

**ROLL OUT  
THE RED-CARPET**  
Engage Your Team to Deliver Hospitality & Service



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**SERVICE DRIVES SALES**

**“55% of customers would pay EXTRA to guarantee better service”**

**DeFacto Research**

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If you roll out the Red Carpet for Billionaires, They don't even notice...



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Millionaires expect it.



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Your Customer Service  
is only as good  
as your  
**least engaged employee.**

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### Step by Step



LEADERSHIP  
CUSTOMER BEHAVIOR  
EMPLOYEE SATISFACTION  
REVENUE & GROWTH  
EMPLOYEE BEHAVIOR  
CUSTOMER SATISFACTION  
EMPLOYEE EXPERIENCE  
BRAND RECOGNITION  
CUSTOMER EXPERIENCE

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REVENUE & GROWTH  
BRAND RECOGNITION  
CUSTOMER BEHAVIOR  
CUSTOMER SATISFACTION  
CUSTOMER EXPERIENCE  
EMPLOYEE BEHAVIOR  
EMPLOYEE SATISFACTION  
EMPLOYEE EXPERIENCE  
LEADERSHIP

### LEADERSHIP is the FOUNDATION

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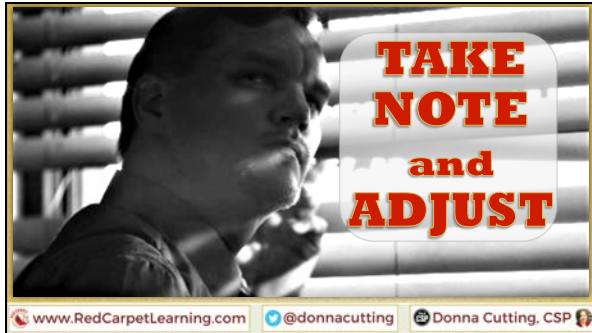
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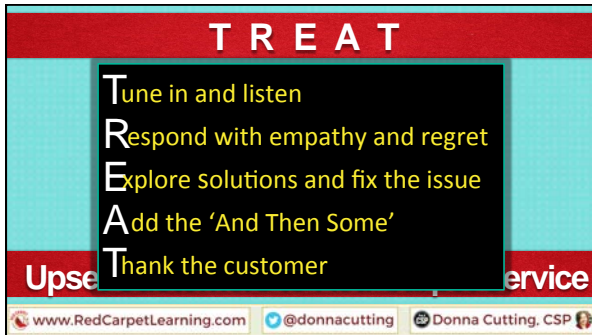
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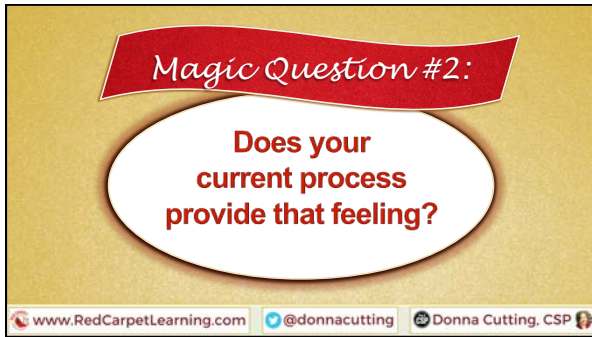
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**Methodist Senior Services**

- Serving Elders in Mississippi for **56 years**
- Mission** - To Serve Older Adults in the Spirit of Christian Love
- Vision** - To Make Mississippi the Best Place in the Country to Grow Old
- 12 Campuses Across the State**
  - Cottages, Apartments, Assisted Living, Memory Support, Skilled Nursing, Pharmacy, Therapy, Meals on Wheels, NextAge Navigator and Home Services
- Opened the **world's first Green House Homes** in 2003
- Over 1,000 employees

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**What did we want to accomplish?**

**Engaged Employees that...**

- Felt welcome
- Realized they were a part of a family...  
**A BIG FAMILY**
- Had opportunities for personal growth
- Had opportunities for professional growth
- Clearly understood what was expected of them
- Loved the elders we serve



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**How did we get started?**

**Partnership with Donna Cutting & Red Carpet Learning**

- We wanted a consistent onboarding experience across our campuses.
- We had to define what is looks like to serve older adults in the Spirit of Christian love.
- How do we make employees feel special and a part of the family?

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**It starts on day one!**




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### What are our Service Basics?

**HERE TO HELP**

- Happy to Serve
- Extend a Warm Welcome
- Reach Out and Relate
- Embrace Responsibility and Show Reliability
- Take Time and Take Notice
- Operate with a "Whatever It Takes" Mentality
- Honor Elder Homes
- Encourage Choices
- Love to Learn

Play, Pray and Make Their Day | @donnacutting | Donna Cutting, CSP

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### Has it Worked?

2015		2017
81.8	Employee Engagement Score	84.4
39.8	Catalysts	44.4
12.2	Advocates	14.5
18.2	Endorsers	14.9
10.2	Contributors	10.5
19.6	Resistors	15.8

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### Holleran Choice Community Award

In 2018, Holleran presented its Choice Community Award to 14 of their more than 750 clients based on engagement results.

4 of our campuses were among the 14 to receive the award.

- Aldersgate
- Flowers Manor
- Wesley Manor
- Martha Coker Green House Homes

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The banner features a central portrait of a woman with short brown hair wearing a red patterned top. To her right is a book cover titled "501 WAYS TO ROLL OUT THE RED CARPET FOR YOUR CUSTOMERS" by Donna Cutting. Further right is the "RED CARPET LEARNING SYSTEMS" logo, which includes a red carpet graphic and a stanchion. Below these elements are social media and website information:

- WEBSITE: [www.RedCarpetLearning.com](http://www.RedCarpetLearning.com)
- INSTAGRAM: [www.instagram.com/redcarpetdonna](https://www.instagram.com/redcarpetdonna)
- YOUTUBE: [www.theRedCarpetWay.tv](https://www.youtube.com/channel/UC...)
- LINKEDIN: [linkedin.com/company/red-carpet-learning-systems](https://www.linkedin.com/company/red-carpet-learning-systems)
- FACEBOOK: [www.facebook.com/donnacutting](https://www.facebook.com/donnacutting)
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