

# LODGING HOSPITALITY

## Chain Leadership Awards

March 15, 2009

### Customer Service: Lexington Collection

Lexington's Target 100 program is a commitment to providing an exceptional experience for every guest. The solution-based process addresses a guest's concerns on-the-spot, providing compensation when necessary.

The three-tier program guides the front desk to immediately handle complaints and offer compensation based on the gravity of the situation.

In the first tier, the front desk records the complaint in front of the guest and assures them the problem will be resolved immediately. It includes apologizing for the problem. "The heads of housekeeping, engineering and maintenance must resolve each entry every day to ensure the next guest is not distracted by the same inconvenience," says Bernie Moyle, CFO and COO of Vantage Hospitality Group.

The second tier is for more serious complaints that directly affect the comfort level of the guest's experience. These may involve compensation such as a room discount. Third-tier complaints are directed to the general manager, who will deal directly with the guest and offer full compensation. Guests are also encouraged to contact the manager on their next visit so the manager can personally handle their stay.

"Even if there is a problem," says Moyle, "the guest will leave knowing the problem is being taken care of." The program aims to benefit from social networking where word of mouth and guest testimonials play a big role in attracting new guests.

Roger Bloss, president and CEO of Vantage Hospitality, says members are buying into the program because it works. So far, 45 properties in North America and eight in China are on board.

Vantage Hospitality Group includes Americas Best Value Inn as well as Lexington Collection; Target 100 is exclusive to Lexington.

