

# Hotel Evelyn Court Palace

COMPREHENSIVE GUEST  
EXPERIENCE AUDIT (CGEA)

Auditors

**Ascion**  
GLOBAL PARTNERS

July, 2023

*This document serves as a sample Comprehensive Guest Experience Audit (CGEA) report created by Ascion Global Partners for a fictional hotel, Hotel Evelyn Court Palace, located in Miami Beach, Florida. The hotel is part of a fictional Royal Consortium of Hotels Group. Any similarities in names of institutions, individuals, or situations to real life are purely coincidental.*



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# HOTEL EVELYN COURT PALACE, MIAMI BEACH

## A BACKGROUND

Evelyn Court Palace, Miami Beach, is a venerable icon within the prestigious UK-based Royal Hotel Consortium (RHC) Group, boasting a rich 70-year history of impeccable hospitality. Situated along the iconic Marine Drive, this establishment offers unrivalled views of the Arabian Sea, captivating guests with the allure of the ocean's majesty.

The hotel's architecture reflects rich cultural heritage, with its majestic design adorned by intricate detailing. The hotel's exterior, illuminated under the moonlit Miami Beach skyline, is a sight to behold, embodying the enduring legacy of the nation's artistic traditions. This luxury haven spans a sprawling resort-like complex, offering over 240 meticulously appointed rooms and suites.

Evelyn Court Palace's legacy of excellence is the cornerstone of its identity.

*For seven decades, Hotel Evelyn Court Palace has been the preferred choice for discerning travellers, business leaders, and luminaries seeking not just accommodation but an unforgettable experience.*

The hotel's reputation for impeccable service is renowned. Its dedicated staff, with decades of experience, anticipates guests' every need, ensuring that every stay is nothing short of extraordinary. The warmth and professionalism of the staff add to the hotel's allure.





# The Hotel: Evelyn Court Palace, Miami Beach

Evelyn Court Palace, Miami Beach, is a venerable icon within the prestigious UK-based Royal Hotel Consortium (RHC) Group, boasting a rich 70-year history of impeccable hospitality. This establishment offers unrivalled views of the Arabian Sea, captivating guests with the allure of the ocean's majesty.

The hotel's architecture reflects rich cultural heritage, with its majestic design adorned by intricate detailing. The hotel's exterior, illuminated under the moonlit Miami Beach skyline, is a sight to behold, embodying the enduring legacy of the nation's artistic traditions.

This luxury haven spans a sprawling resort-like complex, offering over 240 meticulously appointed rooms and suites. Each accommodation is a haven of sophistication and comfort, boasting modern amenities while exuding a timeless charm. Guests are invited to indulge in the hotel's rejuvenating spa, take a dip in the expansive pool, or savor culinary delights at multiple world-class dining venues.

Evelyn Court Palace's legacy of excellence is the cornerstone of its identity. For seven decades, it has been the preferred choice for discerning travellers, business leaders, and luminaries seeking not just accommodation but an unforgettable experience.

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## Hotel Fact Sheet

- **Location:** Miami Beach, Florida, USA
- **Established:** 1952
- **Rooms:** 204
- **Suites:** 36
- **MICE Space:** 25,000 square feet
- **Restaurants:** 6 exquisite dining venues
- **TripAdvisor Rating:** 4.8 out of 5 [9000+ reviews]
- **Awards:** Winner of the prestigious "Luxury Hotel of the Year" award for three consecutive years between 2019 - 2021
- **USPs:**
  - **Art Collection:** An impressive collection of over 6000 contemporary art pieces displayed throughout the hotel
  - **Resort Oasis:** The hotel is a one-of-its-kind resort oasis in South Miami Beach district
  - **America's fully Sustainable Hotel:** The hotel claims to be 90% carbon neutral and aims to be net-zero on carbon emissions by 2028.
- **Guest Profile:** Preferred choice for international dignitaries, business executives, and Bollywood celebrities
- **Corporate Responsibility:** Active involvement in community development projects in the surrounding area
- **Facilities:** Spa, Pool, Fitness Centre, Concierge





**1952**

Established  
in Miami Beach

**240**

Rooms and  
Suites

**25K**

Sq. ft. of  
meetings space

**07**

Dining  
Venues

**4.8**

TripAdvisor  
Rating

**6,000**

Artpieces  
in the Hotel

**90%**

Carbon  
Neutral

**03**

Luxury Hotel of the Year  
Awards since 2019



# Evelyn Court Palace - Need of a Guest Experience Audit

Evelyn Court Palace is more than a hotel; it's a symbol of excellence, epitomizing the pinnacle of luxury hospitality in United States. Guests from around the world have marvelled at its grandeur, revelled in its opulence, and basked in the warmth of its impeccable service.

