

Customer Service for Front-Line Employees and Managers/Supervisors

On-Line: Customized programs are self-paced and convenient — available 24/7 in Spanish and English. On-line program is rich with interactive audios and visuals, quizzes, and accompanying workbook to reinforce learning.

On-Site: Our training team will come to you or welcome you to our beautiful campus in the pines. Get customized learning experience with top-notch trainers and comprehensive training materials.

Contact us for other professional or personal development topics from Emotional Intelligence to Goal Setting.

The Arizona Hospitality Research and Resource Center has assisted many clients over 20 years.

See a sample on our website:
home.nau.edu/ahrrc/clients.asp

About Us



Cheryl Cothran, Ph.D., Director, manages the Center's programs and is a consultant to the Arizona Office of Tourism, and serves on the Board of the Arizona Tourism Alliance.



Grace Marks, M.P.H, C.P.C., Project Director, specializes in customized customer-service training, facilitation, and as a certified performance coach.



Thomas E. Combrink, M.S., Interim Director for the Arizona Rural Policy Institute and a senior research specialist for the AHRRC. Specialises on data collection and statistical analysis.



Melinda Bradford, BS, Research Technician, manages survey research and collection of Arizona tourism data.



Jason Karcz, B.S., Support Systems Analyst, Sr. at the W. A. Franke College of Business. Jason is the lead programmer and software designer.

Arizona Hospitality Research & Resource Center

A community outreach service of the
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UNIVERSITY
The W. A. Franke College of Business

Arizona Hospitality
Research & Resource Center

Center for Business Outreach



Arizona Hospitality Research & Resource Center

The Arizona Hospitality Research & Resource Center (AHRRC) was created in 1989 by the Arizona Legislature to provide market research for the Arizona Office of Tourism. While this partnership continues, AHRRC has expanded its market research capabilities to many other public and private sector clients, as diverse as school districts, engineering companies, health care centers and tribal casinos – anyone needing current data for marketing or product development.

Mission

To provide market research, surveys, online training, and data management services for businesses, government agencies, and non-profits.



Visit our website at: home.nau.edu/ahrcc/

Survey Research

Survey research is our specialty. For every industry – from hospitality, to education to health care. Mailback, Intercept, or Online, every survey is customized to client needs. Our experienced technical team will:

- » Determine sample sizes and distribution techniques
- » Use automated scanning software or E-software to provide speed and accuracy
- » Follow gold-standard Dillman methods to increase response rates.

Visitor/Customer Surveys

Who is your customer?

Profile your visitors/customers, improve the experience, and target market. Understand demographics, spending patterns and satisfactions.

Economic Impact Studies

What's your contribution to the economy?

Measure the economic impact of your organization, event or activity on your region. IMPLAN™ economic model calculates total impact – direct, indirect, and induced – the “multiplier” effect.

Focus Groups

What are they saying about you?

Gather in-depth qualitative data on your product or service. Trained facilitators, get the decision-making information you need for a proposed product, experience, or business idea.



Satisfaction Surveys

How well are you performing?



Conduct a Customer or Employee satisfaction survey to pinpoint problem areas. Get baseline data; and repeat to measure improvement. Our impartial third party avoids conflict-of-interest and assure privacy.

Shopper Audits (aka Mystery or Secret Shoppers)

Do you deliver on your promise?

Provide quality control, reach your peak potential, and stay ahead of competitors! Audits detect and prevent poor service delivery to your guests and customers. Any business – from hotels, restaurants & bars, to health clinics, banks, or retail shops – can benefit from this service.



Asset Inventory

Do you have competitive market intelligence?

Asset inventories provide data-driven metrics for regional economic growth. Let this online inventory attract business development. Have information at your



fingertips to provide to potential business prospects.

Customized Training

Customer Service

3-Step Customer Service Fix:
1) Survey 2) Train 3) Follow-Up

1. Survey your customers/employees to reveal where improvement is needed.
2. Train staff or re-engineer procedures to improve performance.
3. Follow-up to assure performance benchmarks are met.



Online Training Software

Need a cost-effective and hassle-free method to deliver training or testing to your employees? Our customized software delivers your content, including:

- » Customizable quizzes/exams to certify knowledge
- » Built-in management and reporting tools
- » Statistical analysis of tests scores
- » Customized certificates of completion

