



INDEPENDENT GUEST SATISFACTION ASSESSMENT (IGSA) IN SRI LANKA

**An Innovative Service for Hoteliers to Tap the Present Boom in the Sri Lanka
Tourism Industry by Providing Value Added Services to their Guest**

Project	Independent Assessment of the Guest Care Service Satisfaction for Five Star Hotels in Sri Lanka
Thematic Area	Towards the Highest Guest Care Services, Guest Satisfaction and Service Improvement through Client Feedback Mechanism
What is Independent Guest Satisfaction Assessment (IGSA)	<ul style="list-style-type: none"> • PASSAsia will set up a Mechanism for the Guests to reveal / share / Complaint their concerns to an Independent Third Party (here it is PASSAsia) • PASSAsia in turn will Receive-Record-Report those to Hotels with assured confidentiality in line with scientific standards & agreed ethics. • With this Service, the Hoteliers will get to the opportunity to know what exactly their guests feel and comment about the services offered by their Hotels, especially their comments.
Benefits of the Assessment	<ul style="list-style-type: none"> • A Proper Guest Complaint / Comment / Feedback / Appreciation Management System • Complaint / Comment / Feedback / Appreciation Processing and Reporting System • Guests have numerous ways to share their Complaint / Comment / Feedback / Appreciation • Guests are empowerment to come out with their Complaint / Comment / Feedback / Appreciation • Hoteliers will always get to know (at least once a month) as what their Guests wanted / preferred and did not want / prefer • Can use this as Marketing Strategy to attract Guests to their Hotels • Enhanced Guest Arrival to the Hotel • Hotel Management will be able to know which Department needed additional / further improvements • As serious issues get immediate reporting, Hotels will be able to take immediate corrective measures • This Facility will help to avoid bad image created on the Particular Hotel among the Guests, their Groups and even Countries • The Early Adopters can become Tourism Market Leaders in future
What IGSA Offers	<p>Followings are the Components & Features of IGSA Service of PASSAsia:</p> <ul style="list-style-type: none"> • 24 hours a day–07 days a week–365 days a year HOTLINE to Receive and Record Complaint / Comment / Feedback / Appreciation in English • 24 hour Short Message Service (SMS) and 24 hour Fax Line Facilities • PASSAsia Officer Physically available from 9.00 a.m. – 1.00 p.m. receive Complaint / Comment / Feedback / Appreciation at the time of Check Out • Dedicated E-mail Facility with guestcare@passasia.com • On-line Communication / Sharing / Blog Facility to pass the message at www.passasia.com/guestcare..... or new Website (optional)



<p>IGSA Deliverables</p>	<p>PROCESS DELIVERABLES</p> <ul style="list-style-type: none"> • All inbound Calls / SMS / Faxes / Letters / E-mails and On-line Submissions are categorized according to the agreed criteria. • Categorization One: Type of Guests as Local Guests and Foreign Guests. • Categorization Two: Among Foreign Guests, which Geographic Regions like South Asia, South East Asia, Pacific & Oceania, Central Asia, Middle East, Eastern Asia, Western Asia, Northern America, Other Countries, etc • Categorization Three: Age, Sex, Other Demographic Details (if made available), Purpose of Visits, etc • Categorization Four: Complaint / Comment / Feedback / Appreciation related to Food & Beverages, House Keeping, Restaurant, Bar, Front Desk, Recreation and Outdoor Facilities, Internet Cafe, etc. • Categorization Five: Technical Analyses of the Complaint / Comment / Feedback / Appreciation into Symptoms, Failures or Root Causes. • Categorization Six: Complaint / Comment / Feedback / Appreciation as Good aspects, 'to be improved' or irrelevant • Categorization Seven: Complaint / Comment / Feedback / Appreciation in to the Level of Severity of the Issue / Complaints as per the views of the Senders • Categorization Eight: Analyzing all the above aspects in % with required Visual Presentations (Charts, Graphs, Tables, etc) <p>FINAL DELIVERABLE</p> <ul style="list-style-type: none"> • A Monthly Executive Report of Received and Recorded, Complaints / Comments / Feedback / Appreciation with the above Preliminary Analysis • A Monthly Meeting to present the Monthly IGSA Report and to answer clarifications • A Dummy IGSA Report is annexed
<p>What are the Things not covered by IGSA?</p>	<ul style="list-style-type: none"> • PASSAsia will not do any investigation, but does only Receive-Record and Report Complaints / Comments / Feedback / Appreciation with Preliminary Desk Analysis • PASSAsia will not disclose Sender Details unless it is legally required or mutually agreed to provide to an Authorized Person • PASSAsia will not disclose the details of its Officers who receive Complaints / Comments / Feedback / Appreciation, etc for Security Reasons
<p>Quality and Confidentiality</p>	<ul style="list-style-type: none"> • Random Verification of Submissions of Complaints / Comments / Feedback / Appreciation (not an investigation) • 100% Confidentiality is assured on information • Money-Back Guarantee if the Client is not satisfied with our Facility • Assurance of Quality and Confidentiality as per the Verifiable Indicators and Deliverables • Exclusive 'Non-Disclosure Agreement' will be signed



IGSA Management	<ul style="list-style-type: none"> • Weekly E-mail Update of the Records and the Services • IGSA Manager will be appointed as the Focal Point • As per the request and the requirements of the Client, separate and dedicated Website, E-mail, Mobile Numbers will be assigned • Mutually agreed Strategies will be adopted
Value Additions	<p>The following Value Additions are applicable, if Client signs the IGSA Agreement for at least One Year Period</p> <ul style="list-style-type: none"> • Awareness Creation Brochure, Sign Boards and Display Boards in English (if required in Germany, French, etc.) • Conduct Seminars to aware the Hotel Staff about this Facility, its importance and its usage • Accessible Webpage to be Published
Budget Proposal	<p>PASSAsia will provide a Budget Proposal for the Client to obtain the IGSA with the submission of the following details:</p> <ul style="list-style-type: none"> • Call Centre Language Capability requirements (English or any other Languages) • Required Number of Years of IGSA • Reports required in Soft Version, Hard Copy or both • Language of the Monthly IGSA Report • Requirement of a Separate Website or to be managed with PASSAsia Website • Any other Specific Requirements of the Client
Payment Strategy	<ul style="list-style-type: none"> • Annual Fee for the IGSA services to ensure all above Value Additions (50% of the full payment) • Monthly Fee for the IGSA Report (balance 50% as 12 Equal Installments for an year)
Way Forward	<ol style="list-style-type: none"> 1. With the Confirmation of a Date and Time, PASSAsia will make a detailed Presentation and finalize the Client Requirements 2. Submission of Budget Proposal and if necessary required Technical Proposal 3. Mutually agreed Strategy, Budget and Action Plan 4. Commencement of the IGSA Services 5. Maintaining the IGSA Report Submission with Presentation for Clarification, if any 6. Submission of Annual Reports
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