

Summary of Research Findings for BRNHA's Gracious Hospitality Training Initiative

Extensive Research Conducted Prior to and Following the Gracious Hospitality Training



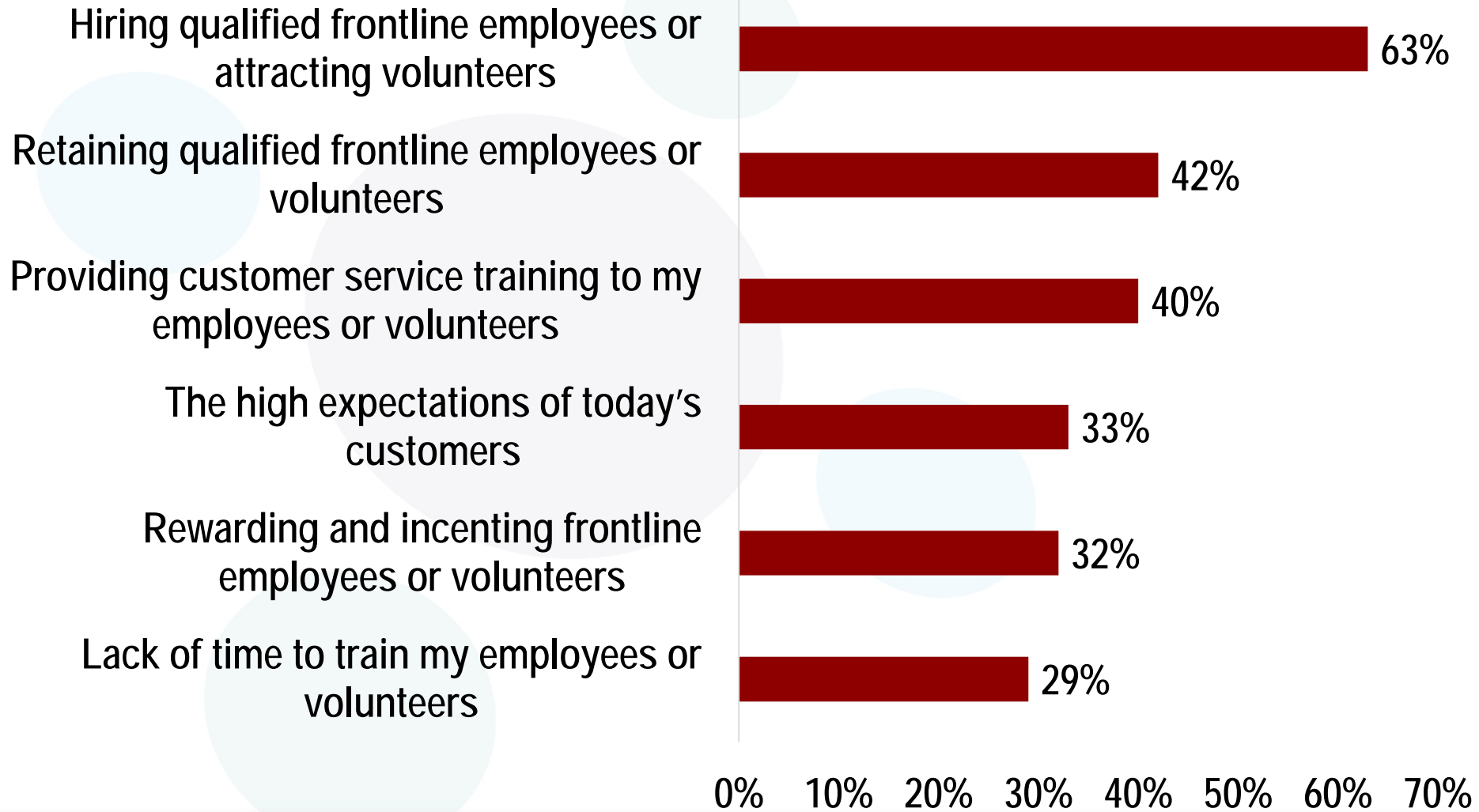
1. Hospitality needs survey sent to regional businesses and other organizations in March 2016.
2. Pre-training survey sent to registered participants in March.
3. Follow-up survey sent to participants in April and May.
4. Final follow-up survey sent to participants in February 2017.



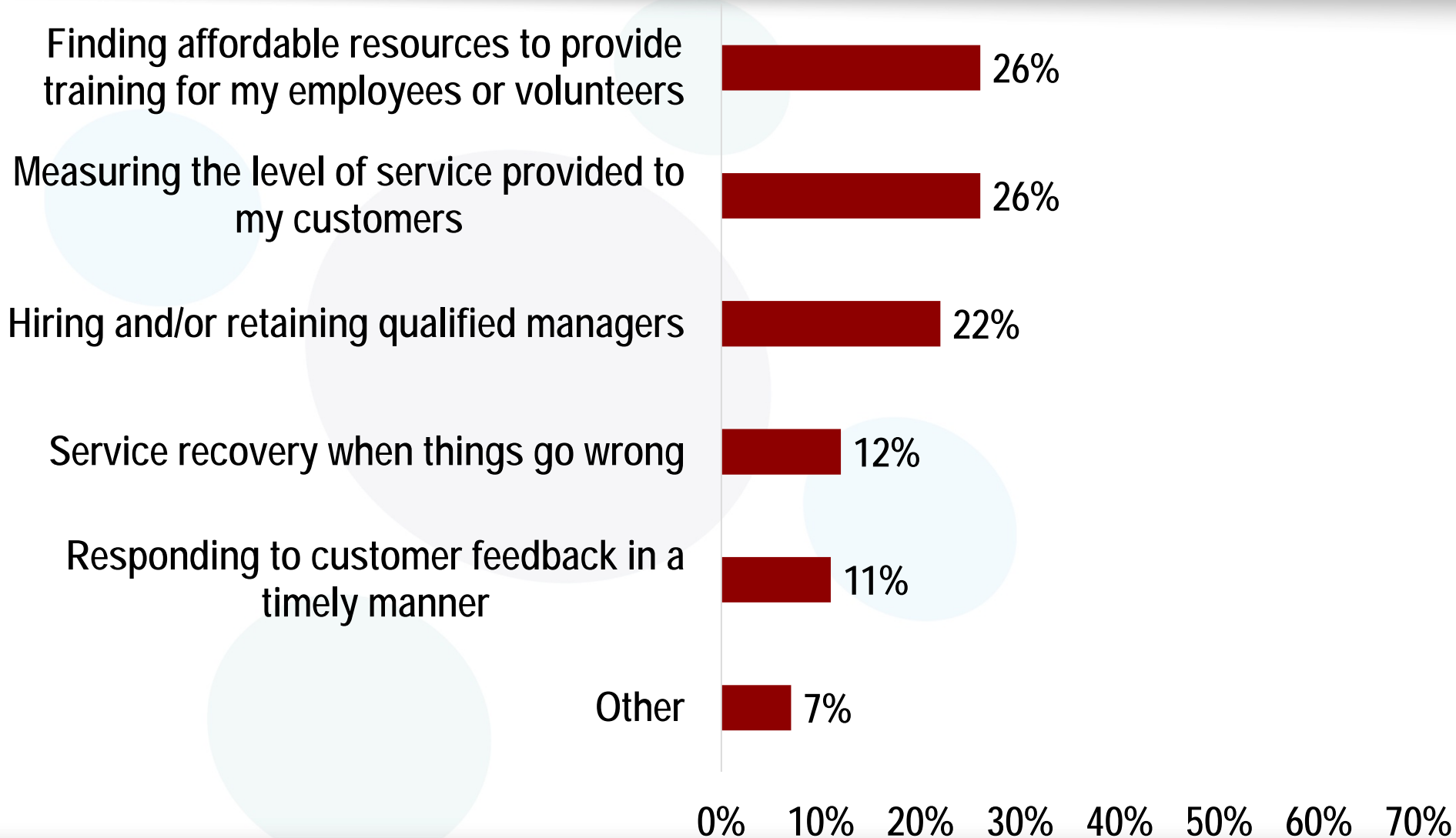
REGIONAL BUSINESSES AND OTHER ORGANIZATIONS MARCH 2016



