

Strategic Branding Advice and Learning System Build Hospitality Company's Guest Loyalty & Profits

How An Integrated Business, Brand, And HR Strategy Produced Across The Board Results In The First Year!

The Situation:

- Industry is over built and demand is flat
- Company focused on acquiring properties - no focus on building brand equity
- Existing tactics increase guest volume but reduce operating margin
- CEO and CMO frustrated that guests find them “nothing special”

The Challenge:

- Drive consistent, profitable growth
- Rapidly build brand equity
- Identify a strategy that maximizes consistent revenue growth while minimizing capital investment
- Reduce employee turnover and related costs

The Solution:

- Have the most profitable guests define the brand drivers and the specific experience they value
- Make serving guests fun and engaging for front-line employees
- Use executive coaching to give managers leadership skills that motivate employees to delight profitable guests
- Train employees to consistently deliver the experience profitable guests value
- Audit every aspect of the project to ensure brand consistency
- Rigorously analyze results for impact on loyalty, revenue and profit
- Implement an integrated Human Resources system that recruits, compensates, and communicates with employees to build brand equity, guest loyalty, and employee loyalty

The Results:

- 17% same-store revenue growth
- 64% improvement in guest loyalty
- 31% reduction in employee turnover
- 200% improvement in employee loyalty
- Winner of over 60 industry awards
- Significant reduction in capital investment required to grow profit