



## News Release

October 4, 2011

### Chartwells' YouFirst Program Drives Guest Satisfaction for Students

YouFirst enhances the guest service experience at over 200 campus locations nationwide.

Rye Brook, NY (October 4, 2011) – In 2009 Chartwells Higher Education Dining Services, the leading U.S. college and university foodservice provider, made a commitment to become the industry leader in associate and student loyalty by implementing YouFirst, a first-of-its-kind associate and student-focused guest service program at over 200 campuses nationwide.

Chartwells piloted and launched the YouFirst platform in 2010 to boost associate and guest satisfaction by supporting employees through targeted training and recognition to enhance the dining experience through meaningful associate interaction with students. The program's strategy relies upon associate training focusing on customer engagement techniques to improve the guest service experience, enhance customer satisfaction and increase customer loyalty. Combined with associate recognition and harnessing the power of workplace positivity, Chartwells created a business strategy that not only improves associate/guest interactions but also utilizes team members to their full potential.

#### Training and Engagement

YouFirst's daily training techniques are designed to empower Chartwells' associates with the values, confidence and skills needed to implement YouFirst service principles. As associates learn valuable techniques through role playing, they are able to understand the unique needs of students and how guests perceive the service being provided. Based on different scenarios and circumstances, associates learn how to evaluate students' needs and how to approach each guest with a cheerful, helpful disposition. Chartwells' President and CEO Steve Sweeney said, "We understand that service is one of the most important parts of our business and providing unparalleled service for diverse student populations is critical to our clients' success. YouFirst has the potential to set the standard for campus dining guest service."

#### YouFirst is Working

Implementation of the YouFirst program resulted in a 4-5 percentage point lift in service-specific customer loyalty survey scores across Chartwells accounts from spring 2010 to spring 2011 before and after the YouFirst program launch. According to an independent

workplace positivity survey performed by Cabrera Insights, over 2,000 Chartwells associates revealed that employees feel the work they do is meaningful, view the company as being socially responsible, and feel supported and respected at work. Results also revealed that YouFirst service principles align with associate personal values, that the opportunity to be rewarded for the service they provide is appreciated, and that associates believe the program has generally made a positive impact at their operation.

Patti Girardi, Chartwells' Vice President of Marketing and Creative Services, said, "Many students are away from their family, miss that home experience and want to feel accepted on campus. Students we surveyed about the YouFirst program said that they feel welcomed and cared for especially when our associates recognize them by name. Through YouFirst, Chartwells' skilled, knowledgeable and courteous associates can provide a truly satisfying guest service experience for students that will create not only lasting impressions but positive memories while dining on campus."

#### Learn about YouFirst at NACAS

Chartwells will lead a Corporate Connect session entitled "YouFirst – Becoming a Customer Focused Organization" on October 24th at this month's National Association of College Auxiliary Services conference in Orlando. Attendees will learn about the impact YouFirst has made within campus dining operations and the role leadership plays in creating a culture of care, quality service and guest loyalty.

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About Chartwells Higher Education Dining Services:

Chartwells, a division of Compass Group North America, provides dining services for over 230 colleges and universities nationwide. For more information about Chartwells, visit [www.EatLearnLive.com](http://www.EatLearnLive.com) or [www.DineonCampus.com](http://www.DineonCampus.com).

Contact:

Chartwells Higher Education Dining Services

Kristine Andrews - Communications Manager/Media Relations

[Kristine.andrews@compass-usa.com](mailto:Kristine.andrews@compass-usa.com)

914-935-5437