The hotel's online ratings and reviews reflect its outstanding performance. Yet, in the pursuit of perfection, Evelyn Court Palace recognizes the invaluable role of a Comprehensive Guest Experience Audit (CGEA).

As a distinguished member of the prestigious Royal Hotel Consortium (RHC) Group, Evelyn Court Palace adheres to exacting, meticulous standards upheld by all the hotels of the Group around the world. The RHC Group's internal reviews, mystery guest evaluations, and corporate audits are all part of the rigorous quality assurance framework. However, even in the world of uncompromising excellence, the pursuit of perfection remains relentless.

Evelyn Court Palace understands that while it has achieved an enviable reputation, the journey towards excellence is ongoing.

Occasional instances of guest dissatisfaction, no matter how isolated, are taken seriously. Every guest, irrespective of their feedback, represents an opportunity for growth and enhancement. This commitment to every guest experience drives the hotel's pursuit of perfection.

In recognizing the importance of a third-party evaluation, Evelyn Court Palace has chosen Ascion Global Partners' Comprehensive Guest Experience Audit (CGEA). The decision stems from a belief that fresh eyes bring new perspectives. Ascion's team comprises discerning individuals with an unwavering passion for perfection and an unparalleled eye for detail.

The commissioning of the CGEA by Evelyn Court Palace is not merely a formality; it's a declaration of intent. It's an acknowledgment that excellence can always be elevated further, and every guest's experience should be nothing short of extraordinary. It's a testament to the hotel's unyielding dedication to exceeding even the loftiest of expectations.

Furthermore, the CGEA is not just an evaluation; it's an opportunity to foster a culture of excellence within the hotel. It inspires every member of the team to aim higher, to strive for perfection in every interaction, and to consistently exceed the high standards that define Evelyn Court Palace's legacy of luxury.





# Audit Methodology

The Comprehensive Guest Experience Audit (CGEA) employed at Evelyn Court Palace adheres to a meticulous and structured methodology designed to leave no aspect of the guest journey unexamined. Our approach is rooted in the principles of thoroughness, objectivity, and a relentless pursuit of perfection. Here's an overview of the key components of our methodology:

## 1. Senior Partner Auditor

A senior partner of **Ascion Global Partners** is designated as the auditor for the CGEA. With years of experience in the hospitality industry and a discerning eye for detail, the senior partner brings a wealth of expertise to the audit.

## 2. Guest Incognito

The senior partner auditor books a stay at Evelyn Court Palace as a regular guest. The reservation is made directly through the website of the esteemed Royal Hotel Consortium (RHC) Group, ensuring an authentic booking experience. The auditor maintains the utmost discretion, with only the hotel's General Manager being aware that Ascion Global Partners is to conduct an audit. Importantly, the GM is not informed of the date or the identity of the auditor to ensure an objective evaluation, a choice made in accordance with the management's preferences.

## 3. Two-Night Stay

To thoroughly assess the guest experience, the auditor stays at the hotel for two nights. This duration allows for a comprehensive evaluation of the various touch points, amenities, and services that guests encounter during their stay.

## 4. Unbiased Evaluation

As a mystery guest, the auditor blends seamlessly with the guest population, experiencing the hotel's service without special treatment. This approach ensures that the evaluation is objective, unbiased, and reflective of the typical guest experience.

## 5. Hidden Insights

Throughout the two-night stay, the senior partner auditor keenly observes every aspect of the guest journey, from check-in to check-out. This includes interactions with staff, the quality of amenities, dining experiences, and overall ambiance. No detail is too small, and no element of the guest experience goes unnoticed.

## 6. A Rigorous Assessment

The audit is conducted with a commitment to excellence and a dedication to uncovering hidden opportunities for improvement. The senior partner auditor's evaluation is based on a deep understanding of industry best practices and guest expectations, ensuring a rigorous assessment of Evelyn Court Palace.

