

Top Hotel Executives Reach Out to Les Clefs d'Or to Survive Economy

Roberta Nedry, President, Hospitality Excellence, Inc. led a General Manager's Panel in an open forum discussion with Les Clefs d'Or USA attendees at the recent South Florida National Congress.



The objective was to understand what hotel management needs to survive the economic recession and how the role of the concierge is the best asset to succeed.

The candid exchange revealed that many hotel executives rely too much on surveys and statistics. They overlook the front line staffers who have the most direct personal guest contact as their best resource.



Left to right: Amaury Piedra, Complex General Manager, Westin Beach Resort, Fort Lauderdale and Sheraton Yankee Clipper, James Oliver, General Manager, Ritz Carlton Fort Lauderdale, Sandra Finlay, General Manager, Regent Bal Harbour, Sam Crooke, General Manager, Marriott South Beach, Kathleen Horrigan, General Manager, Four Seasons Palm Beach and Roberta Nedry, President, Hospitality Excellence, Inc.



Roberta Nedry receives
Certificate of Appreciation

for her devoted support of Les Clefs d'Or USA

Roberta Nedry is President of Hospitality Excellence, Inc., leaders in guest experience management. Her firm focuses on guest, customer and client service, the concierge profession and service excellence training for management and frontline employees. To learn more about Hospitality Excellence programs and exceptional service tools, techniques and strategies, visit www.hospitalityexcellence.com. Ms. Nedry can be contacted at 954-739-5299 or roberta@hospitalityexcellence.com.

HIGHLIGHTS OF TOPICS DISCUSSED DURING BREAKOUT SESSION

REVENUE:

- Distribute report to all department heads with revenue generated by concierge desk
- Identify traditional and non-traditional revenue streams, such as vendors
- Build a relationship with your GM & Controller
- Create code in order to track room sales revenue and catering event leads through concierge department.

CAREER DEVELOPMENT:

- Cross train all departments in guest service
- Enhance multi-language skills
- Partner with local schools & universities
- Partner with training companies and seek out training opportunities

COMMUNICATION:

- Enhance and engage relations with management
- Enhance relations with vendors for reciprocal financial gain
- Thank you notes to colleagues, other departments & community leaders
- Using open table to book restaurants
- Capture guests likes and interests in addition to complaints and provide to management.
- Praise colleagues and vendors to build morale
- Diplomacy, diplomacy, diplomacy....

TECHNOLOGY:

- Investigate advantages of social technology such as Face Book, Twitter and texting
- Emphasize personal exchange or face time with guests
- Keep current with latest software and gadgets

ECONOMY:

- Funding for congresses
- Decrease of salaries and positions
- Keep concierge desk a viable asset and promote LCD brand
- Cross train to assist in other departments
- Emphasize concierge role as ambassador