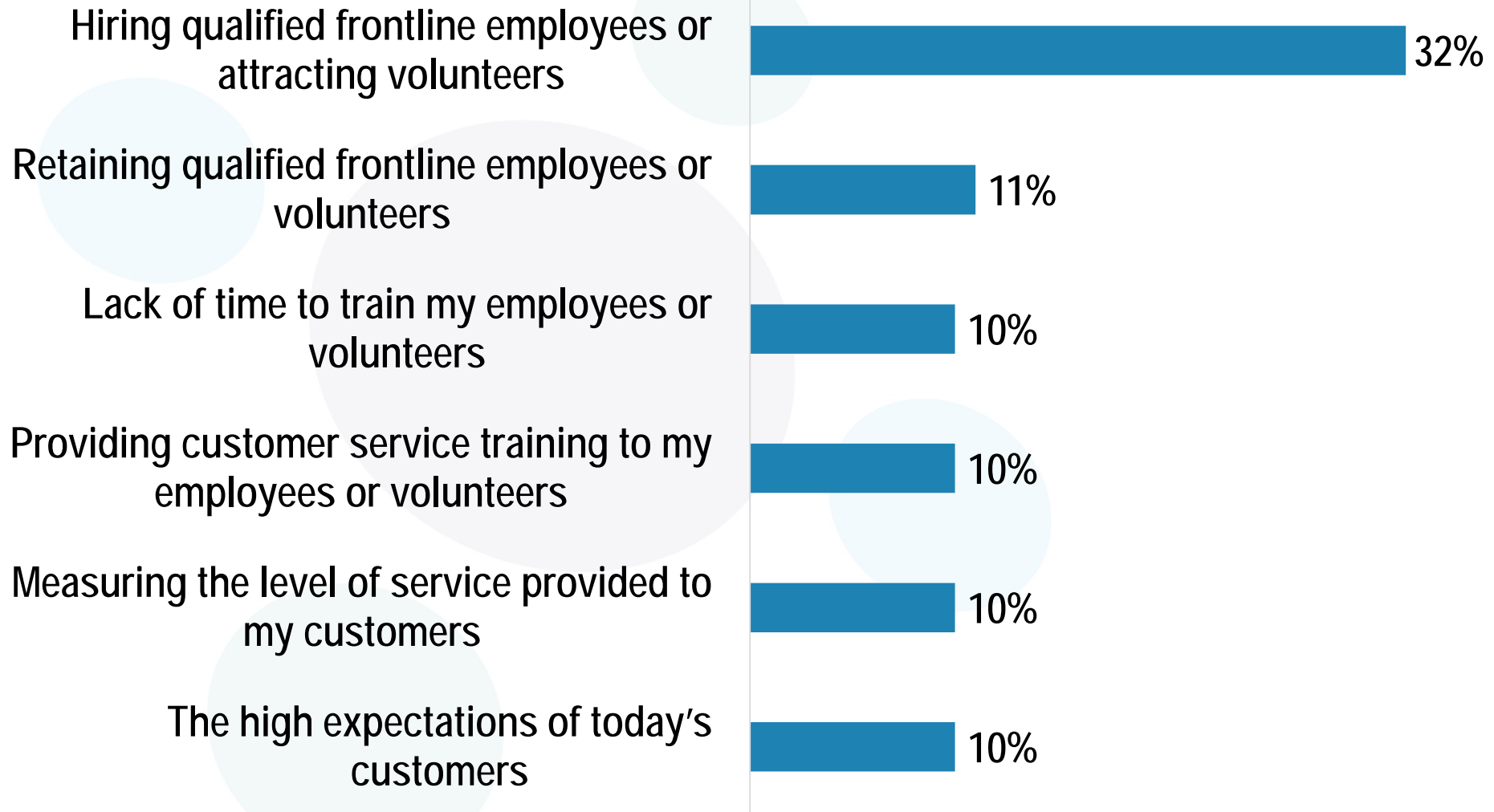
Thinking about the level of personal service that you currently provide to your customers, what do you believe are your challenges to delivering that service? Please select all that apply.



