

Introducing our Mission  
and the Moat House  
Personality

**MOAT  
HOUSE  
HOTELS**



How Can I Make A  
Difference?

## OUR MISSION

Making A  
Difference through  
Service so our  
customers choose  
to come back.

## THE MOAT HOUSE PERSONALITY:

To achieve our Mission everyone  
in the Business should behave in  
a way which is consistent with  
the Moat House Personality:

- **Passionate About Our Customers**
- **Be The Best We Can Be**
- **One Team Together**

## Passionate About Our Customers

- Show we care about customers – we want them to come back
- Treat them as individuals – take an interest in them
- Put yourself in their shoes – think about their needs and feelings
- Make it easy for customers to get what they want
- Be natural – welcoming and friendly.

## Be The Best We Can Be

- Get things right first time, every time
- Be a problem-solver – fix things quickly if they go wrong
- Demonstrate pride in whatever we do
- Deliver consistently high standards of work
- Be positive and enthusiastic – with a 'can do' attitude.

## One Team Together

- Work together to deliver great service
- Recognise that colleagues are customers too
- Do what we say we will
- Talk and listen to each other
- Show appreciation to colleagues who deliver great service and support.

Making A  
Difference \*