



THE WORLD'S LARGEST  
HOTEL CHAIN®

# Ensuring Quality



Programs and Practices to assist Best Western Properties in  
Leading the Industry in Superior Customer Care.

Provided by Best Western International  
International Quality Assurance



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# MAINTENANCE REQUEST FORM

Name:

Date:

Room #

## Problem

Work Order #

[illegible]

---

# MAINTENANCE REQUEST FORM

Name:

Date:

Room #

## Problem

Work Order #

[illegible]

## Preventive Maintenance Checklist - EXTERIOR PUBLIC AREAS

		Date	Date	Date	Date	Comments
<b>Signs</b>	Billboards					
	other Off Premise Signs					
	Property ID Sign (PID)					
	Entrance/Exit Sign					
	Reader Board					
	Restaurant/Lounge Signs					
	Directional Signs					
	Flags/Poles					
<b>Landscaping/Grounds</b>	General Landscaping					
	Grounds					
	Lawn					
	Trees/Shrubs					
	Flowers					
	Planters					
	Parking Lot - surface					
	Parking Lot - curbing					
	Parking Lot - striping					
	Parking Lot - lighting					
	Delivery Area					
	Sidewalks					
	Parking Garage					
<b>Building Exterior</b>	Porte Cochere					
	Exterior Surface					
	Windows/Shutters					
	Screens					
	Doors					
	AC and other Vents/Grills					
	Walkways/Corridors					
	Balconies					
	Railings					
	Stairs					
	Roof					
	Fencing					
	Utility Building(s)					
	Lighting					
<b>Recreational Facilities</b>	Pool - general					
	Pool Fence					
	Outdoor Pool Furniture					
	Deck/Walkways					
	Pool Signage					
	Pool Depth Markers					
	Safety Equipment					
	Pool Landscaping					
	Playground					
	Tennis Court					
	Spa/Jacuzzi					
	Trash Receptacles					
<b>Other</b>	Guest Van/Utility Van					
	Dumpsters					
	Dumpster Screening					
	Vending Machines					
	Guest Laundry Facilities					
	Drinking Fountain					

## Preventive Maintenance Checklist - INTERIOR PUBLIC AREAS

		Date	Date	Date	Date	Comments
<b>Hotel Entrance</b>	Entry Doors - general					
	Handles					
	Hinges and Hinge Pins					
	Door Frame					
	Door Closers					
	Check all doors for operation					
	Door Stops					
	Emergency Exits & Signage					
<b>Lobby</b>	Doors					
	Locks and hardware					
	Signage					
	Furniture					
	Seating					
	Flooring					
	Walls					
	Ceilings					
	Artwork					
	Furniture					
	Lighting & Fixtures					
	Windows					
	Window Coverings					
<b>Corridors</b>	Doors					
	Locks and hardware					
	Signage					
	Furniture					
	Seating					
	Flooring					
	Walls					
	Ceilings					
	Artwork					
	Furniture					
	Lighting & Fixtures					
	Windows					
	Window Coverings					
<b>Stairwells</b>	Doors					
	Locks and hardware					
	Signage					
	Furniture					
	Seating					
	Flooring					
	Walls					
	Ceilings					
	Artwork					
	Furniture					
	Lighting & Fixtures					
	Windows					
	Window Coverings					

## Preventive Maintenance Checklist - GUEST ROOMS

Date: \_\_\_\_\_

[illegible]







		Date	Date	Date	Date	Comments
Restrooms	Wash Basin					
	Faucet/Wash Basin Fixture					
	Toilet (lever, lid, seat, bolts, tank)					
	Toilet Bolts					
	Toilet Caulking					
	Toilet Paper Holder					
	Water Shut Off Valve to Toilet					
	Stalls (walls, doors)					
	Urinals					
	Facial Tissue Holder					
	Vanity					
	Vanity Lighting					
	Towel Dispenser					
	Soap Dispenser					
	Dryer					
	Art Work					
	Waste Basket					
	Air Vent Grill					
	Ceiling/Wall Light Fixtures					
	Vanity Mirror					
	Bathroom Door					
	Bathroom Floor					
	Bathroom Walls and Ceilings					
Other	Cooling/Heating - thermostats					
	Cooling/Heating - filters & grills					
	Cooling/Heating - comfort					
	Electrical - outlet wall plates					
	Electrical - switches					
	Telephones - dialing instructions					
	Telephones - condition/function					
	Directory					
	Drinking Fountain					
	Vending Machines					
	Brochure Racks					
	Desk Area/Business Center					
	Smell					

