

# Business Impact Study



When you need a guide to solve employee appreciation and employee engagement issues in your organization, the success you should expect is a direct reflection of your targeted goals.

Leaders who turn to STAR Culture for industry expertise and customized solutions, see positive gains in the areas that affect their business performance the most.

Here is one example of the impact of that in action...

**Q: What is your name?**

**A:** Les Reagan

**Q: What is your title and level of responsibility with your company?**

**A:** General Manager. Responsible for complete operation of 182 room full service hotel with 12,000 sq. ft. of meeting and conference space

**Q: What is the name of your company and what type of business are you in?**

**A:** DoubleTree by Hilton Augusta (Georgia) - Hotel

**Q: What business challenges were you were facing before partnering with STAR Culture?**

**A:** There are 8 managers on my Executive Management Team and most have been with this hotel for 10+ years. Many have become very complacent in their day to day job. I needed to jump start their engines and give them some new oil and fuel to get us to the next level.

**Q: How did STAR Culture help you address those business challenges?**

**A:** The STAR CULTURE PROGRAM came at the right time; the beginning of the year. Everyone always want to do better at the beginning of the year, so I kicked off this program at the beginning of January 2017. The employee survey that was given to the entire line level staff was spot on in the results that were brought forth. Rewards and Recognition was the area we needed to work on the most. We have begun sending notes, spot on cards, shout out cards and face to face "good jobs" on a daily basis. Morale, although wasn't bad, is much stronger and the staff is "more alive". Our service scores and cleanliness scores have improved greatly in just ONE month. We are on the right track.

**Q: How did your company benefit as a direct result of partnering with STAR Culture?**

**A:** The strongest area that has improved in scoring is the cleanliness score. We moved up 5.2% in just one month. To say the least, we are THRILLED. Cleanliness is not just the housekeeping department, it is every department. Happier employees do really make cleaner hotels.

*What struggles do you face in your organization? STAR Culture will work with you to create an employee engagement and recognition solution to bring you similar results... and more.*

