



PURPOSEFUL & PASSIONATE SERVICE STARS

Name: _____ Department: _____

DEMONSTRATED THAT CONRAD IS EMPOWERING AND BOLD THROUGH THEIR EXCEPTIONAL DELIVERY OF

- Bold Design, Experiences with Impact, Purposeful Service, Passionately Delivered, Brand Service Standard #

THE STORY Describe what the Team Member did that was exceptional

Presented by: _____ Date: _____



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CONRAD PROPERTY-WIDE SERVICE STANDARDS

WE ACT WITH PURPOSE

1. **We are proud of our individuality and unique location**, demonstrated in our immaculate grooming, sophisticated luxury language and flawless presentation of all guest offerings and areas.
2. **We help guests discover the destination** by getting to know them, listening to cues they provide and making thoughtful recommendations within our property and local surroundings.
3. **We enable guests to have a positive impact** by informing them of our sustainability initiatives, the use of locally and sustainably sourced materials and ingredients, and how we incorporate the local culture.

WE EMBRACE OUR AUTHENTIC SELVES

4. **We make an authentic connection with each guest** by being first to engage, starting with a warm smile at 10 feet (3 meters) and a unique, sincere local greeting at 5 feet (1.5 meters), and always escorting guests to their requested destinations.
5. **We deliver luxury experiences** that start when we introduce ourselves, naturally using the guest's name and enthusiastically sharing stories about our property and destination.
6. **We infuse purpose and intention into every interaction and show our passion for hospitality** by personalizing each experience and demonstrating heartfelt care and concern for every guest.

WE SERVE BOLDLY

7. **We take ownership of guest opportunities and requests to exceed expectations** by attending to every detail, providing alternatives, following up and offering to be of further assistance - ensuring that a guest must only ask once.
8. **We are empowered to act boldly** to deliver unique experiences that surprise and delight guests and immediately resolve any guest concerns with genuine compassion.
9. **We work in unison across all departments, and we continuously learn and grow** to find creative ways to enrich guest experiences and communicate guest preferences to customize their stay.
10. **We build a memorable, lasting impression** after each guest encounter by offering a sincere thank you, additional assistance and an inspiring invitation to return that acknowledges the individuality of their experience.

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