



Thank you for your interest in the Spurs on Service program. The connection that we make with our customers is very special and valuable in today's fast-paced society. Coming to Steamboat Springs can be a step back in time to a more comfortable place, where your needs are recognized and satisfied, where you matter. It's a place where you are greeted, welcomed and feel at home. The purpose of this program is to help ensure that your business is providing this important experience to its customers.

How it works:

To achieve a minimum of 1 Spur, all participating businesses must do the following:

- Clearly posted complaint/return/cancellation policy
- Visitor comment mechanism in place
- In-house reward program for employees
- Secret shopping ratings

Point System:

- 2 Secret Shopping Ratings: 80 points possible
- In-House Company Policies: 20 points possible
- TOTAL: 100 points possible

Each participating business will be awarded points based on the above listed specifications. All businesses who register before February 17 and earn a score of 4 Spurs will be featured in the 2012 Summer Visitors' Guide. Scoring is as follows:

- 4 Spurs = 80-100**
- 3 Spurs = 60-79**
- 2 Spurs = 40-59**
- 1 Spur = 20-39**

*****Spurs on Service training, although not required, is highly recommended to improve your score. To set up a free training session, please contact Matt at matt@steamboat chamber.com or 875-7005*****

Application

Company Name: _____

Primary Contact Person: _____

E-mail address: _____

Mailing Address: _____

Physical Address: _____

Phone Number: _____

Type of Business: _____

*****Please note that restaurants will be asked to provide a gift card or gift certificate for the shoppers to perform the secret shop*****

Approximate Total Number of Employees:

Full Time: _____

Part-Time: _____

Seasonal: _____

Hospitality

1. Please provide a brief description of your company's customer service philosophy.

2. Describe your company's overall training/customer service program.

Complaint Policies

1. Please describe your current complaint/return/cancellation processes.

2. Are these policies clearly posted? Y N
If so, where?

3. Do you utilize a customer satisfaction/response form/card? Y N

4. How do customer/visitors obtain this form/card?

- A. Displayed on front desk/register
- B. Given to all customers/visitors with bill or receipt
- C. Mailed to customer/visitor
- D. Customer must request this form/card

5. Do you offer incentives to employees to encourage customers to fill out these forms/cards? Y N
If yes, please describe these incentives.

6. Do you offer incentives directly to customers to fill out these forms/cards? Y N
If yes, please describe these incentives.

7. Do you respond to visitors who offer positive feedback? Y N
Describe Policy _____

8. Do you respond to customers who offer negative feedback? Y N
Describe Policy _____

Employee Customer Service Recognition

1. Please describe how you recognize employees for exceptional service.

Please attach/include samples of newsletters, photographs of bulleting boards or plaques, or any other examples of in-house staff recognition.

2. Do you offer incentives to employees for providing exceptional service? Y N
If yes, please explain.

Community Benefits

1. Do you currently share customer service/staff training information with other companies? Y N
 2. Would you be willing to do so? Y N
 3. Please describe ways that your company could offer help and/or share resources with other businesses.
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Payment - \$200

___ I have included a check for the full amount

___ Please bill me

___ Please charge my credit card

Card No. _____ Exp. Date _____ CV Code _____

Please email your completed application to: matt@steamboatchamber.com

Fax to: (970) 879-2543

Mail to: PO Box 774408, Steamboat Springs, CO 80477

Or drop off to the Chamber at 125 Anglers Drive.

For more information, please call (970) 875-7005.

**Deadline to submit application to be featured in the 2012
Summer Visitors' Guide is FEBRUARY 17th**