## Preventive Maintenance Summary

**Year** \_\_\_\_\_

Page \_\_\_\_\_ of \_\_\_\_\_

[illegible]

G. Manager				
Date				

[illegible]

Maintenance				
Date				



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## GUESTROOM DEEP CLEAN CHECKLIST

Turn Mattresses and Change Bedspreads	
<input type="checkbox"/>	Remove linens from the bed
<input type="checkbox"/>	Lift the mattresses off the box spring SAFETY TIP: This is a two-person job and use your legs, not your back
<input type="checkbox"/>	Lift the box spring off the bed frame
<input type="checkbox"/>	Inspect for tears, soil spots, or broken springs
<input type="checkbox"/>	Inspect and clean the frame and headboard
<input type="checkbox"/>	Vacuum behind and inside the bed platform
<input type="checkbox"/>	Rotate the box spring
<input type="checkbox"/>	Turn the mattress - TIP: Position the appropriate number on the mattress in the upper le corner of the bed frame
<input type="checkbox"/>	Vacuum the mattress cording
<input type="checkbox"/>	Inspect pillows and replace pillows that have stains
<input type="checkbox"/>	Remake the bed with a clean mattress pad, linens, and bedspread - Tip: Make sure dust ruffles are straight

Dust High Places	
<input type="checkbox"/>	Dust where the wall meet the ceiling. SAFETY TIP: Use stepladders appropriately to reach high areas
<input type="checkbox"/>	Dust smoke detectors and sprinklers
<input type="checkbox"/>	Dust the tops of tall furniture such as armoires
<input type="checkbox"/>	Dust light dousters; clean with a damp cloth if needed
<input type="checkbox"/>	Dust vents.
<input type="checkbox"/>	Clean anything else above eye level.

Wash Windows	
<input type="checkbox"/>	Use a scrubber and window cleaner to clean grease marks and grime from windows - Tip: Report any dirt on the outside of the windows
<input type="checkbox"/>	Work from the top down in an "S" pattern with a squeegee
<input type="checkbox"/>	Wipe window frames with a damp cloth.
<input type="checkbox"/>	Clean window track thoroughly.
<input type="checkbox"/>	Hang replacement draperies.
<input type="checkbox"/>	To remove dust, vacuum draperies from the top down. Get into the folds, and clean the back.
<input type="checkbox"/>	Dust sheers often / Wash
<input type="checkbox"/>	Wipe vinyl draperies with a damp cloth

Wash Walls, Baseboard, Doors	
<input type="checkbox"/>	Use a mild solution of all-purpose cleaner on a so sponge and clean gently - Tip: Spray cleaner directly on the sponge, not the wall
<input type="checkbox"/>	Work from the boom up to avoid streaks, and work clockwise around the room - Tip: Report any marks you can't remove
<input type="checkbox"/>	Dry all surfaces with a clean cloth
<input type="checkbox"/>	Clean anything hanging on the wall
<input type="checkbox"/>	Wipe switch plates, phone plugs, and wall jacks
<input type="checkbox"/>	Clean the closet walls and luggage racks
<input type="checkbox"/>	Clean both sides of every door, including viewers, hinges, the frame, locks, and lock plates

Clean Furniture	
<b><i>Upholstery</i></b>	
<input type="checkbox"/>	Vacuum upholstery
<input type="checkbox"/>	Use a vacuum attachment to get tight spots.
<input type="checkbox"/>	Clean under cushions, and inspect and turn them
<input type="checkbox"/>	Rub upholstery spots gently with a light fabric cleaner, then blot the area with a white cloth
<input type="checkbox"/>	Check the manufacturer's directions before cleaning spots from upholstery - Tip: Report any stains you cannot remove
<b><i>Wood or Laminated Furniture</i></b>	
<input type="checkbox"/>	Use an oil-based cleaner on wood furniture
<input type="checkbox"/>	Use all-purpose cleaner to wipe laminated furniture
<input type="checkbox"/>	Clean the backs of all furniture
<input type="checkbox"/>	Dry with a clean cloth
<input type="checkbox"/>	Wipe room accessories such as the telephone - Tip: Pay special attention to phone mouthpieces
<input type="checkbox"/>	Use a cloth to wipe inside drawers
<input type="checkbox"/>	Report any drawers that do not slide smoothly.

