



News

Savoy Hotel Release
February 2006
Moscow

Australian company Performa Global has won a prestigious contract to redevelop Moscow's landmark Savoy Hotel.

Beginning in February, Peforma Global will undertake a complete redesign and relaunch of customer service at the Savoy. The blue-chip hotel features an historic 1908 building in the heart of the Russian capital, just metres from internationally celebrated attractions such as the **Bolshoi Theatre, Red Square, The Kremlin, St. Basil's Cathedral** and elite shopping centres. The 70-room hotel has been restored to its pre-revolutionary grandeur and now Performa Global has responsibility for creating a service culture and customer experience to match.

"Performa Global is excited about this opportunity because it represents a chance to drive a sea change in Russian hospitality service culture," says Performa Global President Keith Yates. "Our aim is to make the Savoy Hotel the most personal hotel experience in Europe."

It is another Russian success story for Sydney-based Performa, a 29-year old company which is an established world leader in helping service oriented businesses design and deliver unique customer experiences that enhance brand value and customer loyalty. Performa is already well regarded in Russia for its work with Aeroflot Russian Airlines. Over the past five years, Performa has transformed Aeroflot's First and Business Class services and helped transform the airline into a highly profitable carrier.

