

Driving Business Excellence

Optimus Awards 2008

Days Hotel in Galway has received a National Service Excellence Award from Fáilte Ireland for its standards of customer service. The hotel achieved the Award as a result of successful participation in Fáilte Ireland's Optimus Programme and following independent assessment.

Operated by the Prem Group, Days Hotel Galway has 361 bedrooms with 60 full time staff, rising to between 100 and 140 during peak periods. It has won a number of performance awards and was voted Hotel of the Year among the 88 Prem group hotels in Europe.

Siobhan Burke, General Manager of Days Hotel Galway said "Days Hotel joined the Optimus programme because customer service is very important in today's business climate – both in keeping existing customers and in attracting new customers." She continued "It has helped us put good structures in place, the staff are very much involved in developing responses and they respond very well to that. I notice too that more of our customers are aware of Optimus and take it as an extra assurance of excellent service."

John Concannon, Director of Regional Development, Fáilte Ireland, congratulated the latest enterprises to be accredited and said "Optimus was designed to change the service culture and engage management and staff in a continuous pursuit of improvements which would deliver a competitive edge and sustainability. These objectives are even more vital now because of the changing economic and trading environment at home and internationally."



Pictured receiving the 'Service Excellence Award' at the Fáilte Ireland Optimus Awards ceremony held in the Castletroy Hotel, Limerick, were (l. to r.); John Concannon, Director of Regional Development, Fáilte Ireland; Louise Pettit, Days Hotel Galway; Dame Geraldine Keegan, Optimus Approvals Board; and Siobhan Burke, Days Hotel Galway

The 150 enterprises which have undertaken the Optimus programme so far are succeeding in raising the quality of their products and of their business performance to equal the best found anywhere, and Mr Concannon urged more tourism enterprises to follow their example.

Optimus is an innovative, multi-tiered programme which supports tourism businesses in becoming more profitable, more efficient and more competitive. It is based on international research which shows that companies that adopt performance excellence principles can significantly improve their income and sales.

Optimus focuses on every aspect of the business from customer service to operational management to organisational excellence.

The programme provides, initially, three distinct but inter-related levels, Service Excellence, Mark of Best Practice and Business Excellence Award. These allow participants to build their capabilities and performance at each stage, gaining national recognition as they progress through each level.

The Service Excellence Award is an established concept which underpins the other two levels. It focuses on the creation and development of a culture of service excellence that is specific to the hospitality sector.

Mark of Best Practice is a business process improvement programme that enables enterprises to benchmark their business against the best in the industry, discover what makes them successful and apply that to their own operations. It focuses on key business processes under the headings of planning, people and operations.

The Award of Excellence is awarded to businesses that demonstrate a deep commitment to continual improvement and superior performance with a primary focus on the development of a strategic approach to managing their business.

Want to know more?

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