In summary, our audit methodology is a meticulous and covert process that enables us to provide an unbiased evaluation of the guest experience at Evelyn Court Palace. It ensures that every facet of the guest journey is subjected to the highest standards of evaluation, all while maintaining the confidentiality and authenticity essential for an accurate assessment.



## The Audit: Timeline of Key Events

|                                   |                         |
|-----------------------------------|-------------------------|
| <b>Hotel Discovery</b>            | July 17, 2023, 1115 hrs |
| <b>Reservation</b>                | July 19, 2023, 0945 hrs |
| <b>Pre-Arrival Reconfirmation</b> | July 20, 2023, 1300 hrs |
| <b>Arrival</b>                    | July 21, 2023, 1220 hrs |
| <b>Check-in</b>                   | July 21, 2023, 1230 hrs |
| <b>Room Arrival</b>               | July 21, 2023, 1245 hrs |
| <b>Room Service</b>               | July 21, 2023, 1530 hrs |
| <b>Pool Use</b>                   | July 21, 2023, 1930 hrs |
| <b>Dinner at Restaurant</b>       | July 21, 2023, 2115 hrs |
| <b>Spa Use</b>                    | July 22, 2023, 0730 hrs |
| <b>Buffet Breakfast</b>           | July 22, 2023, 0900 hrs |
| <b>Fitness Centre Use</b>         | July 22, 2023, 1230 hrs |
| <b>Check-out</b>                  | July 22, 2023, 1330 hrs |
| <b>Departure</b>                  | July 22, 2023, 1400 hrs |



# The Audit: Executive Summary

In conducting the Comprehensive Guest Experience Audit (CGEA) of Evelyn Court Palace, a nuanced exploration of both commendable strengths and areas calling for enhancement has unfolded.

## Major Strengths:

Evelyn Court Palace stands as a beacon of excellence in the digital landscape, securing a prominent second place on Google's search results for "Best Hotel in Miami Beach" and garnering an impressive 4.5+ rating on TripAdvisor. The strategic positioning with a competitive pricing strategy solidifies its stance among establishments in South Miami Beach. Pre-arrival initiatives, under Tanvi's guidance, exemplify a proactive approach, ensuring a positive and personalised guest experience.

Beyond the digital realm, the hotel presents a serene pool oasis, a captivating evening ambiance with strategically placed soft lighting, and an engaging folk show that weaves a cultural tapestry. These elements contribute to a holistic and enriching guest journey, fostering a sense of connection with both the local environment and the hotel's distinctive ambiance.

## Areas for Improvements:

Despite these strengths, opportunities for refinement emerge. A minor hiccup in the reservation process and challenges within the arrival experience, particularly the porch disorganisation, warrant prompt attention. Safety concerns and occasional glitches in elevators, along with room occupancy oversights, need addressing for a seamless guest experience.

The breakfast service, while diverse, faces challenges with crowding and unaddressed concerns. Additionally, lunch service could benefit from enhanced presentation and efficiency. The spa, while offering essential services, would benefit from revitalisation, including updated treatments and personalised services.

In conclusion, this holistic evaluation emphasises the hotel's commitment to excellence while highlighting areas poised for enhancement. These insights serve as a roadmap for refining the guest experience, ensuring a harmonious and exceptional stay at Evelyn Court Palace.





# Detailed Analysis and Audit Report for activities throughout the Guest Lifecycle at the hotel Evelyn Court Palace, Miami Beach

## Hotel Discovery

### ***The Good:***

- Evelyn Court Palace emerged prominently in the digital realm, securing the second spot on Google's search results for "Best Hotel in Miami Beach" with a stellar rating of 4.8.
- TripAdvisor endorsed this standing with an impressive rating of 4.7.
- Remarkably, the hotel positioned itself with a competitive pricing strategy in comparison to other similarly-ranked establishments in South Miami Beach.
- On TripAdvisor, the hotel garnered a series of glowing 5-star reviews.
- Notably, the most recent "Terrible" review dated back 13 months, while the latest "Poor" review was 11 months old.
- The first 25 recent reviews unanimously rated the hotel as "Excellent."
- Additionally, the hotel exhibited a proactive approach by responding to all reviews promptly.
- Key contact information, including the hotel's phone number and email address, was easily accessible with a simple search.

