerit* CONSULTING SOLUTIONS

*emerit* is Canada's national brand of tourism and hospitality training, standards and professional certification. Developed by the Canadian Tourism Human Resource Council (CTHRC) - in conjunction with representatives from industry, labour and education - *emerit* training and certification products and services help the tourism sector improve financial performance by improving people performance.

For more information, visit [www.emerit.ca](http://www.emerit.ca) or call us @ 1 800 486-9158.

### *emerit* BENE[FITS]

- Custom training and assessment solutions tailored to fit your company's culture
- Ready-made skills training to augment current brand training regimen
- Over 20 years experience working with industry committees, owners/operators, and educators

Let us train for skill,  
as you train for culture