

A practical, people-first framework designed to elevate operations and transform the guest experience with intention and care.

✓ 1. HOSPITALITY: First Impressions & Front Desk Experience

Is your guest's first interaction warm, consistent, and seamless?

Checklist:

- ☐ Clear exterior signage and curb appeal
- ☐ Lobby is clean, well-lit, and smells inviting
- ☐ Check-in process takes < 5 minutes from greeting to keys
- ☐ Front desk is staffed or monitored 24/7 or with clear contact info
- ☐ Staff greets every guest with eye contact, a smile, and empathy
- ☐ Common guest questions (Wi-Fi, breakfast, parking) are proactively addressed
- ☐ Welcome packets (physical or digital) are personalized and accurate
- ☐ Local recommendations are up-to-date and relevant to your guests
- ☐ Digital or contactless check-in options are available or being explored
- ☐ At least one team member is trained in ADA guest service basics

✓ 2. EMPATHY: Staff Readiness & Guest Relations

Are your people empowered to handle real guest needs with care and clarity?

Checklist:

- ☐ Every team member knows your "service recovery" steps
- ☐ Staff is trained to handle at least 3 common guest complaints
- ☐ You have a clear policy for accessibility and inclusion
- ☐ Emotional intelligence and calm communication are emphasized
- ☐ Pre-stay and post-stay communication includes guest name and purpose of stay
- ☐ Managers check in with longer-stay or VIP guests during visit

- ☐ Housekeeping understands privacy preferences and cultural sensitivity
- ☐ Shift leads check on staff fatigue or workload weekly
- ☐ Team has access to mental health or wellness support materials

### ✓ 3. AUDITING: Facility Readiness & Risk Checks

Do you actively track what's working — and what's wearing out?

Checklist:

- ☐ Weekly walkthroughs of guest areas (lobby, elevator, halls, etc.)
- ☐ Monthly deep cleans of all common spaces
- ☐ Mattress and linen condition checked quarterly
- ☐ Wi-Fi strength tested in at least 3 guest rooms per floor
- ☐ HVAC, plumbing, and fire safety equipment tested monthly
- ☐ Exit/emergency lights tested and labeled
- ☐ Maintenance response time is under 2 hours for critical issues
- ☐ Grounds and exterior lighting inspected weekly
- ☐ Storage areas and staff-only zones checked monthly for hazards

### ✓ 4. RETENTION: Reputation, Repeat Guests & Revenue Leaks

Are you giving guests a reason to come back (and leave glowing reviews)?

Checklist:

- ☐ You reply to all online reviews (positive and negative) within 48 hours
- ☐ Guests are asked for feedback during or after their stay
- ☐ You track return guest rates or offer a simple loyalty perk
- ☐ Lost & Found system in place with 30-day retention policy
- ☐ Upsell opportunities (late checkout, room upgrades) are consistent
- ☐ Guests can easily book via mobile, desktop, or call
- ☐ No-show and cancellation policies are clearly stated and fairly enforced

☐ Phone calls and abandoned web bookings are tracked and followed up

☐ Staff knows at least 2 ways to delight or surprise repeat guests

#### ✓ 5. TRUST: Systems, Safety, and Staff Accountability

Do your daily operations foster confidence — for both guests and team members?

Checklist:

☐ Background checks or references verified for all hires

☐ Staff knows who to report emergencies, abuse, or suspicious activity to

☐ Digital check-in/check-out available or being explored

☐ Property has an up-to-date crisis plan (fire, flood, guest illness, etc.)

☐ Guest privacy and data protection policies are posted and followed

☐ Daily shift checklists are completed and reviewed

☐ Guest issues are logged and reviewed weekly for patterns

☐ At least one person on each shift trained in CPR or first aid

☐ Key systems and passwords backed up securely in case of tech failure

#### ✓ BONUS: "Surprise & Delight" Touchpoints

Are you adding unexpected warmth that sets you apart?

Checklist:

☐ Fresh flowers, seasonal decor, or signature scent in public areas

☐ Handwritten welcome notes or local treats left in rooms

☐ Free upgrades or complimentary amenities for milestone stays (honeymoons, anniversaries)

☐ Guest birthdays or anniversaries acknowledged during stay

☐ Personalized thank-you notes or emails sent post-stay

☐ Staff trained to look for "Wow" moments or quick wins during interactions

🧠 RESULTS SNAPSHOT:

Tally your YES answers below:

● 40–55: Great job! You're operating with strong heart and high standards.

● 30–39: You're on track — now focus on consistency and detail.

● < 30: Let's talk. There may be key risks or revenue leaks to address.

💬 WANT A FULL H.E.A.R.T. PULSE CHECK REPORT?

👉 Book a Free Mini Audit: We'll send you a personalized improvement plan with prioritized next steps,

totally free and pressure-free