



## WEBCAST SERIES

# **Exceeding Customer Expectations... One Experience at a Time**

July 23, 2015

2:00 pm-3:00 pm EDT



# Featured Speakers



**David Doyle**  
Regional Manager



**James M. Carmody**  
Vice President &  
General Manager



# CEMDNA Playbook Strategy<sup>SM</sup>



# The Road to Customer Loyalty



David Doyle  
Regional Manager



THE CRONIN GROUP



# Rebel Restaurant Group Overview

- Privately-owned company, rapidly expanding
- 3 different restaurant concepts
- Strategically plan each new restaurant site
- Hospitality division employees about 1,500

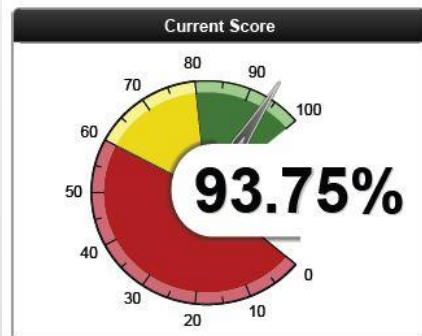


# Customer Service Strategy

- Each restaurant's menu has wide range of food & beverage options
- Beyond that, our management teams are a top priority
  - Daily pre-shift meetings conducted with management & staff
  - Location trainers for all positions are required at each location
- Outside mystery shoppers & health inspection companies visit each restaurant twice per month
- Weekly exams given to employees
- Steps-of-service reminders in place at each restaurant

## Bar Evaluation

05/20/2015



**Score Ranking**

The current score of 93.75% is ranked 3 of 7 of all scores ever reported for **Temazcal Cantina**

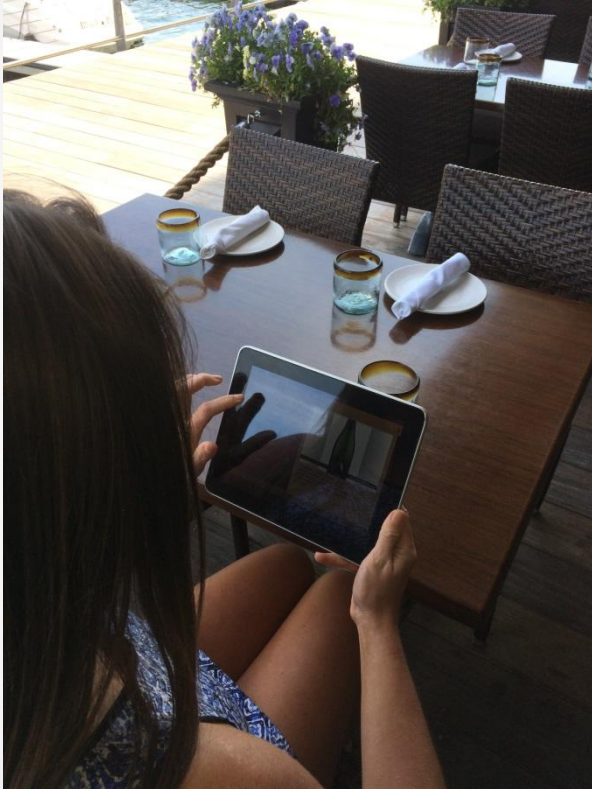
**2015-Quarter 2-05. May**

🏆 **Corporate : 1 of 1 Best Score!** (previously 1 of 3)

📊 Highest Ranking 📈 Increased Ranking 📉 Decreased Ranking  
 ➡ No Change ➡ No Previous Comparison Data  
\*Only scored data is ranked.

Score Details			
	Current (05/20/2015)	Previous (04/11/2015)	Difference (% points)
Bar Atmosphere and Cleanliness	100.00% 📈	93.75%	6.25%
Bar Food Service	85.71% 📉	100.00%	-14.29%
Bar Service	91.07% 📈	84.62%	6.46%
Bartender Cash and Product Handling	85.71% 📉	100.00%	-14.29%
Drink Observations	100.00%	100.00%	0.00%
Bar Overall	100.00% 📈	75.00%	25.00%
Overall	93.75% 📈	92.65%	1.10%