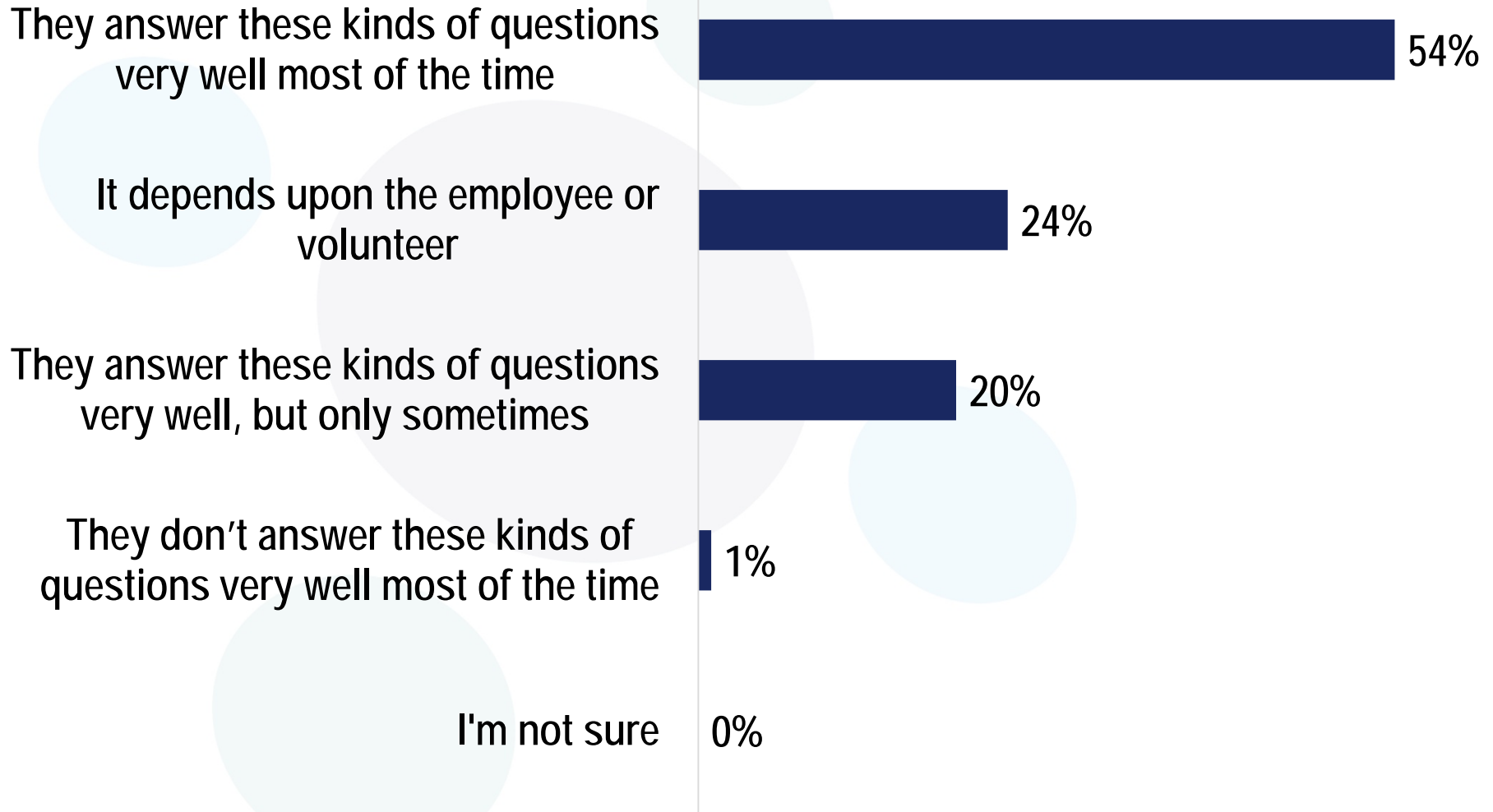
Thinking about the level of personal service that you currently provide to your customers, what do you believe are your challenges to delivering that service? (cont'd)



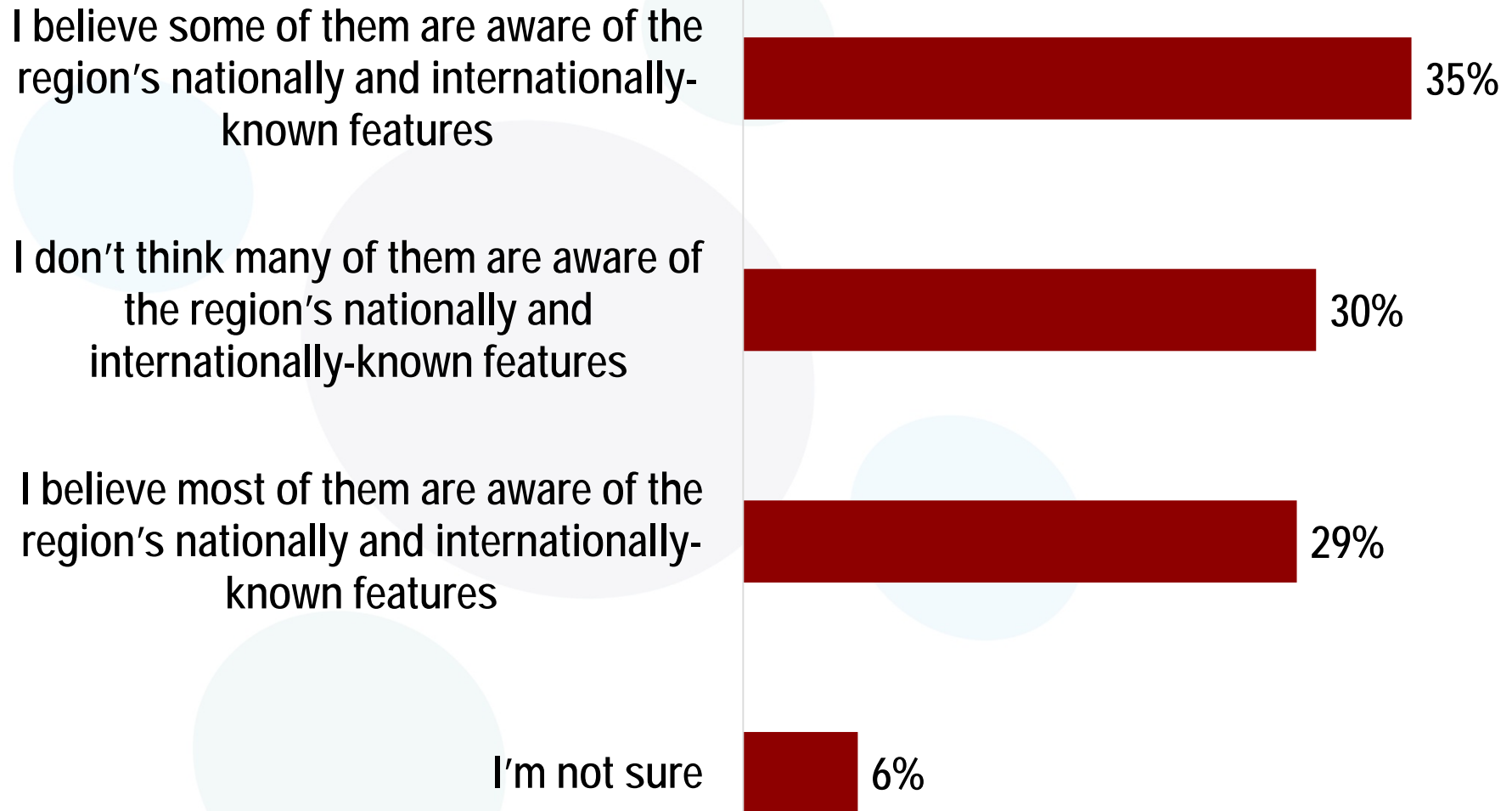
What do you believe is your single greatest challenge to delivering personal service to your customers? Please select only one response.



