

Introduction	Brand Requirements	Trip Advisor / Recommend Percent	Service Committee
<p>The 2018 service plan for the Hard Rock by San Jose is partially comprised of multiple meetings which will assist in fostering communication and brainstorming ideas for improvement. The management team's philosophy is that empowered team members lead to great service which lead to satisfied guests who will continue to return to the property.</p>	<p>As a Hard Rock San Jose branded property, Hard Rock San Jose by Hard Rock San Jose, uses SALT (Service And Loyalty Tracking) scores to track overall experience, service, cleanliness, and loyalty among Hard Rock San Jose across the country. Together with weekly CARE meetings, team building activities, community volunteer work, and recognizing team members, 2017 was a successful year for the hotel's SALT scores in all areas of the hotel, placing the hotel in the top 40% of Hard Rock San Jose.</p>	<p>The team members continue to hold weekly CARE committee meetings. CARE is an acronym Hard Rock San Jose uses for Creating A Rewarding Experience for our guests. Held on a weekly basis, the CARE Committee meetings are co-chaired by the Service Champion and the General Manager. The committee is made up of one team member from each department as well as the management team and new hires are required to attend one CARE Committee meeting as part of their orientation. The management team believes engaging more team members in the committee promotes a better understanding of both the hotel's service goals and the service culture and helps to empower team members to take care of guests. The committee is a group whose primary responsibility is to promote and maintain a service culture throughout the hotel. This committee</p>	<p>The committee also works with organizations in the community as volunteers several times a year. The team will participate with local organizations such as Worth While Life. The committee plans to volunteer at their fundraising events, bringing both a team of volunteers and Hard Rock San Jose Cookies to hand out at the events. Additionally, the committee volunteers with Magical Moon by weeding gardens and creating a memorable guest experience for children faced with terminal illness. Some other projects that the committee does throughout the year include cleaning up local school playgrounds, collecting canned goods for the local food banks, holding blood drives in the ballroom, and writing letters for CAREPACKS that are sent to the troops overseas. By volunteering, the committee gets the rest of the team</p>

## **Hotel Service Plan**

<b>Community Service</b>	<b>Training</b>	<b>PULSE</b>	<b>Additional Field 1</b>
In addition to weekly meetings, the management team meets daily for a 15 minute huddle. The management team meets to discuss surveys, the CARE log, business and group arrivals for the day, site tours and any additional assistance a department may need. These daily meetings promote an environment of cross-departmental communication and help ensure the delivery of outstanding service to our guests.	Signature continues to be a key component of our reservation system. This revenue and service enhancement tool was designed to turn the front office agents into a salesperson and guide them in converting a higher percentage of inquiries into reservations. Prior to beginning his or her position as a guest service agent, the team member is required to complete Signature's new employee orientation. The Signature Trainer and Front Office Manager will continue to develop plans to be used during semiannual trainings which will address weaknesses in service skills predetermined by management. Each team member is required to call the Signature training line prior to the start of each shift to practice their guest service skills to better assist callers and potentially convert more inquiries to guarantee	Each year Hard Rock San Jose Hotel Corporation asks each of the Hard Rock San Jose team members to participate in PULSE, an annual Hard Rock San Jose employee survey program. The primary purpose of the survey was to gauge employee satisfaction and receive feedback on both the positive and negative aspects of the hotel. The results from this survey depicted multiple areas for improvement; the primary thread within surveys was communication. The steps being taken to improve communication are the back of the house communication center which is updated with guest survey scores and service committee notes. Team members in a different department will be recognized each month for the important work and support that they provide for the hotel, Honey Money rewards will be handed out for going above and beyond,	

**Additional Field 2**

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