# Going the Extra Mile



- iPad cocktail menu for customer convenience, visual esthetics
- Well-trained host staff ensures high-quality customer service from start to finish
- Guest feedback is highly-encouraged
- Business cards for managers and regional directors are visible at the front door at all locations
- Personally-trained in-house cleaning staff ensures consistency -- no outside cleaning companies
- Catering and Events Department designed to ensure personal service for each special event

# Using Guest Feedback to Our Customers' Advantage

- Training tool for all staff
- Interacting with guests keeps them happy and coming back
- Use social media presence to connect with customers



**Kristen Ann** — 5★ Had a great experience here this weekend! Food was fast, fresh and fabulous! VERY AUTHENTIC! Loved all the flavors of the food and the drinks. En Fuego Margarita is genius!!!! Service was on point. Can't wait to go back!

about 2 months ago · 8 Reviews ·



**Temazcal** Kristen thank you and hope to see you back again soon.  
May 19 at 10:31am



**Angie Staff** — 5★ Went to the waterfront location years ago with friends from work. Freshest, most delicious Mexican fare I have ever had!

about 4 months ago · 6 Reviews ·



**Temazcal** Thank you Angie and we hope to see you back again soon!  
March 25 at 11:59am



Timeline About Photos Reviews More

PEOPLE

★★★★★  
1,659 likes  
7,395 visits

ABOUT



699 Assembly Row  
Somerville, Massachusetts

(617) 696-8282

Open  
Today 11:00am - 1:00am

Price Range: \$5

<http://www.tonycsrestaurant.com/>

PHOTOS

**Tony C's Somerville**  
July 7 at 9:31am ·

Buffalo chicken lover? Our Buffalo Chicken Taquitos are just what you need to satisfy your craving -- crunchy on the outside, perfect amount of spice on the inside & served with our house-made ranch dressing!



Like · Comment · Share

Maddy Sheffer, Carolyn Conigliaro Ferrara, Christine Doherty and 7 others like this.



# What Our Guests Are Saying



Julie N.  
Boston, MA  
20 friends  
99 reviews

★★★★★ 6/30/2015

Phenomenal dinner of lobster guac, steak tacos, chicken mole, and various margaritas on a balmy Summer night with the big patio doors open. Great music, wonderful waiter. Cannot wait to go back.

Add Public Comment

Send Private Message



Melanie C.  
Grafton, MA  
0 friends  
3 reviews

★★★★☆ 6/30/2015

Beautiful location -- the outdoor atmosphere is fantastic. The service was great, as well. I had a Primo Margarita, which was great, as were the chips with various salsas. The black bean dip was my favorite, for sure. I had the Mexican Chopped Salad for lunch. The presentation was unique and beautiful to look at -- but the taste was average, in my opinion. I'd definitely return and try something different next time.

Add Public Comment

Send Private Message



Becca B.  
NORTH BILLERICA, MA  
1 friend  
3 reviews

★★★★★ 6/29/2015

One of the best meals I have ever had. Everyone in our party enjoyed their meals. I am a new fan of ahi tuna and the ahi tuna lettuce wraps were amazing. The shrimp fajitas were a hit, as well as the seared tuna salad and the chicken & steak fajitas. The guac is delicious and I recommend ending with the lava cake. The atmosphere is very chic and modern with a beautiful view of the Boston skyline. There were people dressed fashionably and nice as well as some in jeans and t-shirts. A+ place.... And MARGARITAS!!!!

Add Public Comment

Send Private Message



**Jerry Remys Sports Bar & Grill at Seaport**  
Arts & Entertainment · Bar & Grill · Sports Bar

Timeline

About

Photos

Reviews

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4.0 ★

4.0 of 5 stars  
793 reviews



People talk about **dough burger**, **bruins game** and **march madness** here.

Based on posts and reviews

MY REVIEW



Tell people what you think



STAR RATING

MOST HELPFUL

MOST RECENT

5 STAR REVIEWS



**Daevii Jones** — 5★ Come by Remys tonight for awesome food and drinks! We also have great Djs every Friday and Saturday night so come out with all of your friends!

over a year ago · 1 Review · 🌐



**Jeremy Michael** — 5★ Lovely area, great service, and awesome management!

about 2 weeks ago · 17 Reviews · 🌐



**Ade Casanola** — 5★

about 2 weeks ago · 15 Reviews · 🌐

## Activity

July 2014 - July 2015

Period: 30 days 12 months

User Views ⓘ  
19,977 ↗ 4%

Customer Leads ⓘ  
3,667

Revenue Estimate ⓘ  
\$73,340



# Summary



*Delivering a consistently superior customer experience starts before guests are even seated.*

Quality food & beverage are expected. We go beyond the menu to win and retain loyal customers.

