



SUSTAINABLE  
EXPERIENCES

### **Quality policy of the Royal Son Bou Family Club**

The Royal Son Bou Family Club, established on the island of Menorca, began its tourist accommodation services activity in 1989.

The Hotel is committed to the continuous improvement of quality, its goal is excellence in service and for this reason the following monitoring protocols and methodologies have been established to ensure the best possible performance of the professional activity:

1. - The Royal Son Bou Family Club is certified with the Tourism Quality Commitment of the SICTED program. The SCTE Destinos-SICTED is a methodology that provides an integral and permanent quality management system in a tourist destination, with a focus on continuous improvement and an attitude of recovery and value of available resources. One of the tools of this methodology is the identification of critical aspects that affect quality. Once a critical aspect is identified, methods are analyzed to eliminate or mitigate it so that the quality of the service is not compromised. With the implementation of this quality system, a homogeneous level of quality is pursued in the services offered to the client. The certification is reviewed annually by quality audit or monitoring by SCTE technical staff.
2. - The Royal Son Bou Family Club has a manual of good practices, a training plan and evaluations that contrast and measure the adequacy of the company to the desired quality standards. The manual of good practices is available to anyone who wants to consult the quality standards and objectives reached in the last quality audit carried out by the technical staff of the SCTE program.
3. - Since 2015, the Hotel uses an external system for the management of customer satisfaction surveys called Icheckhotel that guarantees independence, speed of response and rigor in improving our services. This system allows us to solve incidents with greater speed and to treat the problems that may arise to our guests in situ. Our Customer Service department is responsible for filtering and analyzing all opinions, complaints and suggestions. Subsequently, and in a personalized manner, the client is contacted to offer the assistance they may need to resolve their incidence or expand information. The results of customer evaluations are contrasted with predetermined quality objectives by Management for each department. Once the indexes are tabulated, the results are distributed in all the departments. A copy of all comments and indexes obtained is also displayed in the staff canteen for all employees. Satisfaction surveys are conducted weekly.

4. - The Hotel has in each department a quality book that collects the incidents, comments and suggestions of each area. All these records are then unified in the daily quality book, a digital record kept by the Reception Department.

5. - The Hotel keeps track of all the opinions expressed by its clients in the different opinion portals such as Tripadvisor, Holidaycheck, Google, Booking.com, Zoover, etc. It is Hotel policy to answer all opinions. All of them are included in a list that is periodically distributed in all departments.

6. - Weekly meetings are held with all department heads to comment and discuss important points, news, incidents that have occurred, etc. Minutes of each meeting are prepared and then distributed to each department head.

7. - The Hotel has a mailbox in the staff canteen for complaints / suggestions that is periodically reviewed by Management. The Hotel considers that quality should be understood in a transversal manner, should start from a good policy of working conditions and understanding with workers so that they can offer the best of themselves to our customers. In this sense, it seeks to open the greatest number of access routes so that workers can transmit, if they need it, directly to the Management their suggestions and proposals.

8. - The Management proposes a meeting with each department at the end of the season to collect all opinions, comments, complaints and suggestions. Minutes of each meeting are prepared and all suggestions for possible implementation are analyzed.

This policy is reviewed by the Management on a regular base and is available to anyone who may be interested in its review (Tel. 0034-971-372358).

Signed:

Arantxa González – Deputy Director

A handwritten signature in blue ink, appearing to be 'Arantxa González', is written over a light blue rectangular background.