### ***The Bad:***

- While the initial interaction was promising, it encountered a hiccup. Upon reaching out to the Reservations team to book a room and arrange a special occasion reservation, the experience took an unexpected turn. Gaurav from Reservations assured a call back but failed to follow through on this commitment.

## Reservation

### **The Good:**

- The website of the Royal Consortium of Hotels (RCH) Group offers a seamless booking experience. Remarkably, it presented the most competitive pricing among all Online Travel Agencies (OTAs).
- Booking a room was a straightforward three-step process, requiring less than 3 minutes to complete.

### ***The Bad:***

- While the RCH Group's website serves as a comprehensive repository of its global properties, it lacks ratings for the group hotels, representing a missed opportunity for ratings controlled by the group itself.
- Furthermore, the website exhibits minor mobile usability issues, and the mobile app experiences certain glitches that could benefit from straightforward fixes.
- It's noteworthy that the sub-site dedicated to Evelyn Court Palace within the RCH Group's website features several outdated photographs of the hotel, estimated to be nearly a decade old. An update to these visuals could better reflect the hotel's current superior standards.



## Pre-Arrival

### **The Good:**

- The pre-arrival experience demonstrated a positive turnaround. Tanvi from the Front Office initiated contact concerning my impending stay commencing on July 7th. She inquired about room preferences, dietary requirements, and any special needs, indicating a proactive approach to guest satisfaction. I requested for an early check-in, which she quickly confirmed.
- Upon pointing out my earlier interaction with Gaurav on July 17, 2023, she extended a sincere apology for the miscommunication. In a remarkable display of attentiveness, Tanvi promptly connected me with a colleague from the Restaurants Team to discuss the arrangements for a special dinner on the same call.
- Subsequent to our conversation, I received a Reconfirmation Email, accompanied by a note expressing regret for the earlier oversight by the Reservations team. The email also pledged to ensure the seamless execution of the Special Dinner request.

**The Bad:** None.

## Arrival

### **The Good:**

- The arrival experience at Evelyn Court Palace commenced on a positive note. Upon reaching the hotel's entrance, a courteous usher promptly opened the car door and offered assistance with my luggage.
- Simultaneously, another usher efficiently handled the transfer of my belongings, demonstrating a commendable commitment to guest service.
- The security procedures were conducted efficiently and unobtrusively, contributing to an overall smooth arrival process.
- The presence of affable and smiling staff members created a welcoming atmosphere.
- The usher took initiative by inquiring about my name and promptly communicated my arrival to the front desk.

### **The Bad:**

- Unfortunately, the porch area appeared unnecessarily chaotic.
- Despite having ample space, it accommodated only about seven cars when it could easily accommodate double that number. Interestingly, most of the parked cars were unoccupied, raising questions about the efficiency of the valet service or the proactive management of parked vehicles.
- Additionally, approximately 15 hotel staff members were present at the scene, with many appearing idle and awaiting new guests. This situation appeared somewhat disorganised and could benefit from more efficient management.
- Furthermore, several staff members engaged in casual conversations, contributing to the chaos and detracting from the tranquility of the hotel's majestic entrance.



## Check-In Experience

### ***The Good:***

- The check-in experience began with a traditional tilak welcome, which was well-received.
- Providing water before offering the welcome drink was a considerate gesture.
- Offering a choice of three welcome drink options was a delightful touch.

### ***The Bad:***

- Despite the usher notifying the front desk of my arrival for check-in, it appeared that no one in the front office was aware of my name, which was a minor oversight.
- Another aspect that could be improved, considering the hotel's category, is the option for in-room check-in.
- A more significant issue arose when I was informed that the requested room was unavailable. It seemed that despite Tanvi's efforts in the Front Office to arrange my special dinner, she had overlooked registering my early check-in request, even though it was mentioned in the reconfirmation email.
- After some back and forth, the Front Office did arrange a room within approximately 30 minutes.
- However, during this time, no refreshments were offered, and no alternative activities or tours were proposed.
- Additionally, the Front Office did not exhibit particular apologetic sentiment regarding the mix-up.

