



Congratulations on your recent Accreditation – Now is your chance to inspire others with your story

First, we would like to congratulate you on achieving Hospitality Assured; and we would now like to invite you to share your experience of the process and your outcomes with other organisations and businesses. If you would like a basic outline of what should be included in a case study for our website and our PR campaigns, please complete the following template.

<p>Organisation Name:</p> <p>Date Accreditation achieved:</p> <p>Key Contact:</p> <p>Contact Telephone Number:</p> <p>Contact Email Address:</p> <p>Website Address:</p>
<p>Why did you decide to embark on the Hospitality Assured process leading to potential accreditation; and what were the organisation's/ unit's objectives in working towards the Standard? <i>(for example, "to improve our customer satisfaction rates or the customer experience")</i></p>
<p>What Benefits did you gain from the Hospitality Assured assessment process? <i>(Basic outline of areas developed as a result of the assessment process - i.e. how did the experience help change the thinking/culture of your organisation or operation? Where you surprised by any of the findings revealed by the assessment – if so, what; and what have you learnt for improving the business?)</i></p>

What changes have you implemented as a result of achieving Hospitality Assured? *(Describe the changes made and the impact the Standard and process has had on your business and customers)*

Would you recommend Hospitality Assured to other organisations and units? If so, why? *(Your comments and views on the Accreditation Process and the Standard itself – i.e. is it user-friendly? What are the benefits of having an independent outside assessment of your organisation or operation? etc)*

Any other comments you wish to make about Hospitality Assured? *(i.e. has it helped boost staff morale? How is it helping you understand the needs of your customers and develop new and existing markets? What affect is it having on improving profitability? How do you plan to use the Hospitality Assured accreditation in your marketing? etc)*

Signature of Authorisation:

Print Name:

Date:

We thank you in advance for participating in sharing your experiences with others and look forward to promoting your business on our website.