



# OUR PROMISE

Every AYANA staff member, from the housekeepers and butlers to the General Manager, carries a pocket-sized copy of Capella Hotel Group's Canon service standards at all times, as a constant reminder of the quality standards expected of them. The Canon standards were personally conceived by Capella Hotel Group's chairman and founder Horst Schulze.

Our Promise to you is our Canon:

## CANON

Capella Hotel Group is in business to create value and unparalleled results for our owners by creating products which fulfill individual customer expectations.

We deliver reliable, genuinely caring and timely service superior to our competition, with respected and empowered employees who work in an environment of belonging and purpose.

We are supportive and contributing members of society, operating with uncompromising values, honor and integrity.

## OUR VISION

We are the Global Leader in the service business. Our accomplishments and meaningful contributions have a positive impact on society.

## OUR MISSION

Our brands, Our independent Hotel, and Our other businesses are recognized as the undisputed leaders in their respective market segments.

## SERVICE PROCESS

### 1. WARM WELCOME

Eye contact and smile  
Observe

Greet by name whenever possible

### 2. COMPLIANCE & ANTICIPATION OF GUESTS' NEEDS

Engage and adjust to pace of the guest  
Fulfill expected and expressed needs  
Anticipate

Ask if any other assistance is needed

### 3. FOND FAREWELL

## ZEITGEIST

"The Spirit of the Moment"

We, the service professionals of AYANA Resort and Spa Bali, are committed to be:

**RELIABLE:** Deliver products and services that are timely, immaculate and defect-free.

**LOYAL:** Honor our guests with caring, sincere, respectful and spirited service.

**WORLDLY:** Create sophisticated and unique experiences in a warm, comfortable and distinctive setting.

**MEMORABLE:** Engage and delight our guests, value their personal time and contribute to their "feeling well."

## SERVICE STANDARDS

1. The Canon states the purpose for us to be in business and will be shared within the organization.
2. The Zeitgeist is known, owned and energized by all. It is the cornerstone of our service commitment to our guests.
3. Our Service Process is followed for all guest interactions.
4. We assist each other, stepping out of our primary duties to effectively provide service to our guests.
5. Answer the telephone within three rings and with a smile in your voice. Use terminology that reflects the AYANA image. Do not screen calls. Avoid call transfers and placing guests on hold.
6. You are responsible to identify and immediately correct defects before they affect a guest. Defect prevention is key to service excellence.

7. Ensure all areas of the hotel are immaculate. We are all responsible for cleanliness, maintenance and organization. Each hotel follows our established CARE program.
8. Always recognize guests. Interrupt whatever activity you are doing when the guest is within 3 meters (12 feet); greet with a smile and offer assistance.
9. Safety and security is everyone's responsibility. Know your role in an emergency situation and in protecting guest and hotel assets. Report unsafe conditions or security concerns immediately and correct them if possible.
10. We are all responsible to participate in the elimination of defects in our work areas for continuous improvement.
11. When a guest encounters any difficulty, you are responsible to own it and start the problem resolution process. You are empowered to resolve any problem, to the guest's complete satisfaction. Follow the QIAF process to properly document issues.

12. Escort guests until they are comfortable with the directions or make visual contact with their destination. Do not point.
13. Serve from the heart. We are caring, sincere and genuine. Bring your own personality and spirit into your service interactions. Deliver service with enthusiasm and warmth.
14. Be respectful at our guests' personal time and privacy, delivering service that does not interrupt or interfere with our guests' activities. Never approach a guest to request a favor such as an autograph.
15. Be familiar with both meeting planner names and group needs. Identify preferences to provide personal recognition.
16. Be sensitive and adjust our service to the desire of the guest.
17. Do not use words such as "hi, ok, no problem, guys, folks, etc..." in order to create a worldly experience consistent with the AYANA image.

18. Take pride in your appearance. Follow our grooming standards to ensure we convey a professional image.
19. Be proactive in identifying and recording guest preferences in order to customize their experience.
20. We are all sales people. Always recommend our services and facilities to our guests. Be knowledgeable of our products features, services and hours of operations.
21. Confidentiality at AYANA is paramount. Never speak to the press or anyone outside our company concerning the hotel and guests. If you are approached for information, please notify your General Manager.
22. Be positive both inside and outside the workplace. It is our responsibility to create a great environment and reputation for our hotel and each other.
23. Be knowledgeable of the hotel signature activities and unique offerings.
24. As service professionals, we are always gracious and treat our guests and each other with respect and dignity.