## Lobby Impressions

### ***The Good:***

- The lobby area boasted impressive chandeliers and provided ample space for guests to relax and socialise.
- Despite a notable influx of people checking in and out around the time of my arrival, the area did not feel excessively crowded.
- The chosen fragrance contributed positively to the ambiance, and the lighting was well-balanced.

### ***The Bad:***

- While the hotel is renowned for its art collection, the lobby displayed limited artwork.
- The available pieces lacked comprehensive information regarding their background and the nature of the artwork, which could be enhanced to provide guests with a more enriching experience.

## Elevator Impressions

### ***The Good:***

- One elevator was open and ready to walk-in, which is always a welcome sign.
- The elevator, even though old, was well maintained and furnished.
- The ambiance reflected that of the hotel. The carpets were plush and the lighting was inviting.

### ***The Bad:***

- While it seemed that the elevator generally would uphold high standards, it didn't feel fully safe and secure, and the ride was, at times, a bit shaky.
- On occasion, interruptions or static in the background music affected the overall quality.





- Furthermore, although equipped with safety features, the elevator's emergency buttons were not as prominently marked as they could have been, potentially causing confusion in case of an emergency.
- There was also a faint smell of the sewage treatment plant during at least a few of my rides, which could be better managed by looking at the ducts that might be leaking the foul smells.

## Hallway Impressions

### ***The Good:***

- The Hallways at Evelyn Court Palace were found to be consistently spotless, and the well-maintained carpeting contributed to a sense of pristine cleanliness.
- Staff were always found to be polite, smiling and courteous.

### ***The Bad:***

- There were occasional instances where the scent in the lobby appeared slightly overpowering. Fine-tuning the fragrance distribution could enhance the overall experience.

## Room Occupancy

### ***The Good:***

- The room was found to be meticulous at first. The attention to detail is much appreciated.
- The presentation of the bed was impeccable, featuring pristine linens and perfectly arranged pillows.
- The exceptional turndown service with turndown amenities was a thoughtful touch, demonstrating the hotel's dedication to guest satisfaction.
- Information and TV systems were found to be intuitively designed, granting guests effortless access to entertainment and essential information.
- Bathrooms maintained exceptional standards of cleanliness and were found to be equipped with luxurious toiletries and modern fixtures. The heated WC was a fantastic addition.
- Seamless Wi-Fi connectivity and robust network coverage facilitated effortless communication.

### ***The Bad:***

- While the room occupancy experience at Evelyn Court Palace excelled in numerous aspects, some minor observations have been noted.
- The room lacked sleepers, or sanitary kits in the restroom. This seemed like an oversight for a hotel of this class.
- Pricing information for minibar items was not available.
- The in-room dining menu was not available in printed form, but just as a QR. Later I was informed by the staff that it was also an oversight, as all rooms are generally equipped with printed copies of the dining and spa menus.
- In the bathroom, sporadic issues with water temperature were noticed, warranting attention.



## Room Service

### ***The Good:***

- During the audit, the room service at Evelyn Court Palace showcased exceptional promptness and attentiveness.
- The order placed was delivered in a timely manner, and the quality of food and presentation were top-notch.
- The room service staff member Chef Piyush demonstrated courtesy and accommodated specific requests with a warm and friendly demeanor. He went the extra mile to explain all the items ordered, with some historical context.
- The menu offered a diverse range of options, ensuring that individual tastes and dietary requirements were addressed.

### ***The Bad:***

- While the service was exceptional, the experience of placing the order was not frictionless. The first person, Ms Kavya, to take the order was hesitant to take a custom order, which was surprising, until I insisted tersely, when she connected me to the chef 10 minutes later. The experience corrected thereon.

## Buffet Breakfast

### ***The Good:***

- The Breakfast service was also found to be superior than most hotels in the area.
- The choices were varied and countless, and the number of fresh items available to order was best-in-class.
- My special order for avocado on toast and a cup of hot chocolate was taken and served without hesitation by the staff.

