

## NEXT STEPS

1. Partner with BHA to offer this program to your employees.
2. Ideal Group Size: 20–25
3. Duration of program: 4–8 hours
4. Program sponsored through partnership.
5. Facilitators: Certified AMEX Total Service Professionals.
6. Contact our Workforce Development Unit to schedule a session.

“Every company must turn into an organization undergoing a permanent learning process ... it builds quality from within, from every worker, every position and every sector.”

## **BAHAMAS HOTEL ASSOCIATION MISSION STATEMENT**

The Bahamas Hotel Association (BHA) serves the needs of its members by facilitating the profitability, quality, and sustainability of tourism for The Bahamas.

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**Workforce Development  
Core Value**

*“Broaden Your Horizons—Strengthen Your Knowledge”*

### **Workforce Development Team**

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## **CUSTOMER SERVICE**

An Initiative of  
American Express, The Bahamas  
Hotel Association and  
the Ministry of Tourism

## **TOTAL SERVICE: THE BAHAMAS IS QUALITY**



## **SERVICE: “The Race Without a Finish Line”**

**Dear Colleague:**

**The tourism industry is the main engine of social and economic development in the world.**

**In an era where the global tourism marketplace is increasingly more competitive—with emerging new markets and a savvier, more demanding traveler—more and more, it’s all about the experience.**

**At American Express, we are committed to supporting the development of the Caribbean hotel and tourism industry—and its most important asset, the people.**

**Total Quality was designed for your service professional development. We trust that you, in turn, will embrace the Total Quality philosophy of excellence as a way of life—an ongoing path to personal and professional learning and growth.**

**Sincerely,**

**Susan Heiden,**

**Head of Caribbean Destinations Markets**

**American Express**

### **TOTAL SERVICE: THE BAHAMAS IS QUALITY**

Total Service is a methodology to achieve quality and excellence in service. This methodology is based on 10 action principles and has been developed based on knowledge, observation, analysis and experience of reality in tourist services in the Caribbean, Latin America and Europe.

It takes into account both the trends that currently show up in the service concept and the labour competencies required today. They need will increase and deepen in the future.

Total Service method deals with the quality of the tourist services provision.—tourists are taken into account for the satisfaction and improvement of their needs and expectations.

### **GOAL OF TOTAL SERVICE**

The 10 principles are the lines which service professionals must constantly work on to achieve the permanent improvement toward the excellence goals. The main idea is that quality is a path, a concept, a way of life—a permanent search

for personal and professional improvement.

### **TOTAL SERVICE: THE METHODOLOGY TO REACH EXCELLENCE—10 PRINCIPLES**

1. Total Satisfaction of Customer Needs.
2. Teamwork
3. Multidirectional Communication
4. Being Actively Ahead of Needs
5. Effective Handling of Conflicts
6. Professional Commitment
7. Empathetic Thinking
8. Positive Attitude
9. Paradigmatic Leadership
10. Total Service Culture