



## Spurs on Service

By Molly Killien

Enroll by July 15th and be featured in the 2009/2010 *Visitors' Guide*

We all know the drill. Smiling, opening doors and introducing yourself to visitors, it all seems like second nature to many Steamboat Springs businesses. In tough economic times, fundamental service values are what set businesses apart. Understanding and meeting the needs of customers is a key component for successful business, but demonstrating true hospitality principles like going the extra mile and anticipating guest's needs are what really makes local businesses thrive.

With the summer season gearing up, local Steamboat Springs businesses may be looking for opportunities to enhance their company's image. Whether they fine-tune their customer service skills or look for opportunities to recognize their hardworking employees on a job well done, businesses are looking for ways to gain recognition as a company that hold service and customer's needs in the highest regards.

Do you believe that your company is doing all that it can to reach its hospitality potential? This summer, push your business to the limit; enroll your business in the Steamboat Springs Chamber Resort Association's Spurs on Service hospitality program.

Spurs on Service is about reconnecting with the values that set this valley apart from other communities in Colorado. It is a multi-pronged program with rewards for employees and employers. In Steamboat Springs we pride ourselves on demonstrating a unique form of genuine Western friendliness and hospitality. How do you show it in your business? How do you reward your employees for a job well done?

The Old Town Hot Springs is a recent enrollee in the Chamber's Spurs on Service program. The Old Town Hot Springs has decided to take the next step to elevate their customer service and reenergize their staff.

"We decided to enroll in the Spurs on Service program to show our customer base that we are committed to creating an enjoyable and memorable experience for our members and visitors," notes **Diane Hagihara, Front Desk Manager at the Old Town Hot Springs**. "Last November, four members of our management team attended a Spurs on Service General Training session at Centennial Hall. We were all so impressed with the program's message, the interaction among the attendees and how much fun the presentation was to participate in. Spurs on Service got our 'wheels turning' and we knew we had to bring this program back to our staff."

Local businesses can enroll for a fee to earn up to 1 – 4 Spurs signifying the quality of service of their business. This service qualification will be printed in the Visitors' Guide in the free listings for guests to see and each business will receive a P.O.S. plaque, use of logo for advertising and recognition in Chamber publications and website. All businesses enrolling in program will receive one free copy of the training DVD for in-house use. Cost of the program is \$150 and includes two secret shopping services.

“When you evaluate all the components of the Spurs on Service program, it is easy to see the value and exposure your business is getting. This program is a great way for Chamber Members to show community support and dedication to customer service,” notes **Amy Minotto, Membership Director at the Steamboat Springs Chamber Resort Association**. “Many businesses spend thousands of dollars on secret shopping services; this program is an affordable way for managers to get honest feedback on how their business is performing.”

Businesses who are interested in being featured in the 2009/2010 Visitors' Guide with a Spurs on Service rating, have until Wednesday, July 15<sup>th</sup> to enroll. A businesses rating and that fact that they have gone through the program will be on display for all local consumers and visitors to Steamboat Springs. Best of all, the Spurs on Service certification process is fun!

“The information presented through the Spurs on Service program was timely and informative. The content really resonated with our diverse staff; from individuals who have lived in Steamboat Springs for less than a year to long time locals,” **praised Hagihara**. “The presentation gave our staff the opportunity to reflect on their jobs, why they live in Steamboat Springs, how visitors impact our town and how lucky we are to call this valley home. Having an outside party come in and present the information in a genuinely enthusiastic way, made it a fun refresher and allowed all our staff to be engaged in the program.”

If you are wondering what current enrollees are saying about the program, check out a testimonial from Katy Martin, Sales and Marketing Director at ResortQuest Steamboat. ResortQuest will be listed in the 2009/2010 Winter Visitors' Guide having earned a prestigious 4-spur rating.

*“For 25 years excellent service has been critical to the success of ResortQuest Steamboat. Throughout Steamboat, every front desk agent, concierge, housekeeping, activity vendor, server, ski instructor etc. has the opportunity to make a positive impression on Steamboat visitors and therefore every member of this community is incremental in the success of all our local businesses. Now, more than ever, we believe this community wide training and recognition program is invaluable for instilling pride in our town and all that we stand for. We are committed to ensuring the success of the program.”*

The Steamboat-style friendliness is something we all hang our hat on. It's what sets this community apart from our competition and is what keeps people coming back. It's more than just great service and hospitality; it's genuine caring and treating our visitors as our guests. The connection that we make with our customers is very special and valuable in today's hectic-paced society that often creates isolation and fear.

Coming to Steamboat Springs can be a step back in time to a safer, more comfortable place, where your needs are recognized and satisfied, where what you have to say is more important than what you are wearing, where customers matter. It's a place where visitors are greeted, welcomed and feel at home.

Hurry, and remember the final deadline to enroll is JULY 15th to be featured in Steamboat Magazine and the Visitors' Guide winter issue!

**Side Bar:**

FREE Spurs on Service Hospitality Training:

Tuesday, June 16th

11am-12pm at Centennial Hall

Give your staff an opportunity to brush up on their Steamboat IQ before the summer season officially starts. This free training covers the essential components for high service standards and will motivate your staff to be Steamboat friendly for our guests.

RSVP: Call Alli at 875-7000 or [alli@steamboatchamber.com](mailto:alli@steamboatchamber.com)

Download an enrollment form at [www.steamboatchamber.com](http://www.steamboatchamber.com)