

Operator Guidelines – Section 6 – Star Rating Classification
Exit/Departure

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6.1	Efficient departure, check out, exit processes in place.
	<ul style="list-style-type: none"> • <i>Planning and implementing a clear process will reduce departure time for guests.</i> • <i>Guests usually wish this to take as little time as possible.</i>
6.2	Guests greeted or acknowledged within a timely manner when entering the departure/checkout/payment area.
	<ul style="list-style-type: none"> • <i>This covers all staff encountered upon departure, not just reception staff.</i>
6.3	Where appropriate, bills prepared, amount correct and presented with details verbally confirmed.
	<ul style="list-style-type: none"> • <i>Prepared in advance and able to be quickly changed if incorrect or an additional charge needs to be added.</i> • <i>Offer of printed or emailed bill or receipt.</i>
6.4	Guests offered assistance with bags, purchases, luggage as appropriate.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>Help to car, taxi etc. offered. Storage offered for guests for day, or a longer period if appropriate.</i> • <i>Did the employee offer to arrange onward transportation?</i>
6.5	Staff maintain good and alert body language when interacting with guests and with other team members at all times.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>Open and friendly gestures.</i> • <i>Guests notice how owners and staff interact with other staff, and this conveys a message about the business as a whole.</i>
6.6	Guests actively encouraged to provide feedback.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>Guests asked if all has been fine with their stay and do they have any comments or suggestions now or send in later by email, submit reviews to online review sites, etc.</i> • <i>Have effective feedback mechanisms, for capturing complaints, and for gathering general satisfaction data; analyse this information regularly in a meaningful way to identify areas for improvement.</i> • <i>Use a mix of feedback mechanisms from telephone follow-up calls, surveys, interviews and comment cards so that you get data from all segments.</i> • <i>Using a meaningful feedback system, you will always know how you are performing in relation to the expectations of your customers.</i>

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6.7	Staff patient and empathetic when dealing with complaints, and offering a resolution, or seeking and assuring the guest of the ability to do so.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>Open and friendly attitude maintained when receiving a complaint.</i> • <i>A promise to investigate and respond with the findings. Action taken if any is expected.</i> • <i>Escalated as appropriate by staff to management.</i>
6.8	Guests feel that they have been recognised as individuals.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>Remembering / engaging with their interests and activities during the stay and/or talking about where they're from.</i> • <i>Offering to keep in contact with guest.</i>
6.9	Offer of assistance with information for onward travel.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>Places to eat, similar businesses/experiences in other areas, advice on travel directions.</i> • <i>The offer may not be taken up but will be welcomed and remembered.</i> • <i>If offered but not taken up, this will still achieve the score.</i>
6.10	Offer of booking of forward travel arrangements.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>Typically, this will be offering to book onward accommodation if not already booked or booking a taxi.</i> • <i>Other onward travel arrangements may be offered.</i> • <i>If offered but not taken up, this will still achieve the score.</i>
6.11	Sincere and genuine farewell offered upon departure.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>A warm farewell will be remembered, hoping to see the guest again at some point in the future (repeat business focus).</i> • <i>This concludes the stay in a memorable way and should be offered to all guests.</i>