

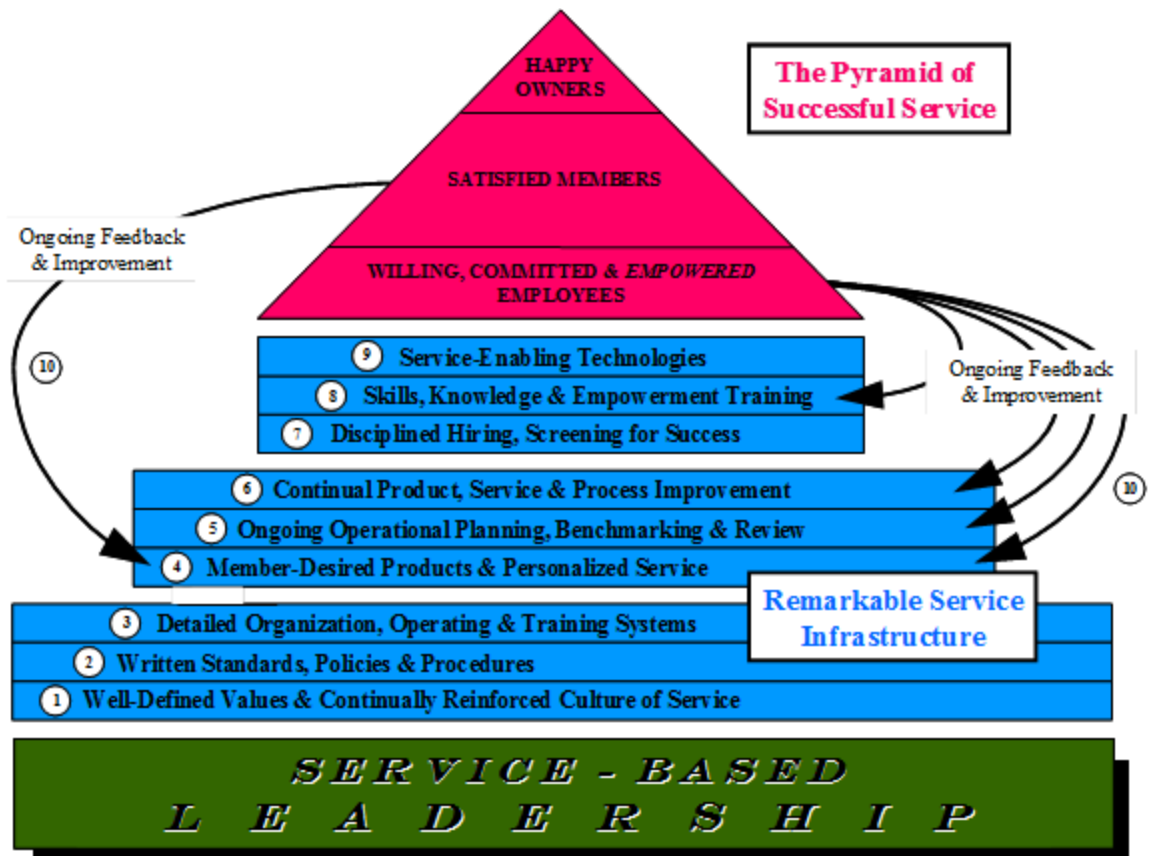
#02 Remarkable Service Infrastructure – 1

Teachable Moments

“Just as a club must have the appropriate amenities of a requisite quality – facilities that are conceived, designed, constructed, and paid for – so must there be proper preparation for the club’s staff to deliver quality service. In many ways the ‘soft’ infrastructure is more challenging to build than its bricks and mortar counterpart. This is so because of one reason – the difficulties in getting a diverse group of people to work toward a common purpose of fulfilling the needs and desires of others. The proof of the difficulty involved is the near-universal recognition of just how rare it is.

Yet high levels of quality service can be achieved. Every year we read about those few companies that have cracked the code and figured out how, not only to satisfy their customers, but to ‘wow’ them with Remarkable Service. And just as in building a dramatic clubhouse, the construction of the Remarkable Service Infrastructure requires a design based on a thorough understanding of the organizational systems and management disciplines necessary to deliver quality. The diagram below depicts these.”

Ed Rehkopf, The Quest for Remarkable Service



Take Away: The Remarkable Service Infrastructure presents an overarching plan to achieve remarkable service levels in a club.