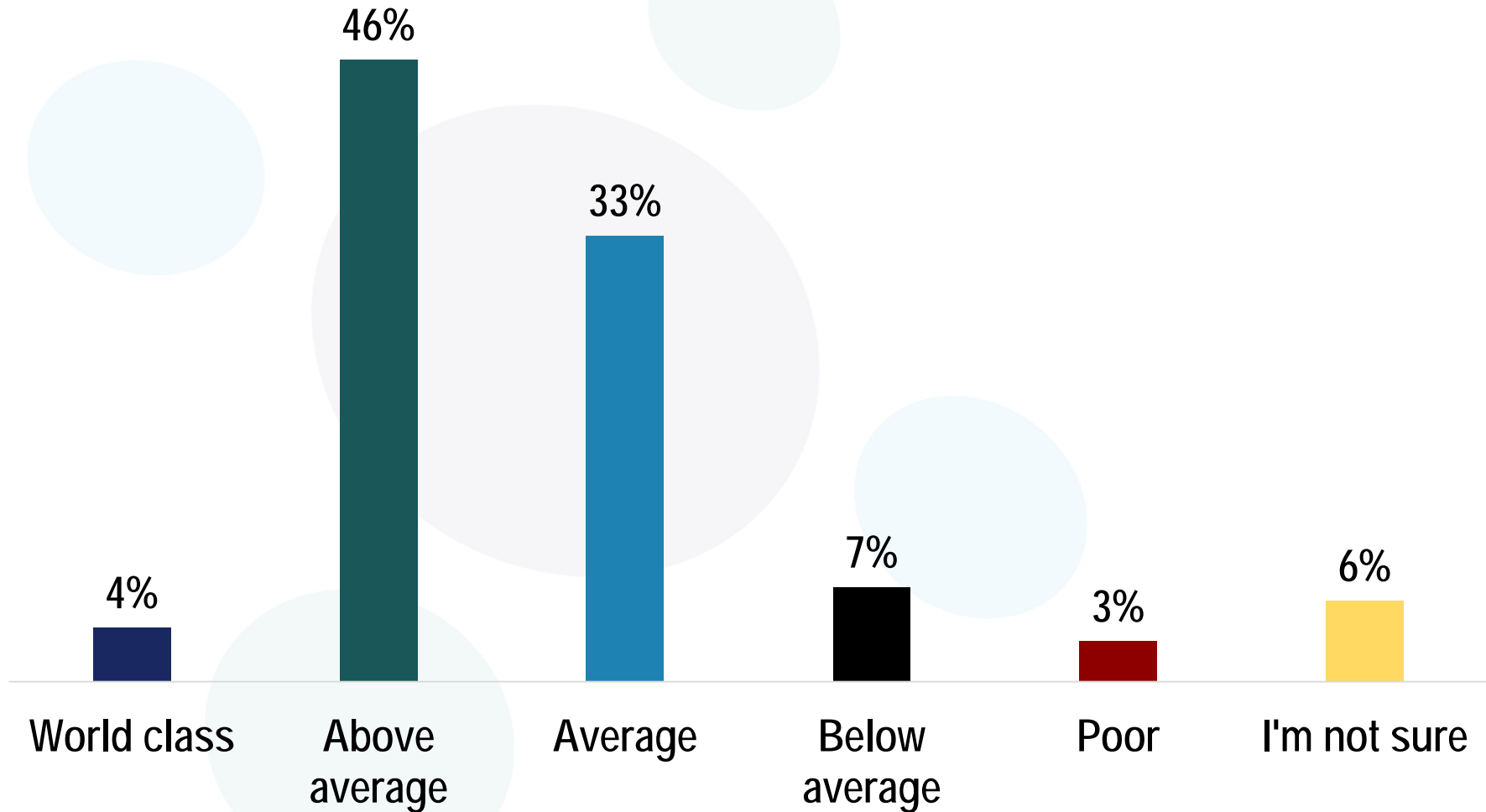
How well do you believe your employees or volunteers are able to answer guest questions about the local area where you do business?



How aware do you believe your employees or volunteers are of the many nationally and internationally-known features of the WNC region...?



In general, how would you describe the level of customer service provided by other organizations in your own community?