### ***The Bad:***

- Some amount of chaos was observed while getting inside the breakfast area.
- It took about 5 minutes of wait time to get a table, where as larger groups were being asked to wait for 10-15 minutes.
- It seems the breakfast area was crowded due to an ongoing wedding and a corporate event running in parallel at the hotel.
- In such a scenario, it was surprising that the hotel staff had not made alternate arrangements for guests who needed their breakfast quickly.
- I did notice a group of businessmen who left because they were asked to wait 10-12 minutes. The staff managing the guest entry did nothing to correct the experience for those particular guests.
- While the busy restaurant did not compromise the service quality, which means the kitchen is adequately staffed, the serving staff did seem a bit stretched, creating a slight unpleasant experience of chaotic staff, which is never a good experience to have.
- In such a scenario, hotels usually open up secondary venues for breakfast, or provide in-room dining credits so guests could have breakfast inside their rooms. This was not the case at Evelyn Court.



## Check in Registration

### Notes

- 1. The check in registration page with complimentary breakfast included, which was not included.
- 2. Breakfast was not included during the stay, which was a complimentary feature.
- 3. Although a complimentary breakfast was included, it was not included.

### Notes

- 1. Breakfast was not included during the stay, which was a complimentary feature, which was not included.
- 2. Breakfast was not included during the stay, which was a complimentary feature.
- 3. Breakfast was not included during the stay, which was a complimentary feature.
- 4. Breakfast was not included during the stay, which was a complimentary feature.

**Detailed analysis of other restaurants, spa, pool, and other amenities and facilities of the hotel have been excluded from this sample report.**

## Utility Registration

### Notes

- 1. The utility registration page with complimentary breakfast included, which was not included.
- 2. Breakfast was not included during the stay, which was a complimentary feature.
- 3. Breakfast was not included during the stay, which was a complimentary feature.
- 4. Breakfast was not included during the stay, which was a complimentary feature.

### Notes

- 1. The utility registration page with complimentary breakfast included, which was not included.
- 2. Breakfast was not included during the stay, which was a complimentary feature.
- 3. Breakfast was not included during the stay, which was a complimentary feature.

## Transfer Registration

### Notes

- 1. The transfer registration page with complimentary breakfast included, which was not included.
- 2. Breakfast was not included during the stay, which was a complimentary feature.
- 3. Breakfast was not included during the stay, which was a complimentary feature.
- 4. Breakfast was not included during the stay, which was a complimentary feature.

### Notes

- 1. The transfer registration page with complimentary breakfast included, which was not included.
- 2. Breakfast was not included during the stay, which was a complimentary feature.
- 3. Breakfast was not included during the stay, which was a complimentary feature.





# Ascion 175-point Checklist

| #  | Item                                    | Lifecycle               | Score | Department      | Remarks  | Attribute                           |
|----|---|-------------------------|-------|-----------------|--|-------------------------------------|
| 1  | Hotel Listing on Search Engine          | Discovery               | 95    | Reservations    |  | Communications & Coordination       |
| 2  | Booking Experience on Hotel Website     | Discovery               | 90    | Reservations    | No ratings on hotel website                                | Communications & Coordination       |
| 3  | Visibility and Activity on TripAdvisor  | Discovery               | 95    | Reservations    |  | Communications & Coordination       |
| 4  | Pre-Arrival Telephone Confirmation      | Pre arrival             | 100   | Reservations    |  | Communications & Coordination       |
| 5  | Pre-Arrival Reconfirmation Email        | Pre arrival             | 100   | Reservations    |  | Communications & Coordination       |
| 6  | Porch Arrival Welcome                   | Arrival                 | 90    | Front Office    | Chaotic  | Guest Recognition & Personalization |
| 7  | Luggage Handling Assistance             | Arrival                 | 95    | Front Office    |  | Professionalism & Presentation      |
| 8  | Security Screening Experience           | Arrival                 | 100   | Security        |  | Professionalism & Presentation      |
| 9  | Porch Neatness and Presentation         | Arrival                 | 85    | Housekeeping    |  | Skills, Knowledge & Training        |
| 10 | Porch Personnel                         | Arrival                 | 80    | Human Resources | The staff was found busy chitchatting                      | Professionalism & Presentation      |
| 11 | Porch Check-In Support                  | Check-in                | 95    | Front Office    |  | Empathy & Guest-Centric Approach    |
| 12 | Lobby Immaculateness                    | Check-in                | 95    | Housekeeping    |  | Attention to Detail                 |
| 13 | Lobby Seating Arrangements for Check-In | Check-in                | 95    | Maintenance     |  | Skills, Knowledge & Training        |
| 14 | Check-In Counter Location               | Check-in                | 100   | Front Office    | Lack of coordination between front office & porch staff    | Skills, Knowledge & Training        |
| 15 | Check-In Efficiency                     | Check-in                | 70    | Front Office    |  | Skills, Knowledge & Training        |
| 16 | Staff Attentiveness during Check-In     | Check-in                | 75    | Front Office    | No acknowledgment of missing out on early check-in request | Empathy & Guest-Centric Approach    |
| 17 | Lobby Elevator Accessibility            | General Hotel Occupancy | 85    | Front Office    |  | Attention to Detail                 |
| 18 | Room Usher Services                     | Check-in                | 80    | Front Office    |  | Guest Recognition & Personalization |
| 19 | Elevator Hygiene                        | General Hotel Occupancy | 75    | Housekeeping    | STP smells were found leaking into the elevator            | Skills, Knowledge & Training        |
| 20 | Elevator Ambiance                       | General Hotel Occupancy | 90    | Housekeeping    |  | Empathy & Guest-Centric Approach    |



