



**Congratulations on your recent Re-Assessment – Now is your chance to inspire others with your story**

First, we would like to congratulate you on being successfully re-assessed for 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.

**Organisation Name:**

**Date First Accreditation achieved:**

**Number of Re-assessments to date?**

**Date of latest re-assessment?**

**Key Contact:**

**Contact Telephone Number:**

**Contact Email Address:**

**Website Address:**

**Why did you initially 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?**

*(for example, "to improve our customer satisfaction rates or the customer experience")*

**Are these objectives being met and exceeded; and are you setting your targets even higher as a result of Hospitality Assured re-assessment? If so, how? (i.e. has your commitment to continuous improvement led to the setting of increased target levels of customer satisfaction; and if so, what are these new targets and how do you plan to achieve them?)**

**How is Hospitality Assured continuing to help you, through re-assessment, to fulfil these objectives?** *(i.e. how is it helping your organisation or business continually improve from one re-assessment to another? What benefits are you gaining from being re-assessed and are you managing to improve your scores in each of the 10 Steps every time you are re-assessed for the standard?)*

**List and describe the changes you have implemented as a result of your re-assessments to date?** *(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 independent outside assessments 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 continuing to help you understand the needs of your customers and develop new and existing markets? What affect is it having on improving year-on-year profitability? How are you continuing 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.