

Outshine the crowd

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SINGAPORE SERVICE STAR



To distinguish themselves, the top nightclubs here have joined the Singapore Service Star scheme for a competitive edge, reports Lim Yann Ling

With their alluring interiors, creative cocktails and popular music, nightspots form one of the most competitive sectors in the entertainment industry.

To attain the coveted Singapore Service Star accreditation, top nightspots here — Zouk, INK Club Bar, New Asia, Bar None and The Arena — went through a grueling assessment that cover a customer's experience from arrival to departure.

This includes a friendly welcome immediately upon guests' arrival, exemplary service attitude, correct retrieval of orders, positive response when tested with changes in requests right through to a lasting impression on parting.

The Singapore Service Star welcomes applications from the Retail, Food & Beverage and Nightspot industries. To apply, visit www.servicestar.com.sg, e-mail info@servicestar.com.sg, or call 6375-0942.

The Singapore Service Star is a clear endorsement of the company's belief in quality service. It is a mark of assurance to the consumer of good service and sound business practices.

— Lynette Pang, Director of Entertainment, Sports and Arts, Destination Experience Group, Singapore Tourism Board

The Singapore Service Star is a step towards the right direction. Very soon, we will be able to see a difference in Singapore as good service becomes a part of our culture.

— Deen Shahrul, President of the Association of Entertainment Organisations



The X factor



Zouk, a nightspot with a firm commitment to exceptional service, has been accredited with the Singapore Service Star.

"The Service Star uses mystery shoppers, who provide invaluable first hand feedback to help us measure our performance and adjust for any shortcomings," says Mr Benny Heng, Duty Manager at Zouk Management.

"Whatever we can offer in terms of music, interior designs, decorations and other hardware can be duplicated by others easily.

"However, quality service can only be achieved through long-term planning, lots of hard work, teamwork in cultivating right service mindsets, as well as conviction from the management level.

"Quality service leaves a lasting impression with the guests, old or new, it's what will differentiate us from our competitors."

Seal of excellence

Fairmont Singapore, home to **INK Club Bar** and **New Asia** at Equinox Complex is also a proud achiever of the Singapore Service Star. It sees its membership to the scheme as "a privilege and honour".

Says Ms Belladonnah Lim, Director of Marketing Communications at Fairmont Singapore and Swissotel The Stamford: "This Star is a seal of excellence and consistency in providing guests with top-of-the-line level of service to everyone, on every single occasion. In gauging the level of service an establishment using mystery shoppers, it keeps businesses on their toes at all times and rewards companies who take pride in delivering excellent quality customer service."



Win-win pact



For **Bar None**, one of nine outlets by St James Holdings, the Singapore Service Star is a boost to its brand.

"The impartial assessment is an indirect endorsement to our commitment to quality service standards.

"This assurance translates as a 'win-win' situation for all

in terms of business revenue and more satisfied customers," says Mr Andrew Ing, Chief Operating Officer of St James Holdings.

"As a member of the scheme, we are also kept updated on the latest research findings done by Singapore Service Star and this valuable market information helps us to understand consumers better and improve ourselves further."

Coveted compliment

The biggest R&B and Hip Hop Club in Singapore, **The Arena** at Clarke Quay, sees the accreditation as an "amazing opportunity" to get the word out about a company's focus on top quality.

"Service is not a given, it requires a lot of training by a devoted operation manager who pays meticulous attention to details ranging from hiring the finest DJs and international live bands to using the most technologically advanced lighting, sound and pyrotechnic equipment," says Miss Valerie Uy, its advertising, marketing and public relations manager.

"We are really flattered. The Singapore Service



Star is not just any sticker. To achieve it required meeting stringent standards and establishing true quality and consistency in service."