

59club ASIA

Setting the Benchmark for Customer Service Excellence

Measure ~ Train ~ Support

59club, the Industry leading Customer Service Analysts and Training Provider, operates within Asia, the UK, Europe, Middle East & Africa and the USA.

With a wealth of ground-breaking Customer Satisfaction Surveys, Mystery Shopper Audits and Employee Training Programmes, 59club is now a market leader providing performance management solutions across the Hotel, Leisure, Spa, Events, F&B and Golf Industries.

59club was established in the United Kingdom in 2007. The 59club Asia office, located in Bangkok Thailand, was opened in September 2018 to provide the industry leading services throughout the Asian region.

Our Objective

We deliver globally leading Customer Service & Sales Analysis and Training. We use market leading software and assessment criteria that provide the resources to improve and maintain 'sales & service' etiquette. The results of our Mystery Shopper Audits & Customer Satisfaction Surveys can be utilised to formulate training plans to improve staff member performance, ensuring they can perform a consistently high standard daily, affording service excellence to guests.

Our goal is to ensure each and every staff member is determined to deliver the very best service to ensure guests receive the finest experience during their stays. This will increase guest satisfaction, increase spending rates during their stays and ultimately increase revenue & profit.



59club Asia Hotel Products



59club Asia will source and coordinate our trained mystery shoppers to conduct your audits. Delivering a comprehensive, entirely constructive, objective and impartial report, helping you monitor how your employees engage with customers, whilst measuring the experience received during the duration of their stay at your property.

Utilise the audits to plan your staff training and structure individual or departmental KPI's to improve and develop your staff attitude, processes, customer services and sales etiquette. 59club Asia will ultimately assist you to enhance your reputation in the industry, as well as increasing your overall financial performance.

59club Asia will manage the entire process, liaise with our tester throughout the audit, and deliver a comprehensive and completely impartial report, helping you measure, improve and manage your business.

Our reports measure staff performance in each area based on our objective criteria, complete with the ability to make service comparisons - to chosen competitors, the 59club industry and best performing clubs - on a global scale, delivers the motivation to advance.



Experience & Process

- Reservation
- Arrival
- Food & Beverage
- Departure



Facility

- Public Areas
- Pool & Gym
- Facility
- Guest Room



Service

- Staff Sales
- Staff Attitude
- Staff Process



Key Benefits

- Receive a highly detailed insight of the service levels & sales opportunities being delivered daily to the guests at the hotel and all its facilities
- Unbiased results (the audits are impartial and carried out when all staff are not aware of the audit) Our audits are 100% objective, removing any subjectivity
- Objective measurement of Services & Sales being delivered at the property
- Track individual staff member's performance within the team
- Identify strengths and weaknesses within the services & sales areas, highlighting opportunities for development
- The results can be used to plan KPI's and training for staff members and departments
- Measure and monetise your opportunity and losses against staff member upselling skills
- Motivate staff to consistently perform and exceed targets



Generate real-time feedback from guests, employees, managers and executives across the Hotel to drive standards & achieve service 'excellence'.

Utilise intelligent survey software to evaluate satisfaction levels, prompting the necessary actions to develop greater working practices, customer acquisitions and retention rates.

Customer Satisfaction Survey Options

1. Online Survey

Managers can choose from a number of templates to create the perfect survey for any of the options below:

- Repeat Guest Satisfaction surveys (retention of loyal guests)
- New Guest Satisfaction surveys (build repeat business)
- Bespoke surveys: multiple answer / priority opinion / non-scored or comment only

2. Customer Service Tracker (CST's)

Managers can continually track your guests' overall satisfaction, loyalty to your brand and willingness to recommend your products & services to others.



Training & Support

Our training school was developed as a result of client demand, and in the past 10 years we have successfully assisted venues worldwide to advance their sales & service etiquette.

Benefits of Training

The 59club Asia training programme is offering staff the ability to understand the detailed criteria within our sales & service principals. This knowledge assists staff to glean customer needs, build rapport and tailor their offering to exceed expectations. Whether up-selling rooms on arrival, or developing your food & beverage service, 59club Asia has the complete solution to fully prepare staff to ensure that service excellence is maintained.

Training will ensure that staff are given the process and motivation to achieve set targets whilst delivering customer service excellence.

59club Asia can support you in identifying strengths and weaknesses. We can deliver generic training or base this around SWOT analysis findings from mystery shopper audits to assist overall hotels, specific departments and individual staff members to excel.

My59 Mentor

The intelligent virtual education experience hosting 59club's acclaimed Sales & Service training programs & contributor content, providing guided education and development pathways to elevate performance.

Venues can white label the platform making it the perfect vehicle to store and communicate all in-house company policy and training manuals directly with the team. Also providing the technology to build internal online training courses and track employee liability acceptances.

59club Global Franchises

59club operates throughout Asia, UK, Europe, Middle East & Africa and the USA.

In 2018, 59club opened its Asia office headquartered in Bangkok to provide the industry leading services of 59club through the Asian region.

With a wealth of ground-breaking Customer Satisfaction Surveys, Mystery Shopper Audits and successful Training School, all delivered by a team of industry experts at the helm, 59club Asia has the mechanics and knowhow to assist the Hotel, Leisure, Spa, Events, F&B & Golf Industries to further exceed customer expectations.



59club
GLOBAL

'working with hundreds of venues world-wide'.

59club Service Excellence Awards

The venues that utilise external audits to a minimum of 4 audits per year are eligible for the 59club Asia's acclaimed 'Service Excellence Awards'. Famously known as the 'Oscars' of the hospitality industry, the annual event rewards individuals, teams, management, individual properties and groups for delivering excellent customer service within their respected fields.



How many audits are recommended per year?

- 4 Audits per year to be eligible for "Service Excellence Awards":** A minimum to see a true picture of your sales & service performance
- 6 Audits per year (our recommendation):** The hotel will be able to track trends closer to appreciate the variants within standards
- 8 or more Audits per year:** Consistently monitor your sales & service output in granular detail



Contact Us

Araya Singhsuwan
Director of Operations

E-mail: araya@59clubasia.com

Tel: +66 (0) 98 280 4055

Address: 1091/343 4th Floor, New Petchburi Road, Makkasan, Rajthevee,
Bangkok 10400 THAILAND

www.59clubasia.com

[f](#) [@](#) [in](#) @59clubasia

Our Clients & Partners



EASTIN



Travelodge

SUKHUMVIT II



The Professional Golfers'
Association



HOTELS & RESORTS



Golf Club Managers' Association

Achieve Customer Service & Sales Excellence with 59club Asia

Our team provide full support and guidance throughout your journey with 59club Asia, ensuring that you realise your greatest successes.



Please scan for Thai Version

www.59clubasia.com