

BUSINESS REVIEW

Stena Line retains top award for seventh year

STENA Line (Irish Sea) has for the seventh consecutive year achieved the prestigious Hospitality Assured standard from the Hotel and Catering International Management Association (HCIMA).

The award was presented for service and business excellence in hospitality on Stena Line's Irish Sea routes to Britain and to top this success, the company has also received its highest ever overall accreditation score, demonstrating its commitment to delivering

'outstanding' service and business excellence.

Since Stena Line initially achieved the Hospitality Assured standard in 2000 one of its five Irish Sea routes has been audited against the standard's criteria in order to retain the annually re-assessed standard. This year, it was the turn of the central corridor route (Dun Laoghaire and Dublin Port to Holyhead).

Celebrating Stena Line's Hospitality Assured re-assessment success, Vic Goodwin, route director for the central and

southern corridor routes, said:

"We are delighted to have achieved this accreditation for a seventh year in succession. It is a tremendous achievement for our staff and a reflection of their hard-work and drive to always provide our guests with the highest standards."

"The Hospitality Assured award represents a long-term commitment to our customers and we have found this accreditation to be the most challenging monitor for service. To compare favourably with other organisations known for their first class service levels is a real boost for all of us."

The Hospitality Assured accreditation was undertaken by an independent assessment team looking at the whole Stena Line operation on the central corridor route from customer research, business and operational planning through to customer satisfaction improvement.

Congratulating Stena Line on retaining the Hospitality Assured accreditation, chief executive Philippe Rossiter FIH said:

"Stena Line and all those involved on its Irish Sea routes are to be congratulated on gaining their highest ever overall Hospitality Assured assessment score, demonstrating that the company is delivering 'outstanding' service and business excellence."



Stena Line has been won the Hospitality Assured standard for delivering outstanding service and business excellence in hospitality on the company's Irish Sea routes

Investing in the future

LEADING ferry company Stena Line has picked up the Welsh Assembly Government's Modern Apprenticeship Award for 2007.

The Welsh Assembly Government's Apprenticeship Awards are the premier apprenticeship awards in Wales, which showcase modern apprentices, businesses and providers of learning that have made outstanding contributions to learning through the Modern Apprenticeship programme. Stena Line route director Vic Goodwin was delighted to pick up the award on Stena Line's behalf.

He said: "This award is very important to Stena Line and in particular to all our staff who work so hard to provide passengers with a service that is second to none, all year round. As a business, we have gone from strength to strength in recent years, and our Central Corridor routes from Holyhead to Dun Laoghaire and Dublin have played a major part. The company has successfully managed to move into profit in recent years, aided by continuous investment and advances in customer service and training on all our Irish Sea routes."

As part of its commitment to training, Stena Line has taken on 122 apprentices across various parts of its organisation. The business has links with schools and colleges, offers annual work placements, supports Advanced GNVQ coursework and organises port tours.

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