

The NRC Consortium and Broadmoor Service 101

The Stage of Hospitality and Those Who Present



1



Where everybody knows your name...

How does a factory bar with no windows and no view equate
to the majestic splendor of The Broadmoor?

2

Key Components for Guest Service



Welcoming Them

Using Their Name

Taking Care of Their Needs

Thanking Them

In the hospitality world, inviting them back. In the hospital world, ensuring they will come back, if needed.

3

Etymology



The English words hospital and hotel, are all etymologically related to the Latin noun hospes—a word having the diametric meanings "a guest or visitor" and "one who provides lodging or entertainment for a guest or visitor."

The root of service applies to both.

4

Hospital/Hospitality



5

The Five-Star Difference

In advance

LISTEN TO
CUSTOMER AND
REFERENCE
RESOURCES

In person

USE VISUAL AND
CONTEXT CLUES

In
conjunction

COMBINE TO
SERVE FROM THE
HEART AND
DELIVER TOP-TIER
CUSTOMER
SERVICE

6

A friendly reminder NOT to do this...



7

Broadmoor Overview



8

THE
BROADMOOR
LEGACY AND SERVICE



9

A Western Dream Leads to a 101-Year-Old Reality



10



The Broadmoor

- 784 luxury guest rooms
- 3 championship golf courses
- Five-Star Spa
- 19 unique dining options
- Colorado adventure activities
- 5 tennis courts and 2 pickleball courts
- 185,000 sq. ft. (10,219 m²) of meeting space
- Over 20 retail shops
- Indoor/outdoor pools

11

NEW EXHIBIT HALL

KEEPING THE TRADITION, CHANGING WITH THE TIMES



Mark Nelson

THE BROADMOOR

12

NO LONGER SIMPLY PROVIDING LODGING

All Guests Strive for an Experience



13

The Broadmoor Wilderness Experience



The Ranch at Emerald Valley

- All-inclusive accommodations, activities and meals
- Ten private cabins with wood-burning fireplaces
- Accommodates up to 32 guests

Seven Falls

- Restaurant 1858
- 1400 acres of Colorado beauty
- The Broadmoor's Soaring Adventure



14



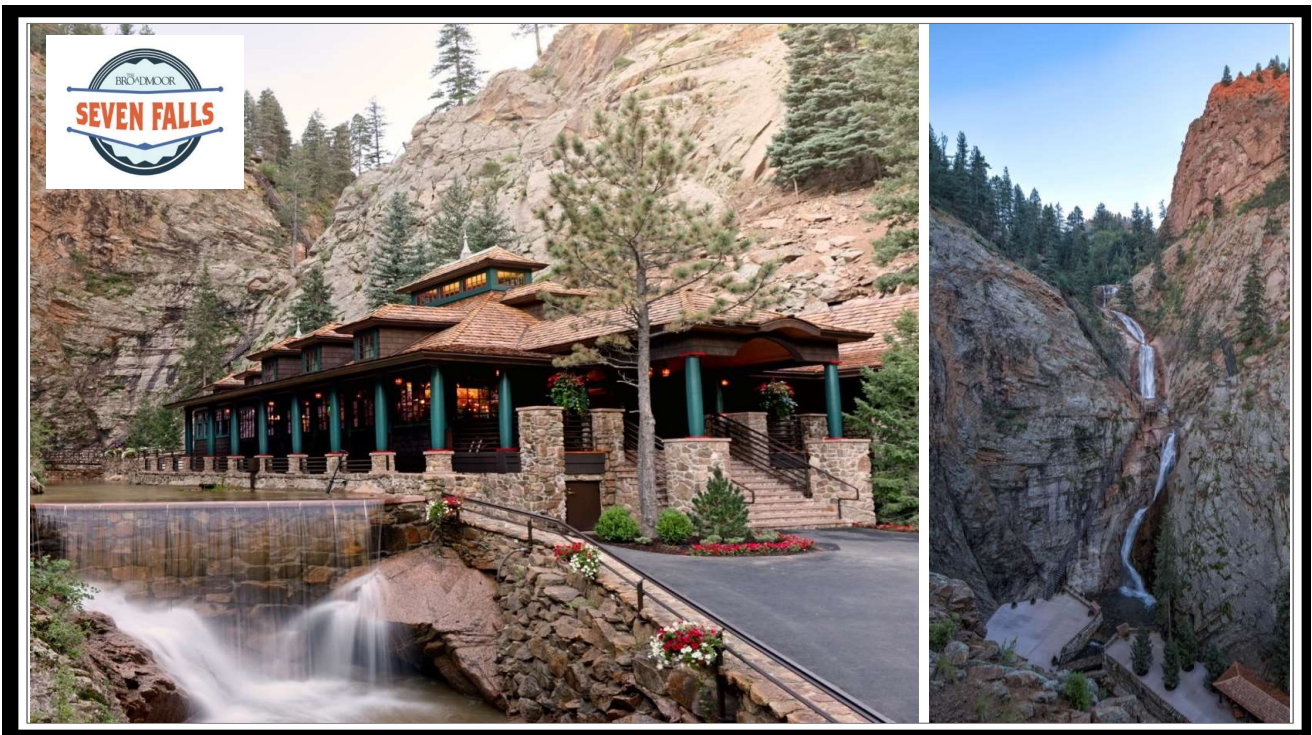
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16



