



EMBASSY  
SUITES  
by Hilton™

## EMBASSY SUITES BY HILTON VALLEY FORGE GUEST SCORES IMPROVEMENT CASE STUDY

Recognized as the top hotel on the East Coast by Hilton for year-over-year improvement in guest satisfaction

### AT A GLANCE

#### CHALLENGES

- First year of new management
- History of declining guest service scores

#### INITIATIVES

- Real time engagement
- The right team members in the right roles
- Proactive and recurring communication

#### RESULTS

- Top performing Eastern US Embassy Suites in the brand challenge
- Improved the hotel's brand ranking position by 145 spots
- A continually engaged hotel team

### BACKGROUND

Synergy Hospitality Management took over as the hotel operator for the Embassy Suites by Hilton Valley Forge, located in the Philadelphia area in early 2022 from a larger, national management company and outperformed first year expectations. The Embassy Suites Valley Forge earned the top spot in the East Coast, and second overall, for the **Guest Service Scores award for the Q4 2022 Service Impact Challenge**. The award was based on year-over-year improvement in guest satisfaction, measured by guest survey responses through Medallia. Equally significant, the hotel's guest satisfaction rank within the Embassy Suites brand climbed from 189 to 44. This case study explores how Embassy Suites Valley Forge achieved this success.

### FOCUS ON GUEST EXPERIENCE

In collaboration with Synergy, the hotel's management team recognized that improving guest service scores from those under previous management was a crucial aspect of their future success. At the same time, Hilton issued a challenge to all Embassy Suites across the country to make a marked improvement from year over year fourth quarter guest service scores.

There were 260 hotels eligible to compete for the most improved award, with 18 brackets dividing the country. Monthly communications from the brand (through the Hilton Lobby) were sent out to all participating hotels. Throughout the fourth quarter, Embassy Suites Valley Forge consistently ranked at the top of their bracket, with greater improvement than any other Embassy Suites in the Northeast/Mid-Atlantic region.



**STEPHEN FIELD**  
President, Synergy Hotels

*"What we have done consistently, for years, is to focus on getting the right people into the right positions. We encourage leaders at every level, to be outspoken, to be passionate. We are all a part of driving positive change."*





**AJ WILLIAMS**  
General Manager

*"Synergy identified right away that under the previous management, departments were working counterproductively, not understanding the impact that one has on the other. Temporary staff was rotating in and out of key leadership positions with a shortsighted focus on how to manage through the week.*

*Now we have the right team in place to be successful and we look ahead to the next six months, the next year, and what success looks like at every level."*

## LOOKING AHEAD

Looking forward, Embassy Suites Valley Forge continues to deliver outstanding guest service and maintain the high standards that have earned them this award. They have team members that challenge each other every day, and they refuse to allow a slide back to poor service scores from prior management, thanks to a staffing model that focuses on the guest experience, as well as hotel profitability. Leadership utilizes an inverted pyramid structure that supports team members and relies on all hands to contribute to the result.

Embassy Suites Valley Forge's success in improving guest service scores was the result of a concerted effort by the hotel management team. They recognized the importance of guest service scores and implemented strategies to improve them. Staff training, guest feedback, and employee recognition were essential elements of their success. By prioritizing guest service, Embassy Suites Valley Forge was able to provide a superior guest experience, resulting in increased guest satisfaction and loyalty.

## ABOUT SYNERGY HOSPITALITY MANAGEMENT

Synergy Hospitality Management is a hotel management company that specializes in maximizing the performance and profitability of hotels. They offer a range of services, including hotel operations, revenue management, sales and marketing, human resources, and accounting. The company's culture is focused on creating a positive and supportive work environment for their employees, fostering innovation and creativity, and delivering exceptional guest experiences. They prioritize collaboration, communication, and transparency in their approach to management, and strive to build strong relationships with both their team members and their clients. Synergy Hospitality Management is committed to driving results and creating long-term value for their hotel partners.