# Ascion 175-point Checklist

*The 175-point Ascion Checklist is a proprietary service offering by Ascion Global Partners, and hence has not been included in full in this sample report.*



## General Recommendations:

- Strengthen the Reservation Process:
  - Ensure timely follow-up on guest inquiries and commitments.
  - Address any lapses in communication promptly.
- Enhance Digital Presence:
  - Regularly update online visuals and information to reflect the current standards.
  - Optimize mobile usability and address glitches in the hotel's mobile app.
- Elevate Pre-Arrival Initiatives:
  - Maintain proactive communication with guests regarding preferences and special requests.
  - Ensure smooth coordination between departments for seamless guest experiences.
- Streamline Arrival Experience:
  - Address porch organization issues to improve efficiency and guest comfort.
  - Optimize valet service management to accommodate more vehicles.
  - Minimize idle staff and casual conversations at the entrance to enhance tranquility.
- Improve Check-In Process:
  - Consider in-room check-in options for added convenience.
  - Address any oversights in room availability and special requests promptly.
  - Offer refreshments or alternative activities during check-in delays.
- Enhance Lobby Experience:
  - Provide comprehensive information on artworks in the lobby for a more enriching experience.
- Elevator Maintenance and Safety:
  - Address safety concerns and potential issues with elevator ride quality.
  - Improve visibility and accessibility of emergency buttons.
  - Investigate and resolve any unpleasant odors in the elevators.
- Refine Hallway Ambiance:
  - Fine-tune fragrance distribution to avoid occasional overpowering scents.
- Room Occupancy Enhancements:
  - Ensure the availability of essential amenities such as slippers and sanitary kits.
  - Provide clear pricing information for minibar items.
  - Verify and update in-room dining menus to include printed copies.
- Strengthen Room Service Processes:
  - Ensure a seamless and frictionless order placement experience.
  - Consistently train staff to accommodate custom orders with confidence.
- Optimize Buffet Breakfast Operations:
  - Manage guest flow efficiently during peak times.
  - Consider alternative arrangements for guests during crowded periods.
  - Provide options for in-room dining credits during busy breakfast hours.
- Revitalize Spa Services:
  - Introduce innovative and unique spa treatments to enhance competitiveness.
  - Focus on personalized services and a refreshed spa experience.
- Continuous Training and Development:
  - Regularly train staff to maintain high service standards and address guest concerns effectively.
  - Foster a culture of continuous improvement to adapt to evolving guest expectations.





