

**DNA**

Quality Assurance

*Fitting the Hotel to the Guest,  
not the Guest to the Hotel*

# Why DNA QA?

***Because maybe it is time the guest experience became the focus of the QA industry—fitting the hotel to the guest, not the guest to the hotel.***

This will take audits graduating from a static/two-dimensional judgmental rating and PR/sales function, to conducting thorough and dynamic analyses of all components of the DNA of each property that deliver a complete understanding of where each property stands on issues that are important to its target markets today. And then helping create and following up on action plans that focus on giving guests what they are looking for in each property.

As a full-spectrum, Quality Assurance company, DNA QA respects and reinforces the unique DNA of each hotel and resort, matching service delivery with customer expectations and works as partner to help them exceed the expectations of their guests and so reap the rewards of positive social-media feedback and meeting RevPAR goals.



# Why now?

***Because it is time for a change in quality assurance, which has strayed from its roots in 1950's London when service-quality and emotional-engagement counted just as much as facilities.***

Today, hotels are judged by a narrowed focus on unchanging, one-size-fits-all facility standards based on the expectations of a dwindling pool of Silent Generation and Baby Boomers from Western countries.

Yet hospitality caters to an international market increasingly made up of Millennials and Asians with a wide variety of expectations that go beyond just the facilities.



# What is the DNA QA Difference?

***DNA QA is a completely independent QA provider whose audits are centered not around increasing membership nor publication sales, but simply helping clients improve their product and service offerings.***

We do this by evaluating hotels from the guest's perspective rather than an operator's with the goal of fitting the hotel to the guest, not the guest to the hotel.

- ✓ We conduct very comprehensive and tailored audits in the industry that align with each property's purpose and the goals of its markets (because not all hotels or guests are the same).
- ✓ We provide dynamic operational and strategic solutions to resolve issues highlighted in the audits.
- ✓ We offer unique employee training that builds superior service into a property's DNA utilizing a whole new set of EQ standards, and focus much of our audit on them.
- ✓ We differentiate and raise a property's standing in the minds of its guests, as reflected in social-media followings.

DNA QA is a one-stop shop that confidentially assesses the current operational status and offers strategic and tactical solutions to our clients—solutions that make management's life easier by identifying ways and resources to improve operational efficiencies and customer satisfaction, while reducing staff turnover and improving ROI for owners.

By creating greater operational efficiencies and thus increasing customer satisfaction, our ultimate aim is to create a public image that is being talked about positively in social and public media—creating a fan community like Aman Junkies or Mandarin Fans that sells the hotel or resort through its supportive reporting.

# Audits

***We move beyond the heavy focus on facilities by the QA industry and evaluate the points that the guests really care about today.***

That's how we give hoteliers a clear, information-rich picture of the important things they need to focus on to attract loyal guests at the desired levels of RevPAR.

So we provide and you choose from:

- Customized facility and service audits tailored to your property's DNA.  
We examine:
  - Product/facilities
  - Service & behavioural standards
  - EQ/emotional engagement skills
- Environmental and greening audits
- Customer satisfaction on site and online, social media, and media reviews
- Competitor analysis
- Individual departmental resource audits
- Targeted inspections, investigations, and debugs, such as of staff morale and retention, or staff efficiency
- Audits beyond the normal facilities (such as golf, winter sports, water sports, & spa)
- Revenue and F&B control audits

Our auditors are trained to be standard, consistent, and fair, in order to find out what is right just as much as what could be improved.

# Consulting

*Because nothing changes in the real world unless someone does something, we do not simply sit in judgment and tell you things you probably already know, but roll up our sleeves as partners and work with you to improve the weak areas our independent auditors found.*

That is why we allocate an Account Manager to guide you on:



