

9% of customers will leave because they are lured away by the competition

14% will leave because of dissatisfaction with the product

**67%** WILL LEAVE BECAUSE OF THE ATTITUDE OF ONE PERSON IN YOUR ORGANIZATION

-American Quality Association

## Guest Service Gold®: Making Connections Certified Guest Service Professional (CGSP®)

Good customer service is essential to your business's reputation, a guest's return intent, and online reviews. In fact, a study from the Center for Hospitality Research found higher review scores allow hotels to charge up to 11.2% more, while maintaining occupancy rates. Harvard Business School studied Yelp's effects on Seattle area restaurants and found that "a one-star increase in Yelp ratings results in a 5- to 9-percent increase in an independent restaurant's revenue."

But is there an accredited and reasonably priced customer service training resource available? YES!

NOW ANNOUNCING a new partnership between ORLA's Education Foundation (ORLAEF), Travel Oregon, and the American Hotel & Lodging Educational Institute (AHLEI) which gives you access to the internationally recognized Guest Service Gold® training and certification suite used by industry leaders such as the Chicago CVB, Aramark, Royal Caribbean Cruise Lines, Universal Orlando Resort, and Provenance Hotels.

Drew Roslund, owner of the Overleaf Lodge & Spa and The Fireside in Yachats, Oregon has implemented the training with his staff. Notes his manager Heather Tincer-Overholser, "We have seen great improvement, especially over time and as our staff has developed more confidence in providing Gold service without having to get permission to do something special. Attitudes have changed. Our staff works better with guests. Staff is thinking about the guests' needs. Going above and beyond. This is a Yelp review that we received yesterday. I am not so sure that we would have credited them back for the purchased and unused beer prior to the training."

*"Very cute hotel right on the beach. The ladies that work in the lobby are extremely helpful and nice. We accidentally left two large beers we had bought from their gift shop in our room fridge when we left. One of the ladies left me a voicemail saying they found them and credited them back to our room. So sweet!! Thank you!!"*

-S.R. (Haight-Ashbury, San Francisco, CA) 9/15/2015



**TAKE COURSE ONLINE:** [AHLEI.org/Oregon](http://AHLEI.org/Oregon)  
**LEARN MORE:** [OregonRLA.org/ORGuest](http://OregonRLA.org/ORGuest)

**QUESTIONS:** [WPopkin@OregonRLA.org](mailto:WPopkin@OregonRLA.org)  
Wendy Popkin, Executive Director, Education Foundation for Oregon Restaurant & Lodging Association



# Guest Service Gold®: Making Connections Certified Guest Service Professional (CGSP®)



## EFFECTIVE TOOL

The curriculum provides a shared language for common-sense but essential elements of providing excellent guest service. It has been used worldwide to train more than 12,000 employees and is internationally accredited. It is a most effective tool when managers build upon and reinforce these lessons regularly with employees to create best practices and build their organization's service culture. Organizations using the curriculum are also recognized with the international accreditation of Certified Guest Service Property.

## FLEXIBLE FORMAT

Training is available online and in-person; materials are also available for qualified managers to teach directly to their own employees.

- **Online training** offers a convenient way for employees to download a workbook and take the course and certification exam directly. ORLA's Education Foundation has negotiated a special price of \$30 per person (regular fee is \$58/\$85 per person). The course and exam take one to two hours. To purchase an individual course go to [www.AHLEI.org/Oregon](http://www.AHLEI.org/Oregon). To purchase multiple codes to assign to your employees contact Sue Smith at 503.682.4422 or [SSmith@OregonRLA.org](mailto:SSmith@OregonRLA.org).
- **In-person training** will be offered soon on a regular basis throughout the state, taught by ORLA's trainers. Schedules will be posted at [OregonRLA.org/ORGuest](http://OregonRLA.org/ORGuest).
- **On-property training** can be accomplished via an organization's own qualified manager using training tools purchased from ORLAEF. ORLA's trainers may also be available to teach a customized class if time and travel fees are covered and a minimum number of ten participants is met. For more information, contact Sue Smith at 503.682.4422 or [SSmith@OregonRLA.org](mailto:SSmith@OregonRLA.org).

## ABOUT CERTIFICATIONS

The American Hotel & Lodging Educational Institute offers courses and certifications both for those seeking to enter the industry and those who want to advance. The Certified Guest Service Professional, the designation earned when an individual passes the Guest Service Gold course, provides a base for other essential training. See more about these opportunities at [AHLEI.org/Certifications/AHLEI-Professional-Certification](http://AHLEI.org/Certifications/AHLEI-Professional-Certification).

*"With more than 55 million visitors to Orlando each year, we pride ourselves on providing the very best in terms of customer service. The Guest Service Gold® training was a great opportunity for our team to hone their skills so that we continue to provide the level of service our visitors have come to expect."*

~ Daniel Courtenay, Chief Marketing Officer, Visit Orlando



## ABOUT THE OREGON RESTAURANT & LODGING ASSOCIATION EDUCATION FOUNDATION (ORLAEF)

Our mission is to support education initiatives, training programs, and philanthropic projects that attract and retain qualified and talented employees. This effort helps ensure the vitality of one of Oregon's largest economic drivers - the hospitality industry.

Curriculum and programs we support include:

- ProStart®, a culinary arts and management training curriculum, and the Hospitality & Tourism Management Program (lodging-centric curriculum) - both are school-to-work programs for high school students
- Workforce development and training
- Post-secondary training and curriculum

In order to help meet our industry's need for new employees as well as provide training to retain and advance those already employed, the Foundation needs additional partners, mentors, sponsors, and volunteers to assist in our efforts.

To learn more about getting involved, go to [OregonRLA.org/EdFoundation](http://OregonRLA.org/EdFoundation), or contact Wendy Popkin, Executive Director at [WPopkin@OregonRLA.org](mailto:WPopkin@OregonRLA.org).