## Overall Recommendations

- 1. Strengthen the Executive Process
  - 1. Ensure timely follow-up on guest requests and commitments.
  - 1. Address any gaps in communication promptly.
- 2. Enhance Digital Presence
  - 1. Regularly update online content and information to reflect the current standards.
  - 1. Monitor online visibility and address glitches in the hotel's mobile app.
- 3. Elevate the Service Culture
  - 1. Encourage proactive communication with guests regarding preferences and special needs.
  - 1. Foster cross-departmental collaboration between departments to ensure guest experience.
- 4. Optimize Staff Performance
  - 1. Implement a comprehensive training program to improve efficiency and guest service.
  - 1. Encourage staff to take ownership of their responsibilities and address issues promptly.
- 5. Enhance Guest Feedback Mechanisms
  - 1. Provide comprehensive information on channels of the hotel for a more seamless feedback process.
- 6. Strengthen Operational and Safety
  - 1. Address safety concerns and potential risks with detailed risk audits.
  - 1. Enhance visibility and accessibility of emergency buttons.
  - 1. Investigate and resolve any equipment issues in the kitchen.
- 7. Refine Pricing Strategy
  - 1. Conduct regular price audits to ensure competitive and transparent pricing.
- 8. Boost Emergency Preparedness
  - 1. Review the availability of essential supplies such as blankets and water bottles.
  - 1. Provide clear emergency information for mobile apps.
  - 1. Conduct regular drills to ensure staff readiness to handle potential risks.
- 9. Streamline Guest Service Process
  - 1. Establish a dedicated and streamlined order placement experience.
  - 1. Consider using self-service kiosks to reduce wait times and enhance efficiency.
- 10. Optimize In-Room Amenities
  - 1. Upgrade guest room amenities during peak times.
  - 1. Consider alternative arrangements for guests during crowded periods.
  - 1. Provide options for in-room dining menus during busy breakfast hours.
- 11. Enhance Spa Services
  - 1. Offer personalized and unique spa treatments to address individual needs.
  - 1. Train spa personnel on guest preferences and a tailored spa experience.
- 12. Elevate Dining and Beverage
  - 1. Regularly rotate self-service buffet options to maintain high service standards and address guest concerns.
  - 1. Offer a variety of authentic representation to cater to varying guest preferences.

**Detailed recommendations have been excluded from this sample report.**



# THE ASCION SCORECARD

**Hotel The Evelyn Court Palace,  
Miami Beach, July 2023**

**ASCION SCORE**

**8680**

**ASCION RATING**

**8.7**

## **Best Performers**

|                 |                 |
|-----------------|-----------------|
| Department      | Marcom          |
| Attribute       | Professionalism |
| Lifecycle Stage | Pre-Arrival     |

## **Improvements Needed**

|                 |              |
|-----------------|--------------|
| Department      | Reservations |
| Attribute       | Coordination |
| Lifecycle Stage | Reservation  |



# DETAILED SCORES

## Lifecycle Stage Score

|                         |          |
|-------------------------|----------|
| <b>Hotel Discovery</b>  | 96 / 100 |
| <b>Reservation</b>      | 70 / 100 |
| <b>Pre-Arrival</b>      | 98 / 100 |
| <b>Arrival</b>          | 85 / 100 |
| <b>Check-in</b>         | 75 / 100 |
| <b>Room Occupancy</b>   | 95 / 100 |
| <b>Room Service</b>     | 90 / 100 |
| <b>Buffet Breakfast</b> | 85 / 100 |
| <b>Dinner</b>           | 90 / 100 |
| <b>Pool Use</b>         | 89 / 100 |
| <b>Gym Use</b>          | 94 / 100 |
| <b>Spa Use</b>          | 96 / 100 |
| <b>Check Out</b>        | 82 / 100 |
| <b>Departure</b>        | 88 / 100 |

## Department Score

|                              |          |
|------------------------------|----------|
| <b>Housekeeping</b>          | 95 / 100 |
| <b>IRD &amp; Restaurants</b> | 88 / 100 |
| <b>Reservations</b>          | 70 / 100 |
| <b>Front Office</b>          | 86 / 100 |
| <b>Marcom</b>                | 96 / 100 |
| <b>Maintenance</b>           | 93 / 100 |
| <b>Human Resources</b>       | 95 / 100 |
| <b>Gardening</b>             | 95 / 100 |

## Attributes Score

|  |           |
|--|-----------|
| <b>Communications and Coordination</b>         | 75 / 100  |
| <b>Empathy and Guest-Centric Approach</b>      | 95 / 100  |
| <b>Professionalism and Presentation</b>        | 100 / 100 |
| <b>Skills, Knowledge &amp; Training</b>        | 95 / 100  |
| <b>Adaptability and Problem Solving</b>        | 90 / 100  |
| <b>Guest Recognition &amp; Personalization</b> | 95 / 100  |
| <b>Resilience and Stress Management</b>        | 95 / 100  |
| <b>Leadership and Supervision</b>              | 85 / 100  |
| <b>Attention to Detail</b>                     | 90 / 100  |