Clean Carpets	
<input type="checkbox"/>	Work clockwise around the room to clean carpets - Safety Tip: Get help moving large pieces of furniture
<input type="checkbox"/>	Edge the carpets with a crevice tool or a broom
<input type="checkbox"/>	Take care of carpet spots. Use standard removal techniques depending on the type of stain
<input type="checkbox"/>	Reposition the furniture

Clean Lights	
<input type="checkbox"/>	Remove the shade - Safety Tip: Use stepladder to reach high areas and place shade in a secure spot
<input type="checkbox"/>	Use a damp cloth to clean the extrude and shade thoroughly
<input type="checkbox"/>	Reposition the shade
<input type="checkbox"/>	Remove and dust exit sign covers
<input type="checkbox"/>	Wipe inside exit signs with a damp cloth
<input type="checkbox"/>	Replace exit sign covers.

Replace Shower Curtains	
<input type="checkbox"/>	Remove the shower curtain.
<input type="checkbox"/>	Soak the hooks in soapy water
<input type="checkbox"/>	Replace any broken hooks
<input type="checkbox"/>	Clean the curtain rod
<input type="checkbox"/>	Reposition a clean shower

Scrub Tile and Grout	
<input type="checkbox"/>	Use grout cleaner and a grout brush to remove mold and mildew - Safety Tip: Wear gloves and eye protection
<input type="checkbox"/>	Remove any buildup from the shower, the tub, around the sink, the toilet, and the ceramic tile door.
<input type="checkbox"/>	Rinse all areas thoroughly
<input type="checkbox"/>	Dry and polish with a dry cloth - Tip: Report any problems
<input type="checkbox"/>	Wash Bath Mats

## Housekeeping Deep Clean Summary

**Year** \_\_\_\_\_

Page \_\_\_\_\_ of \_\_\_\_\_

[illegible]

G. Manager				
Date				

[illegible]

Housekeeper				
Date				



## HOUSEKEEPING CHECKLIST

			Room	Room	Room	Room	Room
Entrance Door	1	DOOR-EXTERIOR-wash and clean, remove dust/debris from frames					
	2	DOOR-INTERIOR-do not disturb sign in place and door is clean					
	3	ELECTRONIC LOCK-ensure lock is clean and free of smudges					
	4	ENTRY LIGHT-ensure fixture is clean					
	5	DOOR HARDWARE-polish all door hardware					
	6	DOOR THRESHOLD-Clean and polish the door threshold					
Finishes	7	BASEBOARDS-wash baseboards & vacuum carpet edge					
	8	PAINT/VINYL-Wash all vinyl where needed					
	9	CEILING-light fixtures are clean. Ensure no cob webs, dirt, or mildew.					
	10	FLOOR TILE-Tile is clean and ensure no mildew and stains					
	11	CARPET-thoroughly vacuum, shampoo as needed (min. of quarterly)					
Lights	12	WALL SWITCHES-clean, sanitized, free of dirt and finger prints					
	13	LAMP SHADES-clean, must be dusted. Secure with finial cap.					
	14	LAMP BASES-clean, must be polished and switches sanitized					
	15	LAMP FIXTURES-function, clean, good appearance					
TV & Radio	16	CABLE/SATELLITE BOX-clean, directions posted					
	17	RADIO CHECK-dust radio, sanitize switches/controls					
	18	REMOTE CONTROL-Check batteries, UV wand clean, wrap and seal					
	19	TV CLEANING-clean TV screen and casing and dust back of set.					
Telephone	20	TELEPHONE CLEANLINESS- ensure fully cleaned					
	21	TELEPHONE WALL RECEPTACLE-clean and cover plate in tact					
	22	TELEPHONE ROOM PLATE- Ensure number matches room number.					
	23	TELEPHONE CHARGES-ensure charges and long-distance carrier posted					
Furniture	24	MIRRORS-high dust frames and edges					
	25	DRESSER/DESK-clean drawers and handles, dust, move to vacuum carpet					
	26	TABLES-legs clean , check beneath for gum					
	27	CHAIRS-remove cushions/vacuum area underneath, shampoo if needed					
	28	NIGHT STANDS- clean drawers and handles, remove from wall & vacuum					
	29	SOFA-remove cushions & vacuum underneath and shampoo if needed					
	30	BEDS-dust the headboard, ensure carpet is vacuummed underneath					
	31	PICTURES-clean glass and high-dust frame					
	32	WASTE BASKET-Clean and sanitize inside and out.					
	33	CLOTHES RACK-dust shelves & hanger bar, polish if needed					
	34	CREDENZA/ARMOIR-high dust top, clean drawers & handles					
Connecting	35	DOOR FRAME-clean and remove debris and dirt					
	36	FRAME-dust the frame.					
	37	DOOR HARDWARE-polish all door hardware					
	38	DOOR THRESHOLD-clean and polish					
Windows/Drapes	39	WINDOWS - clean exterior annually, and interior bi-monthly					
	40	WINDOW TRACKS-free of debris and clean					
	41	WEATHER STRIPPING-clean					
	42	WINDOW SILLS-clean, repaired, caulked					
	43	PULL CORDS/WANDS-clean					
	44	VALANCE (if present)-dust and wash if necessary					

