



Key Components

DESIGN | EVALUATE | TRAIN | SUPPORT

The RCS Hospitality Group is known throughout the industry for its comprehensive food and beverage evaluation, consulting, and training services.



First Impression Secret Shop

DELIVERABLES:

A SNAPSHOT VIEW OF THE OPERATION TODAY, ANSWERING THE FOLLOWING QUESTIONS:

- First Impressions from a New Member Perspective?
- Evaluation of Current Facilities as They Relate to Club Trends and Members' Needs?
- Overview of the Operating and Service Culture?

REPORT CONTENT:

- ◆ Impressions' Standards of Measure
- ◆ Industry Overview
- ◆ Club Trends Today
- ◆ Understanding Changing Demographics
- ◆ Project Overview
- ◆ Cultural Identifiers



FIRST IMPRESSIONS

Secret Shop (to evaluate facilities, amenities, and service compared to membership needs and global trends)

EVALUATION which can also include a financial 'deep dive' into the operation's performance, key performance indicators, behavioral and transactional trends

HEALTH CHECKUP

SYSTEMS and procedures identified, documented, trained

TRAINING MANUALS

DESIGN REVIEW (Renovations, New Club Openings)

MENU

Development and menu reformatting

TRAINING

- On-the-floor:
- Staff
 - Management
 - Kitchen

MEMBERSHIP SURVEY

to garner valuable information about needs of the membership to determine short- and long- term strategic initiatives

FOCUS GROUPS to facilitate a more in-depth two-way conversation about the SWOT of the club

THE RCS "FIRST IMPRESSIONS" IS A POWERFUL TOOL
The RCS "First Impressions" (conducted concurrent with a secret shop visit) is a powerful tool for assessing the current status of your club and preparing you to take the steps necessary to ensure future success in a changing world with a new generation of club members.

We look to understand the who-what-where-when-how-and-why of the internal and external forces shaping your bottom-line success using a pre-visit questionnaire and brief meetings with management.

The evaluation process provides invaluable information about your facilities as they relate to current club trends, internal processes, management and accounting systems, service standards, and implicit service beliefs.

The result is an informed view of how easy or challenging the strategic plan initiatives will be to implement operationally.

