

Driving Business Excellence Optimus Awards 2008

The Tower Hotel in Waterford, has received a National Award from Fáilte Ireland for reaching international standards of best practice. The Mark of Best Practice Award was achieved following successful participation in Fáilte Ireland's Optimus Programme and independent assessment.

In the heart of Waterford City, the Tower Hotel has 138 bedrooms and is part of the Tower Hotel group owned by FBD insurance.

Alicia Maguire, General Manager at the Tower Hotel said this was their 5th year as part of the Optimus Programme and their business continues to grow from their involvement. Optimus drives their performance, ensures they monitor productivity and increases overall business efficiency.

"The planning and communication processes put in place through the Optimus Programme ensure that the entire team contribute to overall business success. Practices put in place in Year 1 now drive our daily operation" Alicia said.

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 'Mark of Best Practice' at the Fáilte Ireland Optimus Awards ceremony held in the Castletroy Park Hotel, Limerick, were (l. to r.): John Concannon, Director of Regional Development, Fáilte Ireland; Alicia Maguire, Tower Hotel Waterford; Dame Geraldine Keegan, Optimus Approvals Board; and Ellen Reidy, Tower Hotel Waterford

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 that 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.

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. It also provides a solid foundation on which real progress can be made on the organisation's journey to excellence.

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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