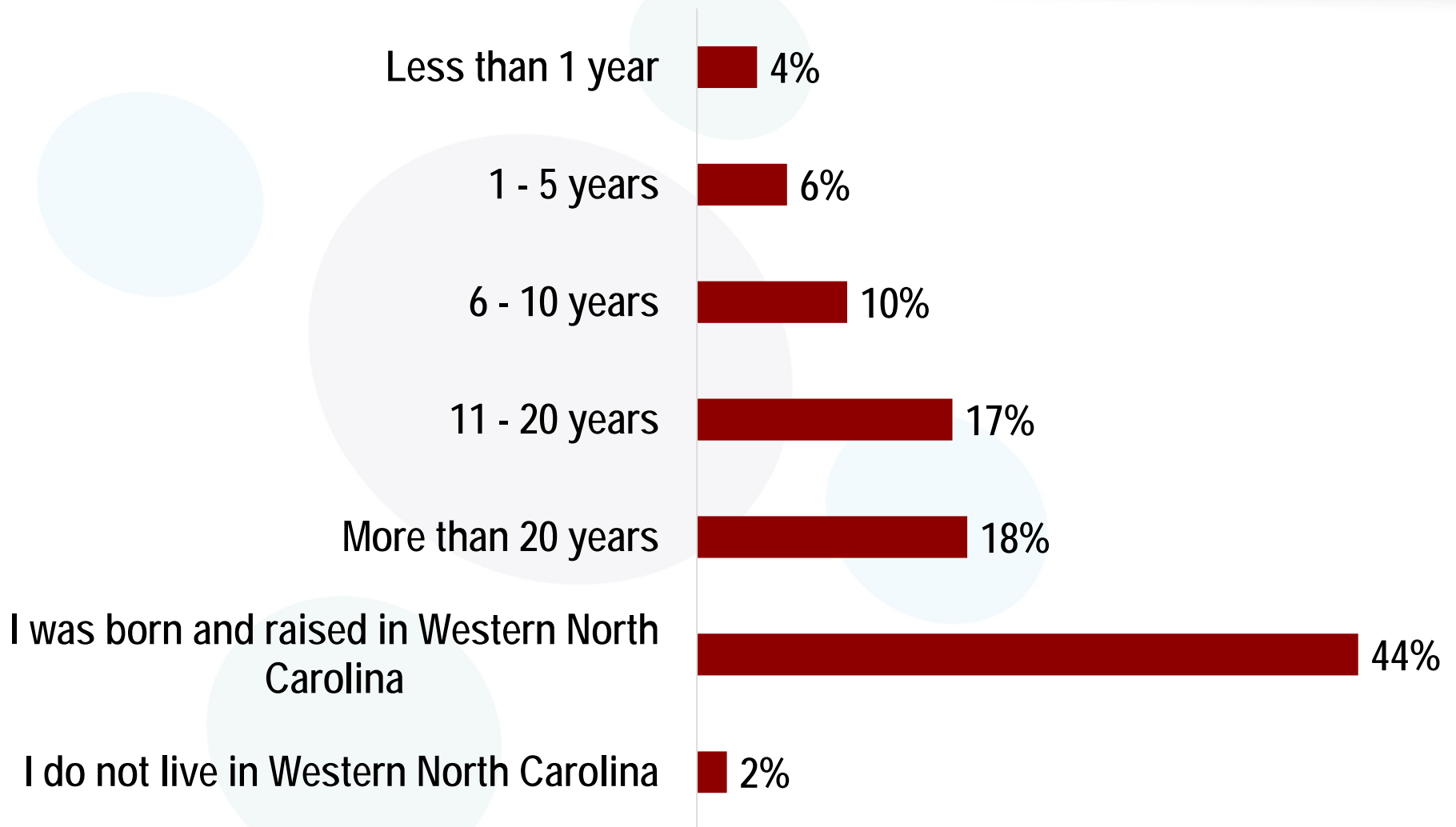




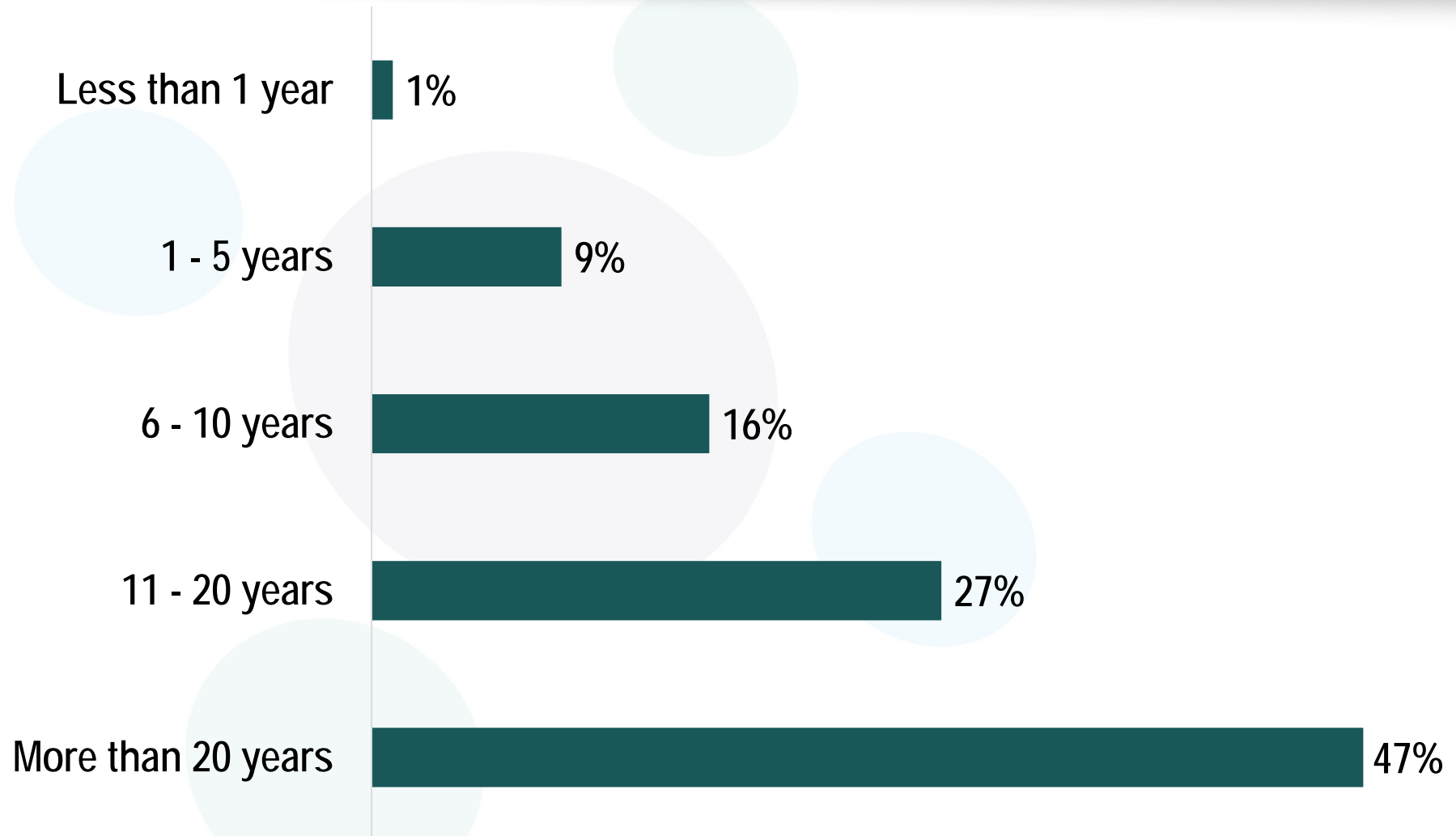
PRE-TRAINING SURVEY SENT TO REGISTERED PARTICIPANTS