17



18



19

Returning Spring of 2021



120 Year-Old Railway Reimagined
Never too far off from the past



20

Service 101



21

THE BROADMOOR Mission Statement



To go above and beyond our guests' expectations, through our commitment to maintaining a positive attitude, providing exemplary service and superior accommodations

**Are employees aligned
with your company's mission?**

22

THE BROADMOOR



- AAA Five-Diamond (1976)
 - 250 standards
- Forbes Five-Star (1960)
 - 900 standards, 75% more heavily weighted, simply on service, with experiential at the top of the list.
 - ❖ Guest Comfort and Convenience
 - ❖ Graciousness, Thoughtfulness, and Sense of Personalized Service
 - ❖ Elements of Luxury
 - ❖ Courtesy and Manners

LEGEND™

Preferred
HOTELS & RESORTS

HISTORIC HOTELS
of AMERICA
National Trust for Historic Preservation

23



24

Above and Beyond Our Guest's Expectations



- ☞ Make eye contact, smile and greet the guest or employee immediately
- ☞ Use the guest's or employee's name
- ☞ Escort guests or employees to their requested location when possible
- ☞ Immediately approach a guest or employee who seems to be lost and offer assistance
- ☞ Learn what is expected from your department so you can anticipate the needs of the guests and employees you service
- ☞ Follow up on requests, even when it is not a duty of your department
- ☞ Never say: "I don't know." Say: "I'll find out"
- ☞ Never appear hurried, even if you are very busy
- ☞ If unable to comply with a guest's wishes, offer an alternative. Avoid negative expressions like: "That's against hotel policy." or "This is not my table"
- ☞ Keep The BRO^ADMOOR spotless! If you see something that's out of place, pick it up! Remember, we are all part of The BRO^ADMOOR Beautification Committee
- ☞ Act professionally in public areas at all times. Stand erect and avoid leaning against walls or furniture
- ☞ Always recommend The BRO^ADMOOR's restaurants and shops to our guests before suggesting other alternatives
- ☞ Take "ownership" of a guest's problem. Ensure that the matter is resolved and that the guest is satisfied with your solution
- ☞ Respond to a guest's request within 10 minutes
- ☞ Know the services the Hotel offers and the location of the banquet facilities and meeting rooms
- ☞ GO the extra mile!

25

Every Employee, Every Guest, Every Time



- ☞ Service must be the language
 - ☞ Mission
 - ☞ Standards
 - ☞ Internal Guests
 - ☞ Repetition
- ☞ Culture is shaped by leaders



26

What Defines Your Organizational Culture?



- ☞ What do employees do when no one is “looking”?
- ☞ Are managers also leaders and coaches?
- ☞ Do you listen to your employees, your suppliers, and your guests?
- ☞ Are employees empowered?
- ☞ Are employees happy?



Are you representing the culture?

27



- Employee of the Month, Employee of the Year
- Manager of the Quarter, Manager of the Year
- Pioneer Club
- Evening with the Stars

28

7 Sins & Commandments of Communication



7 Sins

- Apathy
- Brush Off
- Coldness
- Condescension
- Robotism
- Rule
- Run Around/ Not Connecting

7 Commandments

- Genuine Concern
- Devoted Attention
- Friendly
- “Do Unto Others”
- Individual Treatment
- Individual Solution
- Find the Answers for the Present and the Future

29



The Recipe for Great Service Includes:

- Recognize
- Retain
- Coach
- Avoid the 7 Deadly Sins
- Leadership Involvement

30



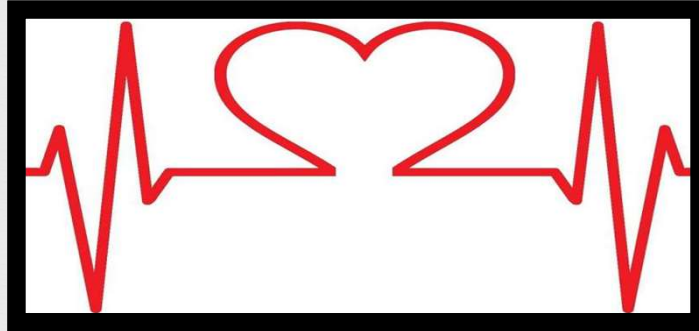
RECOVERY

31



32

TAKING THE PROBLEM TO “HEART”



- H**ear what they have to say
- E**mpathize with them
- A**pologize for the situation
- R**espond to their needs
- T**ake ownership and follow up

33

Global Impact on Our Industries and the Service We Strive to Achieve



- ❧ Control what you can control
- ❧ React to things out of your control
- ❧ Constantly Reevaluate
- ❧ World News
- ❧ Economy
- ❧ Competition
- ❧ Reputation

34

Questions? Here to serve.

