



In association with

asap
the association of
serviced apartment providers



CORPORATE HOUSING
PROVIDERS ASSOCIATION



7 things you should know

Quality Accreditation Program

1 What is it?

The ASAP Quality Program is the leading global quality assessment, reporting, recognition, and accreditation system for the corporate housing sector of the hospitality industry. The Quality Program is delivered by ISAAP (International Serviced Apartment Accreditation Programme).

2 What does it do?

The Program assesses providers' units against more than 250 service quality, regulatory and safety criteria. These criteria focus on guest expectations in the hospitality industry, updated periodically to remain relevant. The process delivers quantitative and qualitative information to the operator. This in-depth analysis may be used to enhance elements of the provider's business with the ultimate aim of maximising the perceived quality of the guest experience. Accreditation is awarded to those providers which attain the necessary level of compliance to the assessment criteria. The Program also offers an accreditation opportunity for corporate housing agents.

3 How does it do this?

Professional ISAAP quality assessors use a well-tested and successful process of assessing a sample of the provider's inventory by mirroring the guest experience. Areas assessed include guest experience, housekeeping & maintenance, exterior & arrival, living/dining Room, bedroom(s), bathroom(s), kitchen, and additional facilities. Additionally criteria such as decoration standard, furnishings, lighting, heating, ventilation and space are also considered. Assessors conduct a detailed overnight assessment by staying in one of the provider's units, followed by up to 9 further unit assessments the next day. Each individual unit assessment takes 30-45 minutes to complete. Assessment scores and comments are based on the provider's communications about their units, actual online reviews and guest evaluations, as well as adherence to applicable safety and operational regulations.

4 What is the output?

The day after the overnight assessment, the assessor meets with the provider to offer real-time observations and feedback. Within 7 days of assessment completion, the provider will receive a full assessment report for all units assessed. The assessment report contains descriptive feedback, numerical scores and a graph showing unit quality versus competitive set performance compiled of aggregate scores from other providers in the same or similar market.

If all of the quality criteria have been met, the provider will receive the ASAP Quality Accreditation Marque. This Marque can be displayed on the provider's website and PR materials for 1 year. The assessors will identify any non-compliance issues during the assessment process and will provide guidance and assistance to the provider so that the accreditation marque can be awarded as soon as possible.

5 How does the Program retain industry relevance?

Bi-annually, the assessment criteria are reviewed to ensure continued importance and relevance and also to include new industry legal requirements and variations in international applications. This review allows for continued integrity and credibility of the Program and ensures it continues to be delivered in the correct industry context, thus preserving the value of The ASAP Quality Accreditation Marque.

6 Why should your company engage with this Program?

Engaging in the ASAP Quality Program provides the opportunity to benefit from the professional, objective, relevant feedback delivered as part of the assessment reports, which can be used as a tool for continuous improvement, so improving your product and enhancing the guest experience. The data allows for comparison with your company's competitive set, and provides the opportunity to make informed commercial investment decisions. Successful engagement with the QA Program allows your company to display this industry respected quality marque, thus providing assurance to guests, employees, partners and investors.

7 What is the cost of engagement in the Quality Accreditation Program and how long is it valid?

For the current membership year, and depending on the number of units your company operates, Accreditation can be attained in North America for \$960. This cost should be considered as an annual expense as accreditation needs to be renewed every year. Other quality management products are also available such as Building Accreditation, Competitor Analysis Data and Mystery Guest Shopping, which can be tailored specifically to your company's needs.

For more information about the ASAP Quality Accreditation Program delivered by ISAAP please contact

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