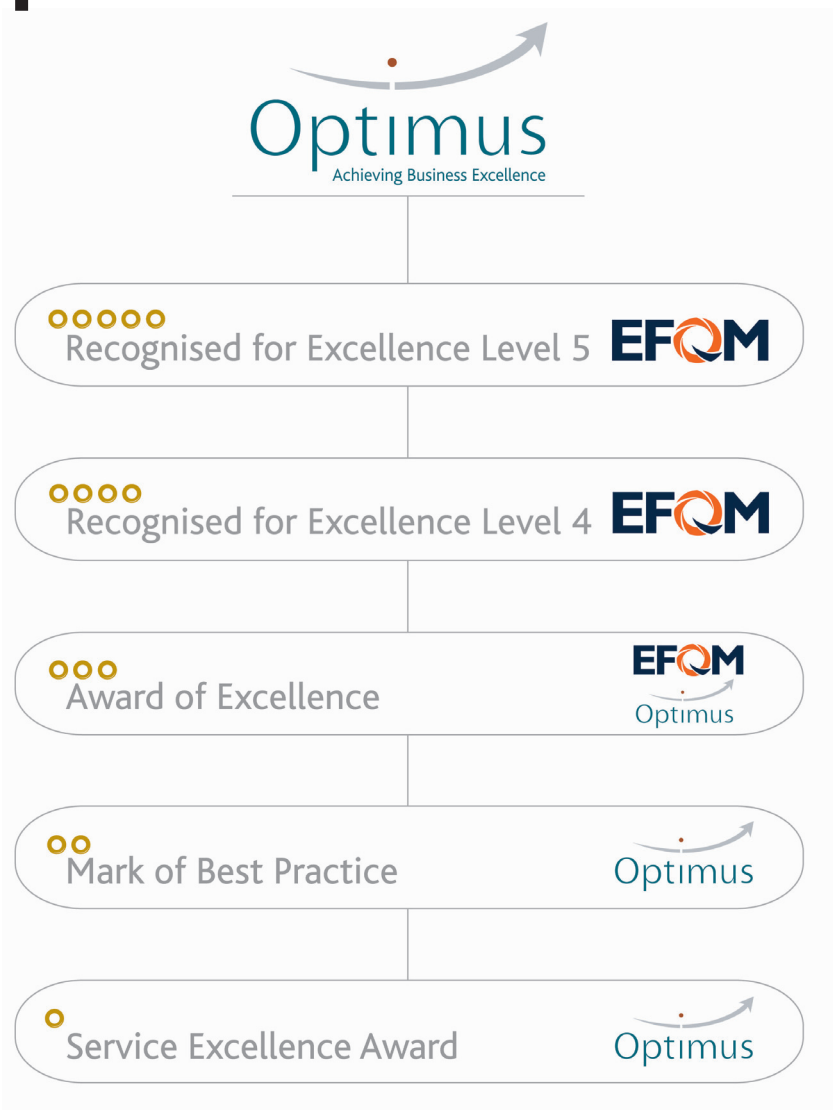


Optimus

better business performance



For any business development programme to be successful it must show improvements - better business performance, better productivity and better profits. To do this, it must be based on best practices, be adaptable to the needs of individual businesses and demonstrate improvements through an assessment process that independently verifies these improvements.

Optimus does exactly that!

Optimus is an innovative, multi-tiered programme to support tourism businesses in becoming more profitable, more efficient and more competitive. Based on

international research, Optimus offers a practical approach to achieving excellence and boosting bottom line results. Optimus focuses on every aspect of the business from customer service to operational management to organisational excellence.

So how does Optimus deliver?

This results focus enables companies to identify areas that need improvement, agree the results required, decide on an approach to follow in order to achieve the results, deploy the approach according to a plan of action (what precisely will be done, who will be responsible, when will it be completed) then assess and review to ensure the results are delivered .

Starting with the desired results enables companies to concentrate on what specifically the business seeks to influence as well as the progress with performance for which managers are responsible. The purpose of having a results focus is ultimately to support effective planning, management and reporting. Without this direction, it is not possible to demonstrate improvements and support decision making, on the grounds that “If you don’t know where you are going, any road will get you there (Lewis Carroll).”

Optimus definitely delivers on results, as an analysis of award winners over the past twelve months demonstrates. The results-focus of these companies clearly shows that improvements in business performance, productivity and profits are not only achievable but, by pursuing an Optimus development programme, can deliver spectacular successes to the business.

While these successes are many and varied, here is a culmination of ten of the key results achieved by Optimus award winners:



The result the company wanted to achieve	What the company did to achieve the result	What the company actually achieved
To improve the operational planning activity of the business, leading to better results	Developed departmental operations plans to ensure organisational goals were fully delivered by improving the efficiency of product and service delivery	An increase of 33.5% on departmental profitability on the previous year
To improve the marketing activities of the business, leading to better results	Developed a sales and marketing plan to ensure that the marketing activities and expenditure of marketing resources remain firmly focused on the company's stated goals	RevPAR increased by 2% on the previous year's performance
To improve the financial planning activities of the business, leading to better results	Developed a financial plan to facilitate management decision making at all levels by providing timely information about actual performance against expected performance	A doubling of actual net profit achieved when compared with the previous year
To reduce the costs associated with recruitment	Attracted sufficient, suitably qualified applicants for vacant positions, to allow for effective selection decisions to be made in line with staffing level requirements	Cut the cost of attraction and recruitment by half of that spent the previous year
To reduce the level of employee turnover	Implemented effective initiatives to manage staff retention in line with the company's core values and goals	Reduced employee turnover by 13% when compared with the previous year
To improve the level of compliance with food hygiene regulations	Ensured the organisation complied with food hygiene obligations by taking a proactive approach to implementing relevant policies and practices	Achieved a 9% improvement on hygiene audits from the previous year
To reduce the number of supplier-related complaints	Developed a working relationship between the organisation and its suppliers so that the needs of all concerned are understood and met	Reduced the number of complaints relating to suppliers by 60% on the previous year's performance
To increase the level of revenue generated through on-line sales	Maximised the use of the company's ICT in order to improve operational, communication, marketing and financial activities and to enable instant access to management information	Doubled the revenue from on-line activity on the previous year
To increase overall customer satisfaction with the entire service and product experience	Ensured the external customer needs and expectations are met and exceeded	Achieved a 3% improvement on customer satisfaction scoring when compared to the previous year's results
To increase the level of overall employee satisfaction	Ensured the internal customer/supplier chain is maximised in the delivery of customer service	Increased employee satisfaction scoring by 3% compared to the previous year's results

“There is clear evidence that Optimus has a positive impact on every aspect of our business. Everybody benefits, including the customers, employees, investors, suppliers and the community in which the business operates. I would, therefore, have no hesitation in recommending the Optimus/EFQM journey to excellence to any hotelier who is serious about his or her business and is prepared to invest time and energy to the development and implementation of the system of management which the Excellence Model promotes.”
 JUSTIN MC CARTHY, GENERAL MANAGER, MARYBOROUGH HOTEL AND SPA, CORK.

For further information on how Optimus can deliver results for your business, contact the Optimus team at 01-8847700 or visit www.Optimus.ie