			Room	Room	Room	Room	Room
HVAC	45	FILTER & GRILL-clean all filters, vents, grills, remove all dust and debris					
	46	WASH BASIN-clean and free of discoloration					
Bathroom	47	FAUCET/WASH BASIN FIXTURES-clean and polished					
	48	TUB-surface is clean, free of discoloration					
	49	SHOWER WALL-clean and free of discoloration and build up					
	50	SHOWER FIXTURES-chrome shines, no build up on shower head					
	51	OVERFLOW VALVE-chrome shines					
	52	DRAIN RING/POP-UP-chrome shines and clean					
	53	SOAP DISH-clean, if chrome, shines					
	54	TOILET- clean seat hinges, bolt caps, base, caulking at base and wrap					
	55	TOILET PAPER HOLDER-clean, shines if chrome					
	56	WATER SHUT OFF VALVE TO TOILET-clean					
	57	FACIAL TISSUE HOLDER-clean, shines if chrome					
	58	VANITY-clean and free of discoloration					
	59	VANITY LIGHTING-clean and high dust vanity lights					
	60	VANITY OUTLET/PLUG-IN-clean					
	61	TOWEL BARS (at Vanity, and in Bath area) Clean, if chrome, shine					
	62	ROBE HOOK-clean, if chrome, shine					
	63	WALL SWITCH-sanitize and no dirt or fingerprints, operational, no damage					
	64	ARTWORK - Polish glass and high dust frame					
	65	WASTE BASKET-clean inside and out					
	66	SHOWER ROD-wipe clean, in good shape, shines if chrome					
	67	SHOWER CURTAIN-clean, no soap buildup					
	68	AIR VENT GRILL-Clean, if chrome, shines					
	69	CEILING/WALL LIGHT FIXTURES- clean and high dust					
	70	VANITY MIRROR-clean, (high spots in corners)					
	71	BATHROOM DOOR-clean, polish the hardware					
	72	BATHROOM FLOOR-clean, focus on floor behind the toilet, grout is clean					
	73	BATHROOM WALLS AND CEILINGS - wash all regularly					



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#### Our Ranking Compared to BWI Systems

GSS Score System Ranking

Complaint Ratio System Ranking

QA- Guestrooms, Public Area Ranking

#### Most Recent Quality Assurance Score

GRPA (Guestroom, Public Area)

#### Customer Complaint Ratio

Countable Complaints this Month

Complaint Ratio - Last 12 Months

#### Medallia Satisfaction Drivers - Last 90 Days

Last 90  
Days

Previous  
90 Days

Overall GSS Score

Overall Experience

Overall GSS Service

Overall Accommodations

Quality of Guestrooms

Working Order of Guestrooms

Cleanliness of Guestrooms

Intent to Recommend

#### Medallia Problem Analysis - Last 90 Days

% of Guests with Problems

# of Guests with Problems

# of Problems (reported and not reported)

% of Problems Reported

# of Problems Reported

% of Handling Exceeded Expectations

% of Handling Met Expectations

% of Handling Below Expectations

Problem Resolution Rate (exceeded + met)

#### Top 5 Problems Reported by Guests

1.

2.

3.

3.

5.

#### Ranked Last Months



# Creating Your Hotel's Performance Scorecard



Leading Industry Service



# How To Access Your Medallia Information

## Step 1 - Gathering Overall GSS Scores for the Last 90 Days - 2009 vs. 2008

- Log on to Medallia
- Click on Satisfaction tab
- Click on Time Period pull-down menu and select Past 3 Months

- Click RUN
- You will then see the results of the most recent 3 months of responses. You can then transfer this information to your scorecard.

