Velvet Standard

Discreet visits. Exceptional insight.

Illustrative sample — not an actual client assessment

The Linden House — fictional hotel

A prospective guest asks about a two-night stay, breakfast and step-free access, then receives a short reception tour.

Example brief: assess welcome, needs discovery, information clarity and next steps. Each criterion uses an illustrative 0–5 scale: 0 = not demonstrated; 5 = fully demonstrated.

Illustrative score: 13 / 20 · 65%

Criterion / score	Example observation
Welcome · 4/5	The receptionist greeted the visitor within 20 seconds and offered assistance.
Needs discovery · 3/5	Stay dates and party size were requested; the accessibility question needed a second prompt.
Information clarity · 4/5	Breakfast times and the room rate were explained. Written accessibility information was not offered.
Next steps · 2/5	A brochure was provided, but no follow-up contact or booking next step was agreed.

Strengths

- Prompt, courteous welcome
- Clear explanation of breakfast arrangements

Improvement priorities

- Ask about access needs during the initial conversation
- Agree a specific next step before closing an enquiry

Example action tracker

Add an access-needs prompt to the enquiry checklist
Reception lead (fictional) · Within two weeks (example) · Planned

Practise agreeing a follow-up or booking next step
Guest services lead (fictional) · Within one week (example) · Planned

No actual client, visit, evidence or business performance is represented. This sample is kept separate from live assessments.