

## **The Ramada Worldwide Six Commitments**

**iam Ready**

**iam Anticipating**

**iam Making a Connection**

**iam Aware**

**iam Delightful**

**iam Appreciative**

## **Testimonial**

I thoroughly enjoyed the iam training presentation and believe that my feelings reflect the feelings of my entire staff. It took me back to the early 1980s when "In Search of Excellence" (the business best seller) was penned by Tom Peters. That book helped us create a culture of business excellence at Residence Inn, where I was at the time. A strong, guest-centric attitude prevailed.

It's clear that the iam training can help sustain similar culture here. The training was excellent. It facilitated a bonding among our managers around the iam culture. This will benefit the brand for years. - David Hess, President, Ramada Hollywood Beach Resort, FL.

## **Anticipate The Guests Needs; They Have The Last Word!**

Many of you can probably remember the days when one of our worst fears was that an angry customer might voice displeasure to 10 people. Unfortunately, that is no longer the case. Today, in our ever-growing virtual world, angry customers can voice their displeasure to millions of people!

Beware! Hotel guests now have a megaphone. It's called the Internet. Popular sites like Expedia, Travelocity and TripAdvisor give guests the opportunity to voice their opinions about our hospitality. A negative rating, especially in today's economy, can have a disastrous effect. This makes anticipating our guests needs (not to mention the guest's anticipations) enormously important. Fortunately, anticipating is proactive. With a recession possible, it is crucial to follow the steps below closely in order to accurately predict a guest's need.

## **Anticipating: This Month's Commitment Spotlight.**

In the last edition, we discussed being "Ready." Now that your team is "Ready," let's look ahead to "Anticipating." If we are going to "create caring experiences for every person, every time" we must look to our harried travelers for inspiration. Anticipating is being proactive. It's about focusing on what we can do, even if we don't have all the facts. Here are some ideas that can help every employee "Anticipate" our guests needs:

- Remove the hassles. They come in all shapes and sizes. Implement a Preventative Maintenance Program and conduct a QA Self Inspection regularly. These are easy ways to correct potential problems quickly.
- Speed up or streamline internal processes. You can, for example, pre-key/pre-register guests to save time during check-in. You can also place extra towels in rooms reserved for families or sports teams.
- Look for clues. Anticipate peak arrivals to ensure your Ramada Mart is fully stocked. Anticipate by placing AARP guests and women traveling alone near the front desk.
- Express empathy. Anticipate that every guest has a certain level of anxiety, especially since they are away from their comfort zone. Use statements that show you understand what hassles the harried traveler endures.

*Watch For Our Weekly iam Inspirations coming to MyPortal Soon!*

**Best Practices**

Six managers from the **Ramada Inn and Suites, Sioux Falls, South Dakota** quite literally “**Set the Stage**” for introducing the six iam commitments to their staff. The management team put on hilarious skits that demonstrated what it might look like if the staff was NOT faithful to the **R A M A D A** commitments.

The examples of bad customer service were so absurd and so funny that they clearly showed that hotel associates should be carrying out their responsibilities in a completely opposite manner.

Attendees responded to the skits by pointing out what the actors should have done had it been a real-life situation. Associates were so excited about the performances, that they became more serious about the upcoming training sessions.

“We have a good-natured group,” said General Manager Jean Hoesing. “We made the training sessions fun so they would remember what they learned. It had a strong and positive impact.”



iam  
committed to creating caring  
experiences—every person, every time

**“I Am Anticipating”**

In anticipation of family bookings, Julie Desjardins (Front Office Manager, **Ramada Plaza Crystal Palace, Moncton, New Brunswick**), helped make the lobby play-area a fun and friendly place for young children. It is equipped with, among other things, a picnic table, desk, blocks, coloring books and a giant bag of plastic Lego blocks. When a family arrives, front desk personnel simply direct the children to the nearby area, so the parents can check-in and get organized in a peaceful manner. It's not uncommon for the children to request a few more “minutes” before they have to go to the room.

Send an e-mail telling us about your iam implementation success story to... [iamramada@wyndhamworldwide.com](mailto:iamramada@wyndhamworldwide.com).

**Your best practices and property could be highlighted in our next newsletter!**

**Anticipate Using This Newsletter As A Learning Tool**

- Thoroughly review the newsletter and get familiar with the contents.
- Set aside 15 minutes for a department meeting, lineup, or all-employee meeting. Write three of the most important points you want to share on a flipchart or dry erase board.
- Review all Six Commitments, the Vision and Mission with employees. Then review your key points from this newsletter.
- Ask and solicit ideas from employees on how to improve in the newsletter topic area.
- Ask employees to pledge to engage in one specific action through which they can live this commitment.

Call Training for more information on how you too can set up you own personalized iam rollout at your property: (888) 575-4822.

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