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NEWS & RESOURCES

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What is Customer Experience Management?

LRA Worldwide Senior Consultant Gary Tan to Serve as Panelist at HSMAI's ASIA Connect 2007 Forum in Singapore

Leadership

Hospitality Expert to discuss "Guest Experience" and Hotel Standards in Asia Pacific Region

News & Resources

PHILADELPHIA, Pennsylvania, USA/SINGAPORE; September 26, 2007 – LRA Senior Consultant Gary Tan will serve as an expert panelist at the 3rd Annual ASIA Connect Forum in Singapore. The event is being held at the M Hotel Singapore on Friday, October 5, 2007; Tan's panel, titled "Hospitality Rating Systems & Quality Assurance Standards," is part of a full day's agenda centered on specific challenges faced by the Asian hospitality industry and will take place from 10:00 – 10:45 AM.

The meeting in Singapore is just one in the series of ASIA Connect events held throughout the region; the conferences serve as learning and networking forums for hospitality professionals in mid-level and senior management positions throughout Asia. Sponsored by the Hospitality Sales & Marketing Association International's (HSMAI) Asia chapter, the meeting in Singapore will provide the organization's membership the opportunity to interact with industry thought leaders and to discuss topics such as Managing in the Face of HR Challenges, New Media & Revenue Optimization Strategies and Destination Branding. Tan and his co-panelist, Shane O'Flaherty, Vice President of Quality Assurance at Mobil Travel Guide, will discuss hotel ratings systems, guest service and facility standards and "guest experience" and how international standards of excellence in the above topics translate in the Asian hospitality marketplace.

"We're very excited to have Gary Tan participating in HSMAI's Asia Connect meeting in Singapore," remarked Dr. Judy Siguaw, who will moderate the panel and is also HSMAI APAC's Founding Chapter President and Dean of the Cornell University–Nanyang Institute of Hospitality Management. "His depth of experience in the hospitality industry and his work with LRA in helping to define and measure guest experience standards and delivery both internationally and regionally will be of great interest to our members."

Tan serves as a senior consultant in LRA's Quality Assurance (QA) practice, which works with seven of the top ten hotel companies in the world. In all, LRA performs nearly 13,000 site visits and evaluations each year in more than 120 countries. On a personal level, Tan's expertise spans the hospitality spectrum, with experience in the food & beverage, sales and marketing, rooms, event management and guest services divisions in both the cruise and hotel sectors. Prior to joining LRA, Tan worked for Star Cruises Singapore, the world's third largest cruise operator, as well as the Oriental Hotel Singapore and the Holiday Inn Park View. He has a Higher Diploma in Hotel Management and Tourism from the Swiss Hotel Management School and speaks fluent English and Mandarin.

“The untapped potential of the Asian marketplace is intriguing in a number of industries, and hospitality is certainly no exception,” said [John Roberto](#), LRA Senior Vice President and Managing Director of the firm’s QA practice. “We welcome the opportunity to help shape the dialogue around hotel standards and the ‘guest experience’ in the region.”

About HSMAI Asia Pacific:

HSMAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at events. Founded in 1927, HSMAI is an individual membership organization comprising nearly 7,000 members worldwide,

Membership in HSMAI Asia Pacific brings access to industry news and trends, sales and marketing research, new customer databases, professional educational programs, and ensures a local network or connection to a community of sales & marketing professionals. HSMAI Asia Pacific provides the resources, knowledge and networks hospitality professionals need to make a critical connection with their customers. HSMAI Asia Pacific is the leading source for sales and marketing information, knowledge, business development, and networking for professionals in tourism, travel, and hospitality in the Asia Pacific Region. For more info, visit <http://chapter.hsmai.org/Asia>

About LRA Worldwide, Inc:

LRA Worldwide, Inc. is a leading consulting, organizational development and research company that specializes in Customer Experience Management (CEM). LRA helps companies and brands design and deliver the optimal customer experience across all key touch points using an integrated suite of services that measure and improve service quality, customer satisfaction, employee performance, loyalty, customer advocacy and profitability. LRA specializes in “operationalizing the brand” – turning brand promise and customer strategy into operational reality. LRA’s CEM practice areas include Customer Experience Strategy Consulting, Standards Development & Content Management, Organizational Development & Training, Research and Quality Assurance & Mystery Shopping; these are either deployed together in a strategic manner to continually monitor and improve the customer experience or deployed individually to address a specific tactical client need.

LRA’s clients include some of the world’s leading global hospitality companies and brands, including Starwood Hotels & Resorts, Hard Rock Hotels & Casinos, Hyatt Hotels Corporation, Intercontinental Hotels Group and Summit Hotels & Resorts. For more information, visit the company’s Web site at www.LRAworldwide.com.

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LRA is a leading consulting company in the area of **Customer Experience Management**, or CEM. While a recognition of the concept and importance of CEM is growing in the marketplace, many of our clients think of the services that we provide as:

[Change Management Consulting](#) | [Customer Satisfaction Consulting](#)
[Internal Branding / Organizational Alignment](#) | [Employee Engagement](#)
[Customer Service Consulting](#) | [Hotel Mystery Shopping](#)
[Customer Satisfaction Measurement](#) | [Customer Retention Consultants](#)