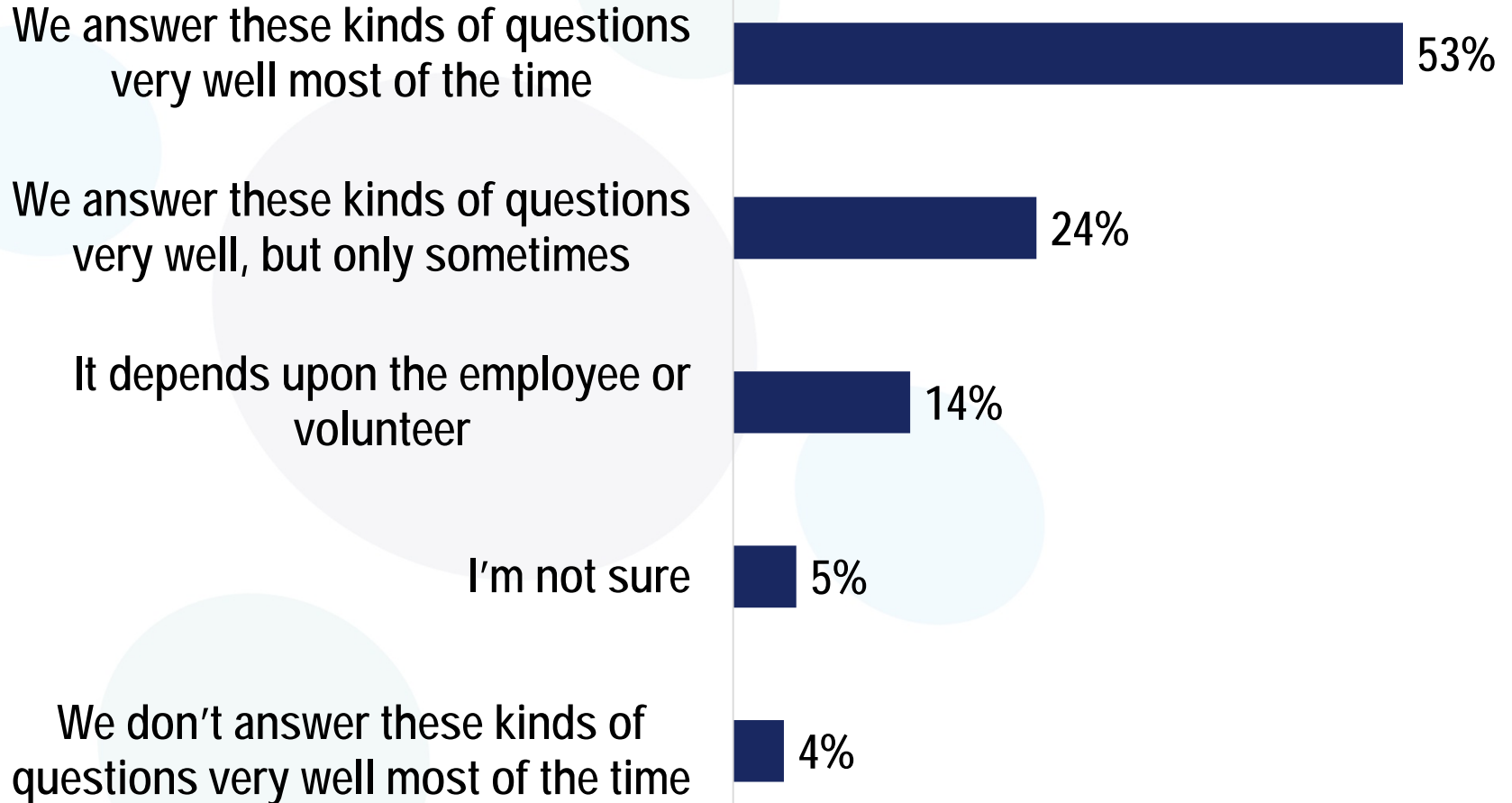
How long have you lived in WNC? This includes anywhere west of Charlotte and Winston-Salem



How long have you worked in a service-oriented business or organization? This includes jobs that may have been at employers other than your current one.



How well do you believe you and your fellow employees are able to answer guest questions about the local area where you do business?



Please rate your confidence to handle each of these customer service situations on a 1 to 5 scale, with 1 being "not at all confident" and 5 being "extremely confident."

Most Confident About:

- Customers with legitimate complaints
- Recommendations for places to stay overnight in the area
- Customers who demand to speak with a manager
- Recommendations for things to do in the area
- Giving directions for how to get somewhere in the area
- A customer who asks a question for which you don't know the answer

Least Confident About:

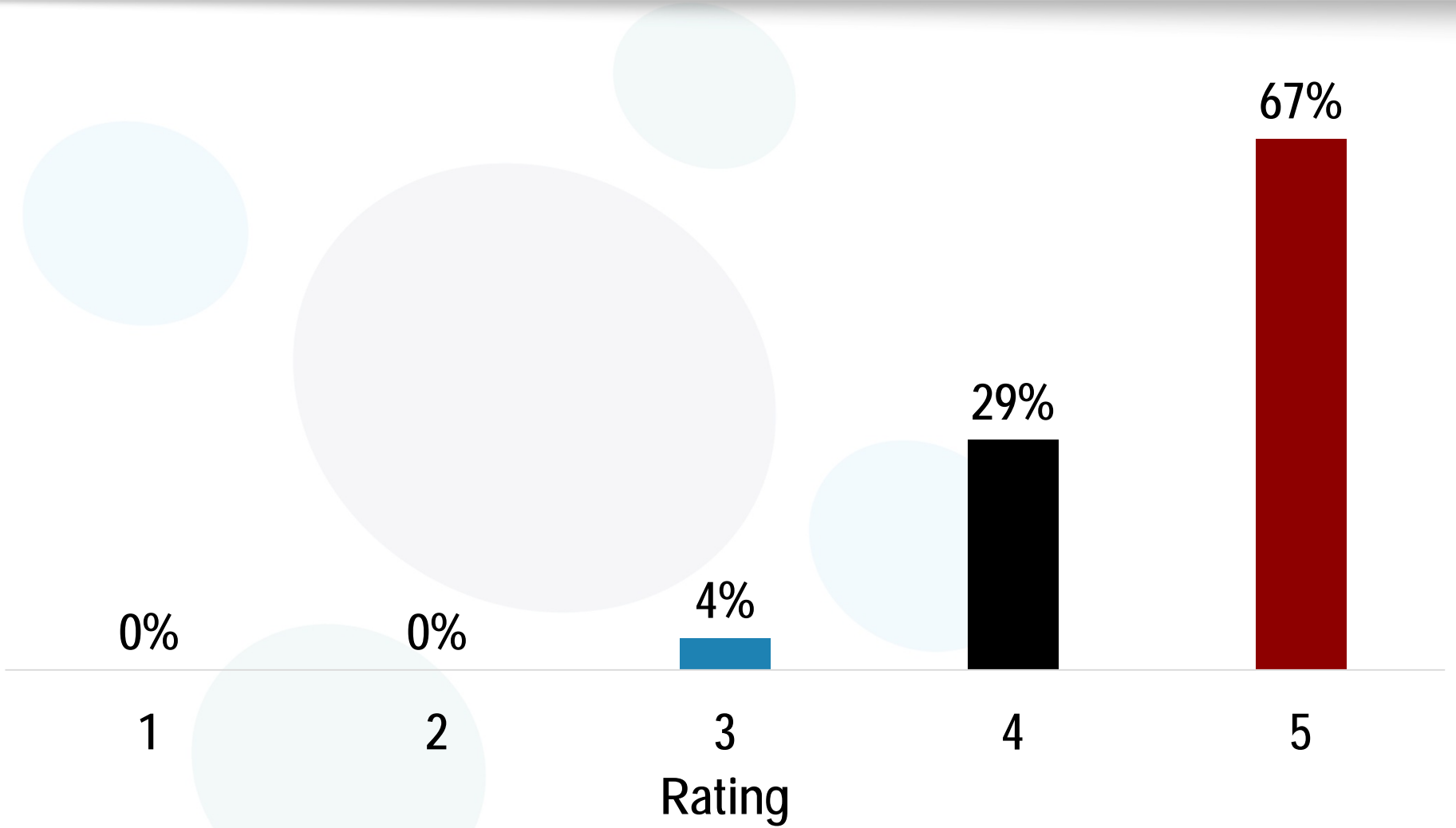
- Physically abusive customers
- Customers who demand their money back
- Rude or angry customers



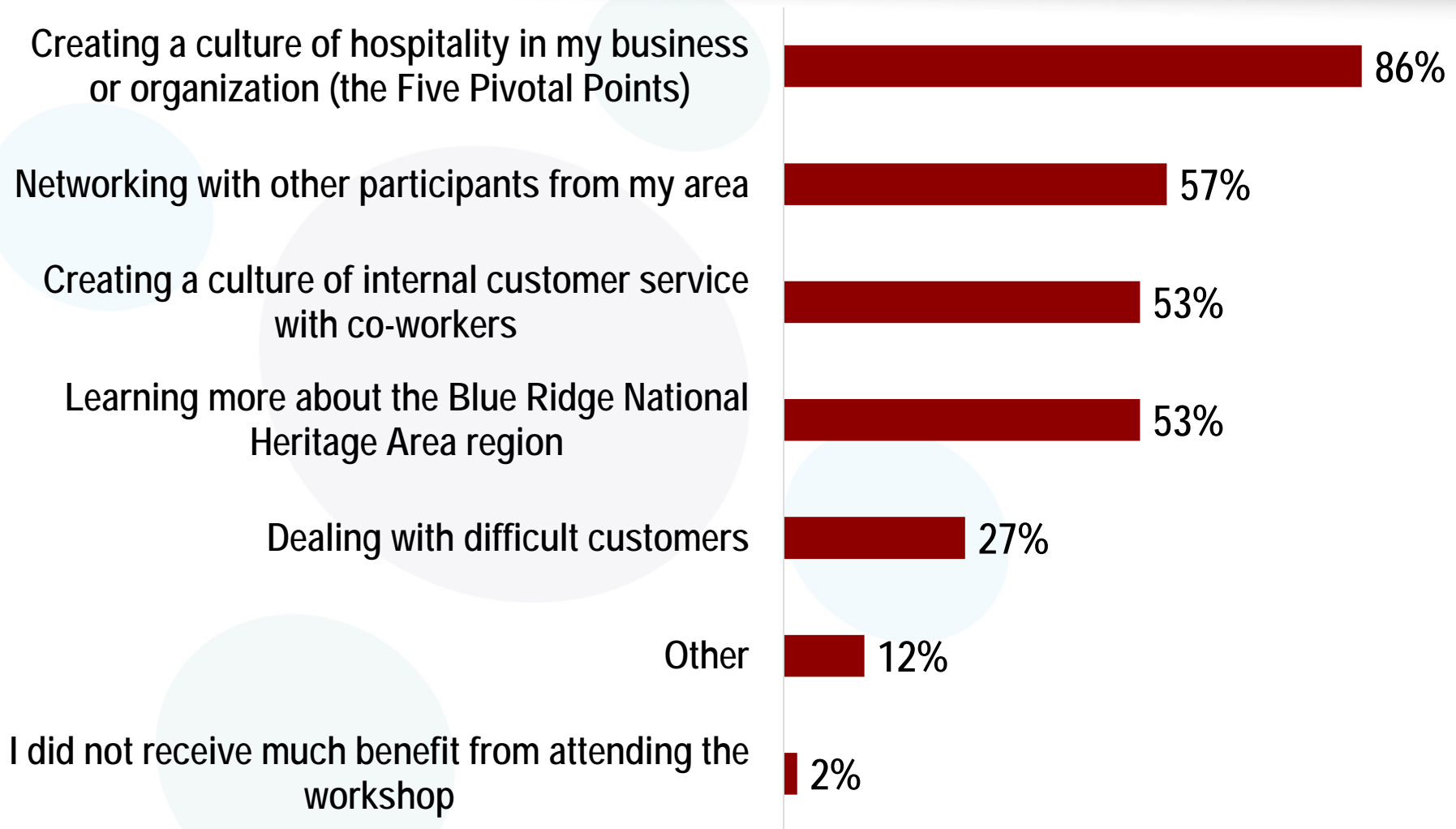
FOLLOW-UP SURVEY SENT TO PARTICIPANTS IN APRIL AND MAY



On a scale of 1 to 5, with 1 being "Poor" and 5 being "Excellent," how would you rate overall the BRNHA hospitality training workshop you attended?



