



Brand Quality Assurance Policy

Overview

Quality Assurance is responsible in conducting scheduled audits in all hotel operations, ensuring continuous improvement in measuring, monitoring customer voice and provide a tangible insight into the Cinnamon Red's adherence to Cinnamon Hotels and Resorts (CH&R) brand standards in terms of guest services, guest stay experience, property condition and cleanliness.

Operations

Analyze and evaluate all guest comments and feedbacks from across all channels (i.e. TripAdvisor, direct comment cards etc.). Provides findings and strategic direction to continuously improve overall rating of CH&R

Recommend CH&R key drivers to leaders when establishing quality charters through guests and operational feedback.

Liaise and facilitate Brand Standards with Corporate leadership based on area of responsibility.

Ensure that brand standards are clearly communicated to Cinnamon Red including and new or updated standards.

Monitor and analyses service performance scores on a monthly basis, identifies root causes and work with the relevant department heads on suggestions to improve performances.

Provides feedback to CH&R leadership through use of data analysis, root cause analysis and action plan formulation.

Conduct hotel brand standard audits.

Keep track of the competitive standing of Cinnamon Red on popular review platforms (e.g. TripAdvisor) and promote project initiatives to maintain and or enhance property's standing

Coordinate with corporate with learning and development team on training initiatives to provide continuous improvement of service score performance.

Report any issue, damages and breakdowns in Cinnamon Red to ensure a defect-free facility and service amenities



As Resort Manager, I'm committed to our Community Engagement Policy, which is owned and endorsed by the Cinnamon Hotels and Resorts. That said, every Cinnamon employee at every level and in every function in the hotel is responsible for the successful implementation of this policy and the

Fowme Ibrahim – Resort Manager

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