



QUALITY ASSURANCE PROCEDURES

- Quality assurance procedure on site for our guests

GUEST SATISFACTION DEPARTMENT

- At **Club MAC**, we have created in 2014 a new department called "Guest Satisfaction Department (GSD) exclusively dedicated to the wellbeing of our guests.
- 4 members of staff are working in this department and they are supervised by the Guest Satisfaction Manager.
- Their main goal is to ensure that all our customers are looked after and are enjoying their holiday in our complex.
- Any information, incidence, accident or illness is treated directly through this department. The relationship with the TTOO is essential.
- A welcome letter is sent to all our guests in the rooms. That way, we make sure that they are aware of this department in case of any help needed.
- Any complaint or accident is registered and a reply and solution (when possible) has to be given to the customers within 24 hours.
- Regarding an accident, if Club MAC is liable for it, compensation will be offered directly on site to the customer.
- All complaints, incidences or illnesses are passed onto the Management daily by email.
- Our GSD staffs attend as well the welcome meetings of the different TTOO and present themselves and explain to the guests that they are a backup to the TTOO representatives if needed.
- One of our GSD is in charge of replying daily to all the reviews written on TripAdvisor and to the questionnaires filled in by our guests after departure.

FOCUS GROUP

- Weekly, a Focus group is organised by our GSD staff, with some guests chosen randomly. We invite them to participate and give their opinion about the complex and suggestions of how we can improve our services. One of the managers of Club MAC participates in the Focus group.
- The featured comments and suggestions are then sent to the General Manager and are taken into account.

REPEATED CLIENTS

- Another important goal for this department is to reach a maximum of repeated guests. For this, the communication with the customers is primordial. We also invite them to enter in our Facebook and leave us a comment on TripAdvisor. To all our repeated guests who have visited us more than 5 years, we offer to take some nice pictures of their family and then to send them by email to them. We keep a copy of all of them. They have the choice as well to sign an authorization in order that we can use their picture in our Facebook page.

BIRTHDAY / HONEYMOON / WEDDING ANNIVERSARY / REPEATED GUESTS

- All our adult guests who celebrate their birthday while they are at Club MAC receive in their room a free complimentary bottle of champagne with a personalized card.
In respect of the children birthdays, a token is also sent in the room with a birthday card.

Regarding Honeymoon or wedding anniversaries, we also sent a free complimentary bottle of champagne or fruit basket in the room with a personalized card.

For our repeated guests, a token is placed in the room on arrival or on the following day with a welcome letter from the GSD Manager.

DEPARTURE

Before departure, we provide our guests with an email address in order to ensure that any requests they may have in reference to their future holiday would be fulfilled, and to help personalize our services to them.

- **Quality assurance procedure post-holiday**

- All our customers who have left an email address receive at home a Club MAC Quality questionnaire to complete. They are able to feed back on the quality of their accommodation, score their holiday and each department of Club MAC. Also, they can leave us their comments, suggestions, or complaints which are taken into account by the Management of Club MAC.
- A reply from Club MAC is then sent to the customer and any comment, suggestion or complaint is answered by the GSD Manager.
- The GSD Manager also takes the opportunity to inform the customers to share their images on our Facebook or to leave a review on TripAdvisor.

- **Quality assurance procedure for employees**

- The employees at Club MAC have different channels to feed back or highlight problems.
- A suggestion box is placed in the staff canteen.
- Their department chief is at their disposal if they need to be listened to or if they have any problem to resolve or any suggestion to contribute. This information is then passed onto the Manager responsible of this department during the weekly meeting organised with the chiefs and Management.
- The Human Resources Manager is also at the disposal of all our employees in case of help needed.



