

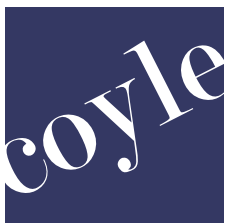


Evaluate the Guest Experience

Experience drives loyalty.
Measure what matters.

MYSTERY SHOPPING | BRAND COMPLIANCE | TRAINING AND DEVELOPMENT | CONSULTING | QUALITY ASSURANCE

Coyle Hospitality Group
provides customer
experience strategy,
mystery shopping, quality
assurance and training to
over 350 companies
around the world.



Brand Compliance Audits

Brand compliance audits ensure continuity in operations and standards across locations.

Guest Experience Evaluations

Narrative-rich hotel evaluations. Hybrid reports merge brand compliance and emotional/subjective feedback – the “Coyle Classic.”

Sales and Marketing Audits

Assess quality of telephone and on-site sales activities that have a clear and direct impact on revenue. Try the “smoke & fire” approach – if the initial call goes well, then there may be no need for a deep dive.

Cash Integrity

Cash integrity shops at restaurants and bars are a necessary activity for responsible operators.

F&B/Bar Evaluations

Restaurants and bars are revenue centers in your hotels; ensure your outlets are competitive with the local market by deploying a mystery shop that measures food, beverage and overall experience.

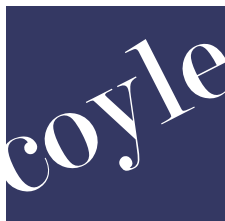
Contact us today at: +1.212.629.2083

www.coylehospitality.com



OUR CLIENTS INCLUDE:

KIMPTON[®]
HOTELS & RESTAURANTS



Welfare and Safety

Verify key areas where welfare and safety are concerns.

"Drive By" Audits

Focused shops that don't require an overnight stay – social hours, check-in, public areas, etc.

Emotional Audit

Narrative-rich hotel evaluations with focus on outcomes, emotional connections, loyalty and subjective feedback.

Graphic Standards Audit

Measure compliance to re-brandings and refreshed amenity programs.

Site Inspections

Site inspections utilize a checklist of compliance measurements (mostly physical items, cleanliness and condition) in either an announced or unannounced inspection. Management debriefs and walk-throughs available.

Competitor Shops

Brand audit or narrative-rich evaluation of a competitive set.

Internal Branding/Cultural Brand Development

Develop internal brand materials, service models and all the things that make your brands live and breathe.

Hospitality Training/Leadership Facilitation

Facilitated training customized to client's brand. Onsite leadership and line-level training available. Coyle offers world class packaged training on hospitality basics, service recovery and storytelling.

Standards Development

Create brand standards/brand playbook for brands that do not currently have any, or for brands that need more focus.

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