What do you believe were the greatest benefits to you as a result of participating in the workshop? Please select all that apply from the list below.



Hospitality Training Follow-Up Survey

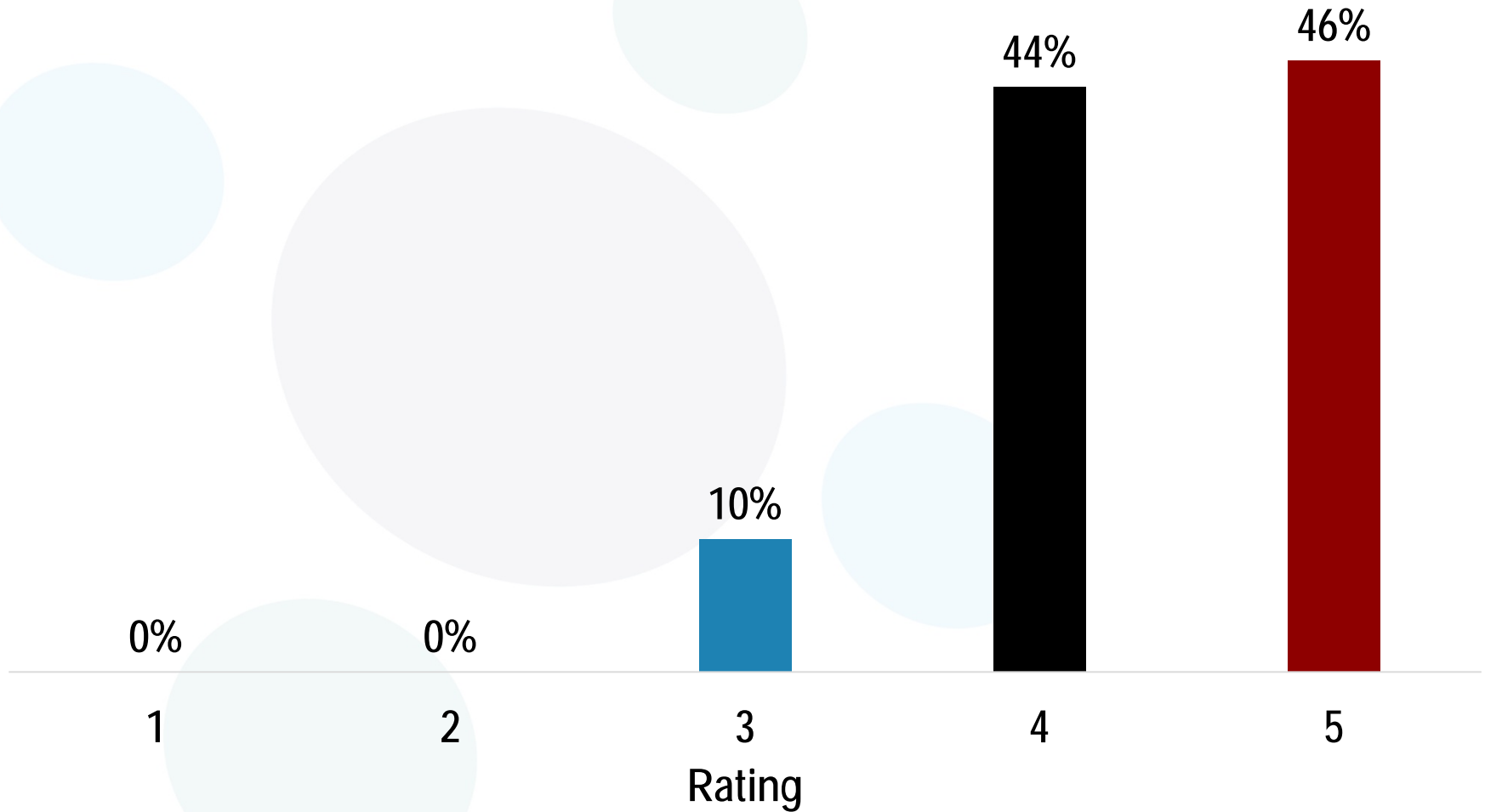
Highest rated aspects of program:

- Quality of the instructors
- Ability to understand information presented
- Timing of the workshop agenda
- Materials presented at the workshop
- Location of the workshop

Lowest rated aspect of the program (relatively speaking):

- Relevance of the information to my business or organization
- Ability to share the information with others
- Amount of interaction with other participants

On a scale of 1 to 5, with 1 being "Not at all" and 5 being "Significantly," how much do you believe the information you learned at the workshop will benefit your business or organization?





FINAL FOLLOW-UP SURVEY SENT TO PARTICIPANTS IN FEBRUARY 2017



Final Follow-up Survey Sent to Participants in February 2017

When asked about how much the training has helped participants personally since the Gracious Hospitality Training was held last year, participants gave moderate-to-strong ratings.

Participants rate the following areas highest in terms of value:

- Better understanding of the importance of tourism to local economy
- Knowledge about the region and ability to guide visitors to unique experiences
- Awareness of additional resources to answer visitor questions
- Opportunity to network with other businesses
- Enhancement of hospitality culture
- Helped improve internal customer service

What one thing would you say about the benefit of the program to someone considering it?

Selected Comments:

- After participating in the Gracious Hospitality training, we saw the value in encouraging our staff members more ownership in providing better and more authentic customer service to our guests.
- Mine was to smile at all of my customers. No matter what else is going on.
- Really helps you think about internal and external customers, and their needs.
- Great opportunity to learn more about our region so that we can promote our entire region and our neighboring communities in a positive way.
- Be prepared to implement the things you learn if you really want change to occur.

Other Key Findings

Almost every respondent now believes that customer service is “extremely important” to their community’s economic well-being.

When asked about what else they need in order to provide higher quality customer service, respondents noted these most frequently:

- More knowledge of my community and the region to assist visitors
- Enhanced internal customer service
- Greater commitment to hospitality from other employees
- Assistance with training other employees
- Additional tools for evaluating the level of hospitality delivered



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