	Jan	Feb	Mar	Total Past 3 Months
Sample Size (Red = less than 100)	18	19	4	41
Average of Drivers				
Overall GSS score	7.77	8.82	7.07	8.19
Drivers				
Overall Experience	8.00	8.95	6.50	8.29
Overall Service	8.33	9.00	7.00	8.51
Overall Accommodations	7.61	8.63	5.75	7.90
Quality of Guest Room	7.50	8.63	7.00	7.98
Working Order of Room Amenities	7.53	8.61	8.50	8.13
Cleanliness of Guest Room	7.71	8.89	8.50	8.35
Intent to Recommend	7.72	9.05	6.25	8.20

- You will then need to run the same numbers for the same period last year.
- To do this, click on the Time Period filter and select Custom Time Period.
- You will then need to enter the correct dates for the previous year in the New Custom Time Period that appears.
- After this is complete, click RUN
- You can then transfer your results to your scorecard.


The following page will show you how to generate the information on problems and resolution for your hotel.

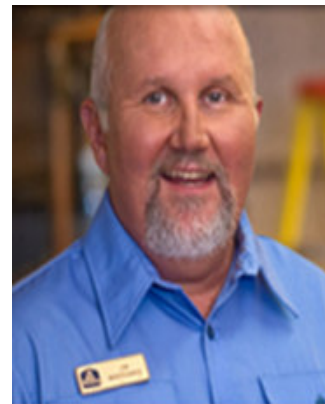
# Importance of Team Performance Measurement

There is no doubt that keeping track of daily performance is a critical part of running a successful operation. Just as important as how many rooms were sold and at what rate, the hotel's overall customer satisfaction plays a direct role in customer retention and what the guest thinks about our brand.

In addition, when looking at the level of customer care a hotel is providing, it is important that every associate at the hotel has a clear understanding of their role and how they contribute to the overall level of customer satisfaction. To assist each Best Western hotel in measuring the level of customer care they are providing and consistently reviewing those results regularly, we have designed a Customer Care Monthly Scorecard.

This scorecard is designed to assist you in taking existing information that is provided to you via Medallia and mybestwestern.com and allowing you to easily create a scorecard that you can review during your regular staff meetings and also post at various locations throughout the back of the house.

 <b>Best Western - Anywhere</b>		
<b>Customer Care Monthly Scorecard</b>		
<b>Our Ranking Compared to BWI System</b>		
<b>1,638</b>	GSS Score System Ranking	
<b>1,326</b>	Complaint Ratio System Ranking	
<b>837</b>	QA - Guestrooms/Public Area Ranking	
<b>Medallia Satisfaction Drivers - Last 90 Days</b>		
Last 90 Days	Previous 90 Days	
<b>8.19</b>	<b>8.20</b> <b>same</b>	Overall GSS Score
<b>8.29</b>	<b>8.31</b> <b>up</b>	Overall Experience
<b>8.51</b>	<b>8.32</b> <b>down</b>	Overall Service
<b>7.90</b>	<b>8.16</b> <b>up</b>	Overall Accommodations
<b>7.98</b>	<b>8.15</b> <b>up</b>	Quality of Guestroom
<b>8.35</b>	<b>8.14</b> <b>down</b>	Working Order of Guestroom
<b>8.13</b>	<b>8.15</b> <b>same</b>	Cleanliness of Guestroom
<b>8.20</b>	<b>8.21</b> <b>down</b>	Intent to Recommend
<b>Most Recent Quality Assurance Score</b>		
<b>936</b>	GRPA (Guest Room Public Area)	
<b>Customer Complaint Ratio</b>		
<b>2</b>	Countable Complaints This Month	
<b>1,341</b>	Complaint Ratio - Last 12 Months	
<b>Medallia Problem Analysis - Last 90 Days</b>		
<b>17.1%</b>	% of Guests with Problems	
<b>7</b>	# of Guests with Problems	
<b>14</b>	# of Problems (reported and not reported)	
<b>57.1%</b>	% of Problems Reported	
<b>8</b>	# of Problems Reported	
<b>25.0%</b>	% Handling Exceeded Expectation	
<b>0%</b>	% Handling Met Expectation	
<b>75%</b>	% Handling Below Expectation	
<b>25%</b>	Problem Resolution Rate ((exceeded + met)	
<b>Top 5 Problems Reported By Guests</b>		
1. <b>Room Cleanliness</b>	<b>2</b>	
2. <b>Other Problems (High Speed Internet)</b>	<b>1</b>	
3. <b>Broken Items</b>	<b>not on list</b>	
4. <b>Heating/Cooling</b>	<b>not on list</b>	
5. <b>Check In/Check Out</b>	<b>3</b>	
<b>Rank Last Month</b>		



The following pages will provide specific direction on how to create your own Customer Care Monthly Scorecard.