- Distinctly different restaurant concepts
- Management team training
- Employee exams
- Outside mystery shoppers and health inspection visits.
- Looking to grow special events business with the addition of a regional catering & events manager
  - Every event tailored to group's specific needs
  - Focus on building strong connections with neighboring companies to capture new and repeat business

# Managing Customer Expectations -- Does it Really Make a Difference?

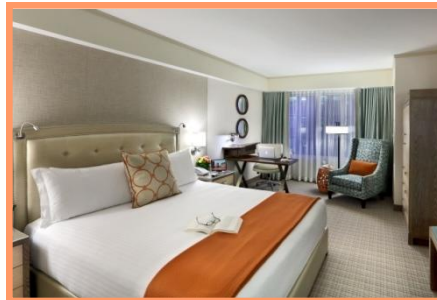


James M. Carmody  
VP & General Manager



# GRACIOUS COMFORT AND SENSE OF PLACE

- Seaport, 428-room Four Diamond hotel
- Along with World Trade Center, nearly 200,000 sq. ft. meeting space
- Conveniently located
- Environmentally-friendly
- Honored by recognition
  - #1 Boston hotel, TripAdvisor (almost one year)
  - Expedia Insiders' Select 2015 Winner
  - Pinnacle Award, meeting excellence







# GRACIOUS COMFORT AND SENSE OF PLACE

- Residential ambiance
  - Rich cherry wood, warm welcoming colors, distinctive artwork
- Guest room renovation completed in 2014
  - Input sought from our guests
- Wave Health & Fitness
  - Complimentary to guests
  - Pool
  - New Cybex equipment
  - Spa and physical therapy services
- Distinctive services and amenities
  - Service inclusive property
  - Complimentary wireless internet access upon opening, 1998



# IT STARTS WITH SETTING AN EXPECTATION

- Outstanding people are at the core
- Interested in working at Seaport?
  - Extensive interview process
  - Service mentality is a 'must'
  - Screen for skill set
- Extremely low turnover
- Strong referral network
- Best Place to Work, #1, twice!





## IT STARTS WITH SETTING AN EXPECTATION

- Fresh Guest Experience training
  - Everyone participates, including VP's
  - More on Fresh Guest Experience training to follow
- Empowerment
  - \$1,000/incident to remedy a guest concern
  - Just do it!
  - Easily embraced by some; others needed encouragement
  - Empathy and listening is equally as important

# MEASURING, REPORTING, SHARING & CELEBRATING ARE VITAL

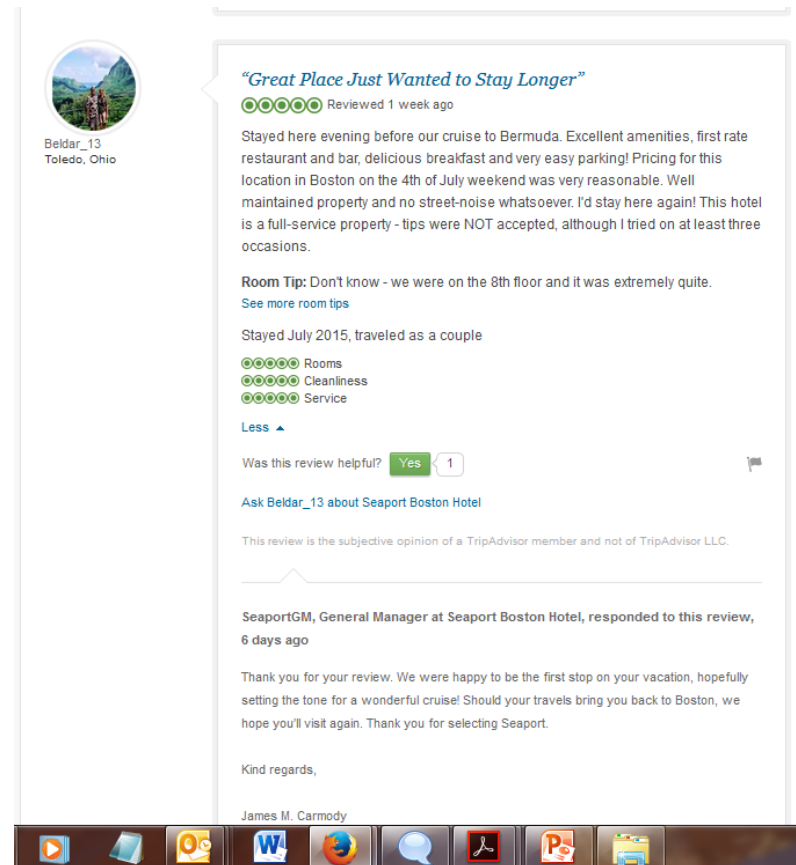
- Medallia Guest Satisfaction Surveys
  - Every guest with an email address receives one
  - High response rate
  - Read daily and results shared in meetings
  - Respond to dozens each week; guests are appreciative

