

## Castle Leslie Estate achieves Optimus Business Excellence Award



In January 2010, Castle Leslie Estate achieved the Optimus Service Excellence Award from Failte Ireland. The Optimus programme, developed by Failte Ireland, aims to help tourism establishments achieve excellence in every aspect of their business by providing a practical approach to boosting bottom-line performance and a focus on improving results.

Optimus is an innovative, multi-tiered programme which supports tourism businesses in becoming more profitable, more efficient and more competitive. It is based on international research which shows that companies that adopt performance excellence principles can significantly improve their income and sales.

The programme provides, initially, three distinct but inter-related levels, Service Excellence, Mark of Best Practice and Business Excellence Award. These allow participants to build their capabilities and performance at each stage, gaining national recognition as they progress through each level.

Optimus was designed to change the service culture and engage management and staff in a continuous pursuit of improvements which would deliver a competitive edge and sustainability. These objectives are even more vital now because of the changing economic and trading environment at home and internationally

Castle Leslie Estate plans to continue in the programme to achieve the next level of Service Excellence.

