

Case Study

St. Ermin's Hotel, Westminster, London

October 2018 - February 2019



Exceptional Leadership Programme boosts engagement and delivers four red stars at St. Ermin's Hotel

BACKGROUND

St. Ermin's is a luxury 4-star hotel at the heart of London's Westminster. Its signature approach is to treat every guest as an individual and provide attentive service within a relaxed atmosphere.

BRIEF




St. Ermin's contacted Zest for Life seeking support to upgrade their customer experience from transactional to emotional. The aim was to build a culture based on building an emotional connection with guests, with consideration of feelings, sentiment and the senses.




The shift in culture was to align with the AA's new assessment and audit criteria, which would be based on delivering an emotional guest experience. The hotel was commercially very successful 'but the senior management team wanted their leaders to understand the experience upgrade and their crucial role in delivering this.

"Not only does Sally bring heaps of energy, positivity and an exceptionally engaging delivery style but the programme she delivered for us brought about clearly measurable results and success for the team and hotel based on a very specific and bespoke objective that we agreed with her beforehand. A wonderful by-product of the sessions was seeing the whole (management) team unify as one force, working together with a common goal, caring for, and looking out for, each other in a particular way they hadn't previously done."

General Manager, St. Ermin's Hotel

Programme Content

-  **MODULE 1:** Aligning your leadership style to the organisation's values.
-  **MODULE 2:** Current reality, communication and building trust.
-  **MODULE 3:** Creating an emotional journey – understanding the 6 steps of exceptional service and focusing on our guests.

-  **MODULE 4:** The importance of personal wellbeing, engaging your team and bringing them on the emotional journey with you.
-  **MODULE 5:** Feedback and creating the Feel Good Factor.
-  **MODULE 6:** Measuring success, observing what good looks like and learning to use the information we collect.

'EXCEPTIONAL LEADERSHIP MAKES SENSE'

Zest for Life developed and delivered a six-module bespoke development programme for ten key business leaders.

The programme is designed to build trusted leaders and bring to life the vision and values of the organisation. It comprises of fun activities, practical observations, sharing best practice, statistical analysis, planning, discussion, feedback, and time for personal reflection. Delivery was over six half days with breaks for reflection, one-to-one coaching, and observation in between sessions. For modules three and four, we asked leaders to bring along an individual from their team whom they trusted to help them create a memorable emotional journey and embed it within their team.

HOTEL AWARDED 4 RED STARS BY THE AA!

In September 2019, following two audits by the AA, St. Ermin's Hotel was awarded four red stars for their consistent standard of delivery and exceptionally good emotional customer experience. The award came only six months after programme completion and is an outstanding achievement by the whole team.

100% NET PROMOTER SCORE (NPS) FOR THE PROGRAMME AND FACILITATOR

Immediate feedback was extremely positive, with delegates requesting additional sessions for colleagues. Following a HR Director visit in June 2019, business was found to be buoyant. Client confidence and customer loyalty had also improved, leading to exceptional financial results.

COMMENTS ABOUT THE PROGRAMME

"IT'S VERY POSITIVE WITH OPEN DISCUSSION AND AN EYE OPENER TO A LOT OF NEW THINGS."

"IT OPENS YOUR EYES TO PERSPECTIVES YOU'VE NEVER LOOKED AT."

"MAKES YOU AWARE OF HOW YOU BEHAVE AS A LEADER."

COMMENTS ABOUT SALLY PRESCOTT, FACILITATOR

"ENERGETIC AND WELL PREPARED FOR ALL SESSIONS"

"EASY TO TALK TO, ALWAYS POSITIVE, VERY KNOWLEDGEABLE AND A GOOD LISTENER"

"DYNAMIC. A GOOD MIX OF ACTIVITIES."

"FUN AND ENGAGING. MAKES YOU FEEL AT EASE."

For further information about [EXCEPTIONAL LEADERSHIP MAKES SENSE](#), please contact Sally Prescott on [07919 417978](tel:07919417978) or sally.prescott@zfltd.com