



# SURVEY SENSE

articles by The Center For Survey Research

Hospitality - Entertainment - Gaming - Travel - Luxury Culture

## SPRING INTO SUMMER

It's time for you and your property to Spring into Summer, or risk the consequences of a Fall into Winter! A play on words, for sure, but with a very real meaning! It's never too early to start making improvements in the methods you use to gain satisfied customers and guests, staff and management. In fact, one of the success factors in peak performance emphatically supports a program that allows and encourages growth in personnel development and job satisfaction, in order that by Fall, your customers might be seeing real effects of upgraded product and service, enthusiastic management and staff, all fully engaged in your brand.

With a goal of ensuring customer loyalty, while gaining dedicated employees, using the right tools for your property to achieve peak-performance and align brand expectations is no easy task. It is a job, however, that Ference Leadership and Strategy has helped business and hospitality industry leaders accomplish for over 25 years. Here's how:

- Both employee satisfaction surveys and customer satisfaction surveys should be administered in conjunction with one another. It is vital to know what and how your staff feels and thinks, and it is just as important to receive their suggestions and input in making your facility the best it can be. Customer satisfaction surveys need to be administered on a systematic and continuous basis. We administer customer feedback from both on-line and on-site hardcopy surveys. With real-time turn-around, problem areas are immediately flagged and ultimate customer satisfaction generated.

By utilizing customer and staff feedback from both points of view, real progress can be made in a relatively short period of time. When both surveys mirror each other, it's safe to proceed on the basis that whether negative or positive, the answers are meaningful and warranted and should be used for the betterment of all. When the surveys seem to disagree with each other, it's time for a "reality check" to see where in fact the truth lies and to "fix whatever is broken."

Our surveys are designed in a manner that provides for comparative analysis of customer and employee feedback results. Our formula takes into account not only these two factors but a third which provides a metric regarding how well management is integrating needs for change. We then correlate the three areas to develop one index number relating an overall level of peak performance achieved.

- 360 Degree Feedback Assessments are used to determine management strengths, weaknesses and blind-spots as perceived by staff, peers and leaders. Once feedback has been received, the results can be used to increase peak-performance of individuals as well as the management team as a whole. Since there is a wealth of in-depth information developed from 360's, they are often used in conjunction with an executive retreat or individual coaching sessions. Retreats are often conducted off-site, using group dynamics to gain further insights into performance; coaching is often done one-on-one through a series of 45 minute telephone discussions or on-site feedback sessions.

### YOUR OPINIONS

Employee Satisfaction Surveys  
Customer Satisfaction Surveys  
Management 360 Surveys

### OUR CONFIDENTIALITY

Professional Neutral Party  
Reliable Feedback  
Efficient, Timely Reports

### REAL RESULTS

Reach Strategic Goals  
Return on Individuals  
Develop Trust and Loyalty



Gene Ference, Ph.D. is a service-industry insider. His degrees in management and organizational development from Cornell University are backed by over 30 years of industry experience. He is an accomplished speaker and group facilitator, routinely conducting management workshops, leadership retreats and strategy meetings. He has developed and implemented research surveys internationally, worked with Fortune 100 companies, contributed to client national quality awards, and designed appropriate strategies for optimizing human capital and growing organizational profits.

#### Contact Information:

Ference Leadership and Strategy, Inc.  
262 Lyons Plain Road  
Weston, CT 06883 U.S.A.  
Phone: (203)226-6000  
Fax: (203)221-0068

Gene.Ference@FerenceInc.com



# SURVEY SENSE

articles by The Center For Survey Research

Hospitality - Entertainment - Gaming - Travel - Luxury Culture

Page 2 of 2

- The Ference Management-Development Cycle separates skills into Professional and Organizational Sets. The process encourages individuals to “drill down” into management performance by using ten critical management skills designed to support best practices. The program is self-paced, with a coaching loop built in. Ultimately, the program leads to improved management proficiencies, better run departments and overall company health.
- The Ference Branding Hourglass is a system that builds success upon success, allowing both customers and employees to become part of the solution rather than be apart from the solution. This innovative system helps to develop Brand Engagement, Performance Cultures and Return On Individuals. Both internal and external customers are exposed to a better brand experience, thus creating an even greater competitive advantage.
- Employee training and recognition programs can and should be developed based on designated feedback points. Our Service-Culture Map outlines a complete approach-deployment system. Based on continuous improvement principles, individual charts are designed to track performance drivers for individual departments on a monthly basis. All reports include specific references to industry norms, competitive benchmarks and comparative trends.

Many companies offer surveys and assessment results to help properties become more successful in their performance initiatives. However, most merely administer surveys and “crunch the numbers,” leaving properties to “learn on their own” how to best use the feedback. Ference Leadership and Strategy separates itself from other survey groups by the depth of specialization in organizational assessment, brand engagement and the development of performance cultures. We do whatever it takes to help clients “turn the corner” to a more peak-performing culture. In fact, many of our clients have “turned the corner” and today are at the top of their game. Now, their motivation is to stay number one! Our expertise in providing specialized tools for management to improve performance and to exceed customer’s expectations has been a top priority in our long history in the business and hospitality industries. In short, we are committed to your success. We begin working with you and your culture when other companies have stopped at the number crunching step.

It’s time for you and your property to Spring into Summer, or risk the consequences of a Fall into Winter! It’s never too early to start making improvements in the methods you use to gain satisfied customers, staff and management.

Go For It, Make It Happen, and Enjoy The Best of ROI<sup>3</sup>  
*Return-On Individuals, Integrations, and Investments*

**For more information, contact:**

Gene Ference, President, Ference Leadership and Strategy, Inc.  
Gene.Ference@FerenceLeadershipAndStrategy.com

**Contact Information:**

Ference Leadership and Strategy, Inc.  
262 Lyons Plain Road  
Weston, CT 06883 U.S.A.  
Phone: (203)226-6000  
Fax: (203)221-0068

Gene.Ference@FerenceInc.com