



**QUALITY ASSURANCE - COST ENGINEERING
Profit Protection Plan - Relationship Management**

CODE: 12.04.005

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RELATIONSHIP MANAGEMENT

PRIORITY	ACTION	COMMENTS	SAVING	ACTION BY	TARGET DATE	COMPLETED
A	OUR COLLEAGUES					
	<ul style="list-style-type: none"> Increase internal communications 	Training to be given to departmental super- visors, as they are the link between the management and the rank & file employees.		TR MGR		
	<ul style="list-style-type: none"> General Team Meetings 	Meetings are organized for specific tasks or projects.		GM/HODs		
	<ul style="list-style-type: none"> Meetings by departments (with GM) 	Bi-weekly departmental meetings to be arranged. Other HODs can be invited to join the meeting, if they are related to the respective department's operation. TM to give HODs a short brief on "Small Group Dynamic" meeting/minutes.		TM/HODs	IMMED.	
	<ul style="list-style-type: none"> Luncheons/afternoon tea with GM and selected representatives from each department. 	Discussions on person-to-person basis is felt to be more appreciated and fruitful and will be practiced/encouraged more. Person to person more effective than through section heads or notice boards.		GM & HR	IMMED.	
	<ul style="list-style-type: none"> Communicate clearly and often 	To be practiced by all on a professional level.		HODs	IMMED.	
	<ul style="list-style-type: none"> Organize recreational activities and sports events. 	Ongoing. A schedule will be established for activities in May and June.		HR		
	<ul style="list-style-type: none"> Cross training. 	This is being practiced between the 2 hotels.		HODs		
	<ul style="list-style-type: none"> Back to basics training. 	Especially in terms of the P&O – SOPs issues.		TR MGR		



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A	OUR COLLEAGUES, cont.					
	<ul style="list-style-type: none"> Out of the Box activities (painting day, Beach cleaning day, tree planting with local community or guests, etc.) 	To be proposed by HR/EAM, who will contact the Regional Council for input.		EAM/HR	IMMED.	
	<ul style="list-style-type: none"> Top management to be very visible every day. 	This is to be practiced by ALL.		HODs		
	<ul style="list-style-type: none"> Address rumors immediately through open and clear communication. 	This is already been practiced.		HODs		
A	OUR GUESTS					
	<ul style="list-style-type: none"> Focus on welcome (arrival) and fare-well (departure) as more colleagues are available with more time. 	To give a more personalized service to our guests. ALL HODs to participate.		HODs	IMMED.	
	<ul style="list-style-type: none"> Attention to details in room <ul style="list-style-type: none"> Room Service Turndown Personalized messages Develop new ideas 	To fine tune service. New amenity to be implemented. Handwritten welcome message for VIPs All HODs to come up with proposals.		F&B F&B/HK GM HODs	IMMED. IMMED.	
	<ul style="list-style-type: none"> Cocktails with guests to build relationships. 	No long staying guests are accommodated. VIP or special guests are usually invited by GM or HOD for a drink or meal.		GM, ALL	IMMED.	
	<ul style="list-style-type: none"> Explain our strategy to our guests when appropriate. 	Explain that even in the difficult situation, we are maintaining our quality service standards and security – safety measures. This is very important, as the quality of our product makes us stand out among the competition.		HODs		



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A	OUR GUESTS, cont.					
	<ul style="list-style-type: none"> Involve top management team in guest activities. 	Iftar, Christmas, N.Y. Eve Party, etc. Special package will be organized for Easter.		HODs		DONE
	<ul style="list-style-type: none"> Involve top management team in guest activity programs. 	Not applicable at our hotels.		HODs		DONE
	<ul style="list-style-type: none"> Develop various service attentions in the operation. <ul style="list-style-type: none"> luggage tag upon departure personalized welcome note by GM Room maid to introduce herself. 	EAM to propose. This is done for all MIP guests. HK to propose a card to be placed on bed-side table with name of Room Attendant.		EAM		DONE
	<ul style="list-style-type: none"> Room maid to introduce herself. 	HK to propose a card to be placed on bed-side table with name of Room Attendant.		GM	IMMED.	DONE
	<ul style="list-style-type: none"> Room maid to introduce herself. 	HK to propose a card to be placed on bed-side table with name of Room Attendant.		HK	PENDING (COST)	
	<ul style="list-style-type: none"> Competition in restaurant or bar 	F&B to propose. F&B questionnaire has been established.		F&B		DONE
A	OWNERS & PARTNERS					
	<ul style="list-style-type: none"> Regular and precise communication with regards to the business, forecasts, achievements, marketing action plans and any other pro-active measures undertaken by the team. 	Build trust and good relationships		GM/HODs	IMMED.	
	<ul style="list-style-type: none"> Opportunity to build closer relationship with our owners during these difficult times 	Owners are business partners.		GM/HODs	IMMED.	
	<ul style="list-style-type: none"> Emphasize focus on quality, guest service and leadership 	Owners themselves stress on maintaining quality.		GM/HODs	IMMED.	



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A	OWNERS AND PARTNERS, cont.					
	<ul style="list-style-type: none"> Communicate our key initiatives in cost Management at the same time. 	Warn our owners in advance, in case we are going to face any difficulties or significant downturns in business. Surprises are not welcome!		GM/HODs	IMMED.	
A	LOCAL COMMUNITY					
	<ul style="list-style-type: none"> Invite police and local officials as appropriate. 	Maintain the team's relationship to authorities, travel operators, travel agents, airlines, associations, etc. This should be a regular process, not a single event.		GM/HODs	IMMED.	
	<ul style="list-style-type: none"> Stay close to key officials in the local community and share information. 	This is mainly being done by the GM/EAM, FC, Chief Security.		GM/HODs	IMMED.	
	<ul style="list-style-type: none"> Participate in a local charity event, without donating cash. 	HR to come-up with a detailed proposal for Eid (Kindergarden/orphanage). Family International was employed to arrange the Easter entertainment at both properties. A part of the payment will be used for charity events by Family International.		HR GM/EAM/ FC		
	<ul style="list-style-type: none"> Project a positive approach when in contact with trade colleagues, local authorities and the press. 	This is being practiced.		HODs	IMMED.	
	<ul style="list-style-type: none"> Focus on embassies, associations. 	GM to visit with Sales and other Executives.		GM/SALES		



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A	LOCAL COMMUNITY, cont.					
	<ul style="list-style-type: none"> Organize coffee/tea parties with T/A and agencies or major corporate accounts in their facilities, with their staff. 	<p>EAM/F&B/SALES to establish the list of our 15 top producing agents. Hampers with goodies will be distributed before Christmas.</p> <p>Chocolate Easter bunnies will be distributed to all major accounts.</p>		EAM/F&B/SALES		
	<ul style="list-style-type: none"> Keep in touch with your competitors, get to know them and share information. 	<p>All HODs are encouraged to visit especially also the new and renovated/rebranded hotels, to get a better information and to be able to fine tune our operation. Assistants and supervisors should be taken along to such inspections.</p>		GM/EAM/F&B/SALES HODs	MAY	
	<ul style="list-style-type: none"> Take the Ramadan period as an opportunity to build relationships with the local community. 	<p>Chief Sec. to set date for Ramadan Party and organize invitation.</p>		CS		