



Our annual Beekman WAY roadshows and initiatives have been a huge success, and staff have embraced our Service Charter.

OUR SERVICE PHILOSOPHY

As a Member of The Holiday Club you can expect high quality service standards that showcase the essence of The Beekman WAY.

Our Service Charter is centred on making sure that our Members have the most remarkable, memorable holiday experience every time. We call this The Beekman WAY. The Beekman WAY Charter encourages attitudes, values and thinking that direct how we do things at The Beekman Group. This governs how we treat our customers and each other.



W

WOW OUR CUSTOMERS

We Promise to...
Go out of our way to **under promise and over deliver** in every transaction with our customers.

... So that our Customers SAY
"WOW, that experience exceeded my expectations"

Our Customers are both Internal and External!



PLAY • MAKE THEIR DAY • BE THERE • CHOOSE YOUR ATTITUDE

This is a promise that we will go out of our way to under promise and over deliver in every interaction with our colleagues and customers.



A

ALWAYS EVOLVING

We Promise to...
Always find new ways to **keep improving** our **Products and Services**

... So that our Customers DO
Truly value their holidays with us and **keep coming back** for more

Our Customers are both Internal and External!



PLAY • MAKE THEIR DAY • BE THERE • CHOOSE YOUR ATTITUDE

This is a commitment to continue finding new ways to improve our products and services.



Y

YOU MAKE A DIFFERENCE

We Promise to...
Have a great attitude every time we interact with our Customers

... So that our Customers FEEL
That we **made their day better**

Our Customers are both Internal and External!



PLAY • MAKE THEIR DAY • BE THERE • CHOOSE YOUR ATTITUDE

This is a declaration that we will choose to exhibit great attitudes in our jobs and interactions.

Every one of our staff members, from head office to resorts across South Africa and beyond, have pledged to commit to the Beekman WAY.