# How To Update Your Customer Care Data

To create your hotel's Customer Care Monthly Scorecard, you will need to access mybestwestern.com, Medallia, the customer care section of MemberWeb and your most recent QA report.

## A. Customer Care Rankings

Best Western posts every Best Western Hotel's customer care rankings on the 10th of the month after the previous month.

To access these rankings, go to mybestwestern.com, click on the Operations tab, then click Customer Care on the left hand menu and click on the Customer Care Performance picture.

## B. QA GRPA Score

This score can be obtained by reviewing your most recent quality assurance evaluation by your Regional Services Manager. You can also contact the Regional Services Support Administration Department at (623) 780-6307

## C. Customer Complaints and Ratio


This information can be found on MemberWeb. Go to MemberWeb and click on Customer Care on the left hand menu at the bottom. The number of complaints for the most recent month can be found along with your latest complaint ratio over the last 12 months.

## D. Medallia GSS Information

There are two primary locations within the Medallia system that will be used together with the Medallia scores and problems breakdown. Additional instructions will be provided on the next page.

## E. Medallia Top 5 Problems

In addition to obtaining the current top 5 problems, we recommend keeping track of the previous month's ranking to better illustrate the progress made by the staff.


**Best Western - Anywhere**  
**Customer Care Monthly Scorecard**

<b>Our Ranking Compared to BWI System</b> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">1,638</div> <div>GSS Score System Ranking</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">1,326</div> <div>Complaint Ratio System Ranking <span style="border: 1px solid red; padding: 2px; color: red; font-weight: bold;">A</span></div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">837</div> <div>QA - Guestrooms/Public Area Ranking</div> </div>		<b>Most Recent Quality Assurance Score</b> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">936</div> <div>GRPA (Guest Room Public Area) <span style="border: 1px solid red; padding: 2px; color: red; font-weight: bold;">B</span></div> </div>	
<b>Customer Complaint Ratio</b> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">2</div> <div>Countable Complaints This Month <span style="border: 1px solid red; padding: 2px; color: red; font-weight: bold;">C</span></div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">1341</div> <div>Complaint Ratio - Last 12 Months</div> </div>		<b>Medallia Problem Analysis - Last 90 Days</b> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">17.1%</div> <div>% of Guests with Problems</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">7</div> <div># of Guests with Problems</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">14</div> <div># of Problems (reported and not reported)</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">57.1%</div> <div>% of Problems Reported</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">8</div> <div># of Problems Reported</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">25.0%</div> <div>% Handling Exceeded Expectation</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">0%</div> <div>% Handling Met Expectation <span style="border: 1px solid red; padding: 2px; color: red; font-weight: bold;">D</span></div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">75%</div> <div>% Handling Below Expectation</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; margin: 2px;">25%</div> <div>Problem Resolution Rate ((exceeded + met)</div> </div>	

Medallia Satisfaction Drivers - Last 90 Days			Medallia Problem Analysis - Last 90 Days		
Last 90 Days	Previous 90 Days				
8.19	8.20	same			
8.29	8.31	up			
8.51	8.32	down			
7.90	8.16	up			
7.98	8.15	up			
8.35	8.14	down			
8.13	8.15	same			
8.20	8.21	down			

Top 5 Problems Reported By Guests		Rank Last Month
1. Room Cleanliness		2
2. Other Problems (High Speed Internet)		1
3. Broken Items		not on list
4. Heating/Cooling		not on list
5. Check In/Check Out		3

# How To Access Your Medallia Information

## Step 1 - Gathering Overall GSS Scores for the Last 90 Days - 2009 vs. 2008

- Log on to Medallia
- Click on Satisfaction tab
- Click on Time Period pull-down menu and select Past 3 Months

- Click RUN
- You will then see the results of the most recent 3 months of responses. You can then transfer this information to your scorecard.

	Jan	Feb	Mar	Total Past 3 Months
Sample Size (Red = less than 100)	18	19	4	41
Average of Drivers				
Overall GSS score	7.77	8.82	7.07	8.19
Drivers				
Overall Experience	8.00	8.95	6.50	8.29
Overall Service	8.33	9.00	7.00	8.51
Overall Accommodations	7.61	8.63	5.75	7.90
Quality of Guest Room	7.50	8.63	7.00	7.98
Working Order of Room Amenities	7.53	8.61	8.50	8.13
Cleanliness of Guest Room	7.71	8.89	8.50	8.35
Intent to Recommend	7.72	9.05	6.25	8.20

- You will then need to run the same numbers for the same period last year.
- To do this, click on the Time Period filter and select Custom Time Period.
- You will then need to enter the correct dates for the previous year in the New Custom Time Period that appears.
- After this is complete, click RUN
- You can then transfer your results to your scorecard.