	Jan	Feb	Mar	Apr	May	Jun	Total 01/01/15 to 06/30/15	Benchmark All Properties
<b>SURVEY RESPONSES</b> 10PT SCALE								
Sample Size (Red = less than 20)	488	482	525	531	513	631	3.2K	3.2K
<b>NET PROMOTER SCORE</b>								
NPS	81.76	79.67	78.67	78.53	73.88	77.50	78.26	78.26 -

Net Promoter  
Score  
(likelihood to  
recommend),  
YTD

# MEASURING, REPORTING, SHARING & CELEBRATING ARE VITAL

- Social media monitoring
  - Respond to feedback via Twitter, Facebook and other social media channels, including TripAdvisor
- Internal focus groups
  - Continuous improvement through sharing of observations/experiences





# DOES LISTENING, MEASURING & REPORTING REALLY MAKE A DIFFERENCE?

- TripAdvisor - #69 (2004) to #1 (2014)
  - Not an easy, quick or inexpensive climb to top spot
- Hotel built with noise attenuation and environmentally-friendly features
  - Unfortunately this meant every noise within was heard, including toilets
  - New toilets needed to be installed over 6 months
    - Implemented new, environmentally-friendly toilets while recycling the old
- We listened to our guests and our team members closest to our guests
  - In five years, progressed to #17
- Changed customer survey tools - Medallia
  - Needed industry-wide benchmarking and a focus on feedback



# DOES LISTENING, MEASURING & REPORTING REALLY MAKE A DIFFERENCE?

- Focus of training changed – from WHAT to the HOW – Fresh Guest Experience training
  - As an independent property, Seaport needed to differentiate itself
  - Hotel with a personality





# DOES LISTENING, MEASURING & REPORTING REALLY MAKE A DIFFERENCE?

- Key elements of Fresh Guest Experience training:
  - Owning vs. renting – Seaport team members own every engagement with guests
  - Communication – tone, eye contact, smiles, empathy, authenticity
  - Engagement – step out of the comfort zone and engage
  - Empathy – don't take things personally; be receptive, attentive and practice active listening
  - Empowerment – always err on the side of the guest



## WHY IS THIS ALL WORTHWHILE?

- After entire team completed Fresh Guest Experience training:
  - Saw movement in our TripAdvisor rankings
  - Internal guest surveys trending higher
- Claimed #1 spot on TripAdvisor in Boston, September 2014
  - Saw small incremental jump in occupancy and average rate
  - Improved profitability
- Exciting time to be here at Seaport

“...staff is committed to delighting their guests, they greet you warmly upon arrival and are personable and helpful...”

“Ultimately the Seaport Hotel’s attention to detail is unparalleled in comparison with the many other places I have stayed. There isn’t a single thing that was out of place or slightly unsatisfactory.”

“This hotel was the best hotel experience I’ve ever had. Everyone was so helpful and nice from arrival to departure.”

# Thanks for Your Participation



**David Doyle**  
Regional Manager  
Tel: 617/737-2366 x218  
[ddoyle@croningroupllc.com](mailto:ddoyle@croningroupllc.com)



**James M. Carmody**  
Vice President &  
General Manager  
Tel.: 617/385-5105  
[james.carmody@seaportboston.com](mailto:james.carmody@seaportboston.com)



# Requests for Information

Bill Bradley  
VP, Marketing & Business Development  
Omega Management Group Corp.  
bbradley@omegascoreboard.com  
Tel. 978/715-2587



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