



QUALITY POLICY

At R2 Hotels we are committed and work daily to adapt and to be able to comply with the quality system required in the increasingly competitive hotel sector. To this end, and in order to meet the expectations of our customers, we have a Tourism Quality System (Sicted), which allows us to continuously improve, based mainly on customer satisfaction and loyalty. This would not be possible without the collaboration and involvement of all our staff, fostering teamwork, and a good working environment.

Moreover, the General Management, as the main driving force behind the quality management system, provides all the necessary means to develop a favourable framework for labour relations based on equal opportunities, non-discrimination, and respect for diversity. The General Management promotes a safe and healthy environment and facilitates communication with the human team, with a commitment to compliance with the legislation applicable to the hotel, as well as any other requirement that is not of a legal nature. This demonstrates our commitment to good environmental management and to continuous improvement in all areas.

We use several tools to monitor customer satisfaction and meet the customer satisfaction targets set by the General Management:

- We anticipate meeting the wishes and needs of our customers by striving for high standards of customer satisfaction and fostering customer loyalty. We achieve this through direct communication with our customers via our reservations and feedback channels, as well as through our hotel receptions.
- We promote transparency through the implementation of internal and external communication systems and channels. We created a quality folder accessible to each department head, ensuring monitoring and compliance with good practices.
- We work to achieve a good daily monitoring of the stay of our customers, trying to avoid complaints. We monitor through calls to customers by reception once they arrive, or through Reviewpro, sending them a survey during the stay and another after their stay. We also provide the survey directly through the reception, where customers can review the quality of their stay. Whether customers are at the hotel or not, all reviews are answered by our management. If they are negative, they are followed up until they are resolved.



- We also have a customer suggestion box in the Lobby area, and work on negative comments if there are any.
- We focus on a good follow-up of positive and negative comments that appear on the different portals, transmitting the comments to all the departments involved for their knowledge and improvement. We work with recommendation objectives.
- We train our team so that they can correctly use the tools provided.
- All our employees at the Hotel are committed to meeting the set objectives, through their knowledge of these objectives and their state of compliance throughout the working year.

Regarding our employees,

- We have a complaints and suggestions box in the staff area, where complaints and suggestions can be made anonymously. They are collected by HR and, depending on their scope, are passed on to the Management and we work together with the heads of department to resolve them.
- In the monthly meetings between Management and department heads, complaints, suggestions or problems detected by employees are discussed, dealt with and solutions are sought. In both cases, the solutions and changes made are transmitted directly to the team at the department heads' meetings.

Quality Manager, July 1st 2022