The following page will show you how to generate the information on problems and resolution for your hotel.

# How To Create Your Top 5 List

The following instructions will help you complete your problems and resolution section of your Customer Care Monthly Scorecard.

## Gathering Top 5 Problems for Last 90 Days

- Log on to Medallia
- Click on Problems tab
- Click on Time Period pull-down menu and select Past 3 Months
- Click on Columns pull-down menu and select Type of Problems
- Click RUN



Past 3 Months

All Guests

All Guests

Types of Problems

Months

Survey Method (no bw feedback.com)

Rapid Response

Age

Gender

Income

Stay Purpose

Stay Purpose (Detail)

Stay Nights

Share of Wallet

Hotel Usage

Membership

Problems

Types of Problems

Comments

Commenting On

Restaurant

Breakfast

Decision Influenced By

Test Western Name

PROBLEMS													
Guest Segment: All Guests   Survey Method: All Guests													
Reservation accuracy	Check-in/Check-out	Staff service	Staff contact/attitude	Wake-up call delivery	Room cleanliness	Heating/cooling/ventilation system	Water pressure/hot water	Telephone	TV/remote	Noise	Broken items/repairs	Food and beverage	Other
0	2	0	0	0	3	2	1	0	1	0	2	0	3
													Total Past 3 Months
													41

- Each of the problem types within Medallia will be displayed for the last 3 months.
- Record the number of complaints by the highest to lowest amount.
- To further breakdown the Other complaint column, please perform the following steps. You can then research just those guests that reported Other problems and track them specifically.

1 Responses Satisfaction Problems Profiler RivalTracker Ranker Resources MyReports

Filter Form

Brand: All

Country/State: All

District/Affiliate: North America

BWI Corp: All

Multi Prop Owners: All

Property: All

Time Period: Past 12 months to Date

Guest Segment: All Guests

Score Filter: Non-GCCI & H.O.G. Members

Alert Filter: Non-GCCI Members

Search: Non-GCCI & AAA Members

Non-GCCI & Speed Rewards Members

Problems

Problems Experienced

No Problems Experienced

Types of Problems

Reservation accuracy

Check-in/Check-out

Staff service

Staff contact/attitude

Wake-up call delivery

Room cleanliness

Heating/cooling/ventilation system

Water pressure/hot water

Telephone

TV/remote

Noise

Broken items/repairs

Food and beverage

Other

Comments

Run

5

Locate Other Comments

- Click on the Responses tab
- Click on Guest Segment
- Scroll Down to Type of Problems
- Highlight Other
- Click the Run button

4

3

Guest Name Rsp Overall Intent to Rec. Property identifier

Stanley, Rory 2/23/09 10 10 plan to

Records 1-25 of 364

Alert Activity





# Customer Care Monthly Scorecard

## Our Ranking Compared to BWI System

<input type="text"/>	GSS Score System Ranking
<input type="text"/>	Complaint Ratio System Ranking
<input type="text"/>	QA - Guestrooms/Public Area Ranking

## Most Recent Quality Assurance Score

<input type="text"/>	GRPA (Guest Room Public Area)
----------------------	-------------------------------

## Customer Complaint Ratio

<input type="text"/>	Countable Complaints This Month
<input type="text"/>	Complaint Ratio - Last 12 Months

## Medallia Satisfaction Drivers - Last 90 Days

Last 90 Days	Previous 90 Days	
<input type="text"/>	<input type="text"/>	Overall GSS Score
<input type="text"/>	<input type="text"/>	Overall Experience
<input type="text"/>	<input type="text"/>	Overall Service
<input type="text"/>	<input type="text"/>	Overall Accommodations
<input type="text"/>	<input type="text"/>	Quality of Guestroom
<input type="text"/>	<input type="text"/>	Working Order of Guestroom
<input type="text"/>	<input type="text"/>	Cleanliness of Guestroom
<input type="text"/>	<input type="text"/>	Intent to Recommend