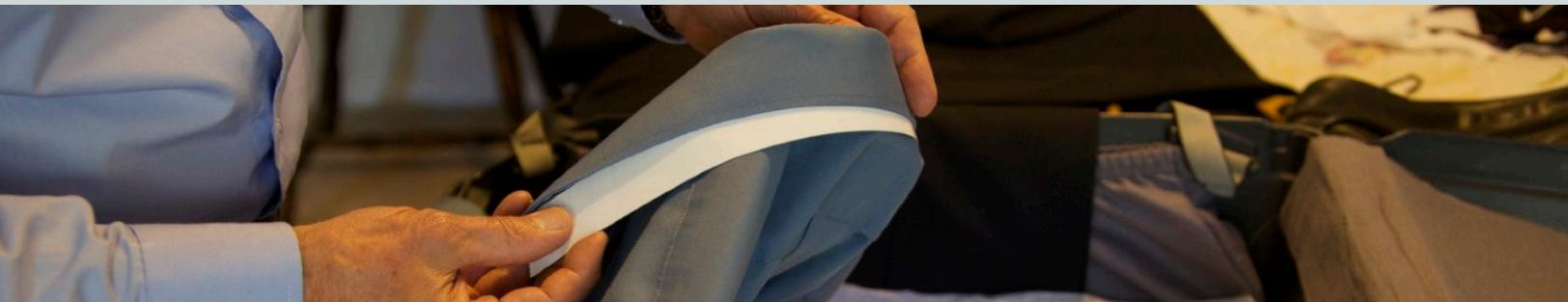
- ✓ *Strategic planning*
- ✓ *Customized operations analysis*
- ✓ *Sales and marketing*
- ✓ *Distribution*
- ✓ *Hotel development*

The Account Manager can bring together internal DNA QA resources, as well as approved partners, to apply their areas of expertise and help bring about the real-world changes needed to make your hotel or resort best in class.

# Training

***Service with an attitude can be just as detrimental to guest satisfaction as “Lovely employees” who don’t know what they are doing.***

The training we provide, therefore, is unique, dynamic, and popular with attendees, because it opens eyes and empowers through improved understanding and skillsets, so that guests experience the difference in the intuitive and solicitous service they receive.



## ***DNA QA provides:***

- ✓ Completely unique and cutting-edge training on EQ skills that brings about emotional engagement with guests and will forever change the hospitality landscape, as it gives staffs the tools to connect and engage smoothly and positively with guests, no matter their mood, and make them happier.
- ✓ Superior and intuitive service training based on the 21st Century, international version of service fundamentals provided to the most demanding of guests—royalty and the extremely wealthy and powerful—over the centuries.
- ✓ The most effective butler training in the hospitality industry (for those properties offering butler service).
- ✓ Departmental and technology training (through our affiliates).

# How it Works

## ***The Account Manager:***

- Discusses the audit package and the consult package most suited to your property.
- Customizes the facilities part of the audit based on the goals of the property and its guests.
- Arranges the independent audit(s) based on the customized standards.
- If desired, creates an action plan based on the results of the audit(s) and after consultation with management and/or ownership.
- Works as a consultant with the property (long distance and/or on-site) to bring all needed resources to bear to remedy the issues found in the audit(s) and bring the action plan to completion.
- After a year, analyzes the results in terms of occupancy levels, RevPAR, guest feedback, social media; and submits a report with recommendations.
- Repeats 1-6 above as long as the ROI keeps you happy.

In essence, we do not simply sit in judgment as auditors, but carry through with real-world assistance to remedy anything that is holding back your hotel or resort from being best in class.



# Who is Behind DNA QA?

*All three founding and managing partners have decades of experience in luxury hospitality/superior-service, and a strong desire to help hoteliers reach the goals they have set for their properties.*

**Welf Ebeling**, CEO, has been part of the luxury hotel industry for more than four decades and has lived on three continents while working in senior executive positions for such iconic brands such as Mandarin Oriental, Regent International, and Rafael Hotels. As COO of Leading Hotels of the World, he co-founded Leading Quality Assurance (LQA) and for nearly a decade served as Chairman of the LQA Standards Committee. Welf is the proverbial “road warrior,” spending about 200 days a year in hotels.



**Jochen Ehrhardt**, Executive VP Audit Operations, has assessed the top 3,000 luxury hotels in the world, 1,200 of which he has visited personally, and only 1,500 of which qualify for featuring on his website

[www.true5stars.com](http://www.true5stars.com)



**Steven Ferry**, Executive VP Training Operations, has been a butler in private service, or training butlers and staffs in private estates and at over a hundred luxury hotels and resorts around the world over the past three decades; he has been setting and raising service standards for the profession as Chairman of the International Institute of Modern Butlers since 2004, from which vantage he has had several books and fifty articles published on the profession and on superior service.



[www.modernbutlers.com](http://www.modernbutlers.com)

All DNA QA Account Managers, as well as Independent Auditors, are well-seasoned hospitality or service professionals who have worked in senior positions in hotels and airlines, and for whom service is a part of their DNA, too.

They are all trained by DNA QA on its standards, dynamic mission, and the expected ROI for clients.

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