



## NEWS RELEASE

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## Valentine's Resort's "Five-Star Rockstars Program"

Harbour Island, North Eleuthera, Bahamas, April 17, 2015—Programs with catchy names rarely change things. Programs with catching ideologies always do. Valentine's Residences Resort & Marina (on Harbour Island in the Bahamas) has implemented their own "Five-Star Service Rock Star" program. Yes, it has a playful cheer. It has a catchy name. And there are cute buttons. But the program has taught team members to respect their work values and virtually



guarantee that guests receive great service. The idea is to make sure Valentines' Team Members deliver outstanding, friendly service. Dean Spychalla came aboard as Valentine's Director in June of 2012. His primary focus is continuously improving the guest's vacation experience. Based upon the many praiseworthy reviews they get on [Tripadvisor](https://www.tripadvisor.com), the quality of customer service he instilled has taken hold.

Dean's "Five-Star Service Rock Star" program was inspired by Conrad Hilton's "esprit de Corps"—treating employees well and keeping them happy through pride and fellowship. When they feel engaged at work, they work harder, smarter, and pay attention. So Dean recognizes customer service as it happens—often praising staff in front of guests. Underscoring the staff's efforts, Guest Ryan H. of Madison, Wisconsin said, "The staff was tremendously curious and attentive...the staff is delightful."

So what are the precepts to Valentine's "Five-Star Service Rock Star" program?

1. A rock band needs a great singer, amazing guitarist, and powerful drums and bass.
2. The best rockers rock harder and longer to their endearing crowd.
3. Your audience *singing your praises* shows you've won them over.

How does the staff feel about the "Five-Star Rock Star" program? Initially they thought the cheer was goofy, but now it's a common request for guests to see the cheer live, and Team Members never disappoint. Teynarae Newbold, the Restaurant Manager, praises the efforts toward customer service. "The more we work to make sure all customers are well-attended, the easier it gets for everyone. When the work feels less like work and more like greeting old friends, the better the service gets day-to-day."

Dean, as the president of the [Bahamas Out-Island Promotion Board](https://www.bahamasoutislandpromotionboard.com) (BOIPB), and vice-president of the [Bahamas Hotel and Tourism Association](https://www.bahamashotelandtourismassociation.com) (BHTA) wants to promote better customer service across the out-island hotels. "The better a guest's experience at Valentines, the better for all the Bahamas Out-Islands," says Dean, "It's good business for every hotel, restaurant, and tourism-oriented service business to ensure Five-Star Rock Star Service! I would love to see this service pledge adopted by all our Bahamas Out-Island hotels."

### ABOUT VALENTINE'S RESIDENCES RESORT & MARINA

Valentine's is one of the finest condo-hotels on Harbour Island in the Bahamas, well-known for its warm ambiance, spacious accommodations, 51-slip, full-service sport fishing and yacht marina and world-famous pink sand beach. To learn more visit [Valentinesresort.com](https://www.valentinesresort.com) or friend them on [Facebook](https://www.facebook.com/valentinesBAH). For reservations call (866) 389-6864 or email

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