## Medallia Problem Analysis - Last 90 Days

<input type="text"/>	% of Guests with Problems
<input type="text"/>	# of Guests with Problems
<input type="text"/>	# of Problems (reported and not reported)
<input type="text"/>	% of Problems Reported
<input type="text"/>	# of Problems Reported
<input type="text"/>	% Handling Exceeded Expectation
<input type="text"/>	% Handling Met Expectation
<input type="text"/>	% Handling Below Expectation
<input type="text"/>	Problem Resolution Rate ((exceeded + met)

## Top 5 Problems Reported By Guests

## Rank Last Month

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____



# Best Western - Anywhere

## Customer Care Monthly Scorecard

### Our Ranking Compared to BWI System

<b>1,638</b>	GSS Score System Ranking
<b>1,326</b>	Complaint Ratio System Ranking
<b>837</b>	QA - Guestrooms/Public Area Ranking

### Most Recent Quality Assurance Score

<b>936</b>	GRPA (Guest Room Public Area)
------------	-------------------------------

### Customer Complaint Ratio

<b>2</b>	Countable Complaints This Month
<b>.1341</b>	Complaint Ratio - Last 12 Months

### Medallia Satisfaction Drivers - Last 90 Days

Last 90 Days	Previous 90 Days		
<b>8.19</b>	<b>8.20</b>	<b>same</b>	Overall GSS Score
<b>8.29</b>	<b>8.31</b>	<b>up</b>	Overall Experience
<b>8.51</b>	<b>8.32</b>	<b>down</b>	Overall Service
<b>7.90</b>	<b>8.16</b>	<b>up</b>	Overall Accommodations
<b>7.98</b>	<b>8.15</b>	<b>up</b>	Quality of Guestroom
<b>8.35</b>	<b>8.14</b>	<b>down</b>	Working Order of Guestroom
<b>8.13</b>	<b>8.15</b>	<b>same</b>	Cleanliness of Guestroom
<b>8.20</b>	<b>8.21</b>	<b>down</b>	Intent to Recommend

### Medallia Problem Analysis - Last 90 Days

<b>17.1%</b>	% of Guests with Problems
<b>7</b>	# of Guests with Problems
<b>14</b>	# of Problems (reported and not reported)
<b>57.1%</b>	% of Problems Reported
<b>8</b>	# of Problems Reported
<b>25.0%</b>	% Handling Exceeded Expectation
<b>0%</b>	% Handling Met Expectation
<b>75%</b>	% Handling Below Expectation
<b>25%</b>	Problem Resolution Rate ((exceeded + met)

### Top 5 Problems Reported By Guests

### Rank Last Month

1. <b>Room Cleanliness</b>	<b>2</b>
2. <b>Other Problems (High Speed Internet)</b>	<b>1</b>
3. <b>Broken Items</b>	<b>not on list</b>
4. <b>Heating/Cooling</b>	<b>not on list</b>
5. <b>Check In/Check Out</b>	<b>3</b>

# Industry Leading Customer Care Needs Top of Mind Awareness

You will find that the more focus you and your team place on customer care, the higher your overall level of customer satisfaction will become.

## Review Your Customer Care Monthly Scorecard During Staff Meetings

We highly recommend using the monthly scorecard during your staff meetings. This will allow you to focus on the positives and also the areas of opportunity for improvement. In addition, it will also create a sense of teamwork and focus on each area of your operation and more effectively relate to their area of expertise.

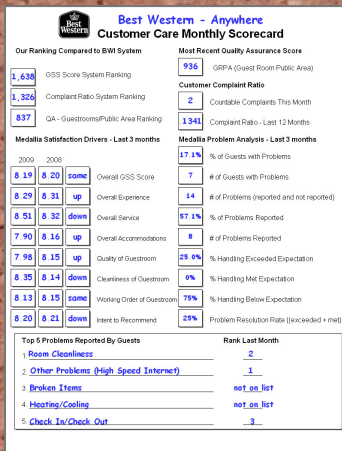
## Easy Access to Scorecard Template

We have included an electronic template so that you can create your own professionally designed scorecard. To access,

1. Simply go to [mybestwestern.com](http://mybestwestern.com)
2. Go to the Operations tab on the top menu
3. Click on Customer Care on left hand menu
4. Click on Problem Prevention & Resolution
5. Click on Customer Care Scorecard Template



## Proudly Display The Results Throughout The Back of the House



Posting the scorecard throughout your hotel is a great way to keep everyone focused on their progress and creates pride and determination in your organization.



**T**o actively create a special experience with each person I come in contact with. I Care!