



Hospitality Business Solutions

## MEDIA KIT

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1284 Stardella Drive  
Los Angeles, CA 90077

tel 310-600-6088  
[www.themithragroup.com](http://www.themithragroup.com)



## **Mithra Group Unveils Customized Strategy For Delivering High Levels of Customer Satisfaction in the Digital Age**

*New Company Launched by Hotel Industry Veteran Jack Naderkhani  
Mithra Focuses on Hospitality and Service Industries*

(Beverly Hills, CA) -- "In today's fast-paced business climate, customer satisfaction is the first casualty in an environment of belt-tightening and cost cutting," declares hospitality industry veteran Jack Naderkhani. "And with companies surrendering to technology, it's no surprise so many service-oriented businesses are suffering today." His recently launched venture the Mithra Group takes a customized approach showing management how to refocus their energy and resources to achieve higher client satisfaction and loyalty in the digital age.

Prior to founding Mithra, Naderkhani was the General Manager of the Forbes Five Star/AAA Five Diamond Raffles L'Ermitage Beverly Hills where he spent close to two decades pleasing the toughest clients from international diplomats to world-famous celebrities. "Personal service was my greatest weapon and sharpest tool," he adds. Under his guidance, the hotel was consistently recognized for its outstanding service and facilities and appeared on numerous Best Of lists, including *Condé Nast Traveler*, *Travel + Leisure*, *CNN*, *Forbes* and *Michelin*. The readers of *Condé Nast Traveler* gave the hotel a rare, perfect score of 100 points.

Having spent the last year traveling the globe reconnecting with his many friends and colleagues he met during his thirty year career, Naderkhani returned with a specific vision for a business that would mark his re-entry to the hospitality arena. His Mithra Group would give service-oriented establishments personalized game plans for elevating their customer satisfaction and thereby improving their financial bottom lines

Naderkhani has earned a reputation as a savvy innovator. During the post-911 era while others in the industry were lying low, Naderkhani devised a bold plan that succeeded in maintaining the high level of tourism in Beverly Hills. His also instituted revolutionary ideas at the hotel including a 24-hour arrival/departure policy that was immediately adopted by all Raffles properties and soon became *de rigueur* in the luxury marketplace. On behalf of Raffles, Naderkhani traveled extensively, assisting on new site selections, setting performance standards and training local management and staff.

Naderkhani is quick to point out what he calls the Mithra difference – unlike 'one size fits all' management consultants, his company partners with clients to achieve their targets goals within their specific business framework. Though his clients' names are kept confidential, his website [www.themithragroup.com](http://www.themithragroup.com) details recent client case studies and features his 'Mithra Moments' a series of 200+ simple easy to implement operational changes to elevate customer satisfaction. When asked, 'What is the number one lesson to learn in today's challenging economic conditions?' Naderkhani replies. "The importance of customer satisfaction. Not only is customer loyalty a vital key to any business, but a satisfied customer is a company's best and least expensive advertising campaign!"

The Mithra Group, named after the ancient god responsible for defining and keeping order in the world, is headquartered in Los Angeles, CA. For more information, contact Jack Naderkhani, 310.600.6088, [jnaderkhani@themithragroup.com](mailto:jnaderkhani@themithragroup.com). Media Contact: Arlene Winnick, Winnick PR+, [winnickpr@aol.com](mailto:winnickpr@aol.com).

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*Named after the ancient god responsible for defining and keeping order in the world, the MITHRA GROUP was established to provide service-oriented businesses with custom solutions to enhance their efficiency and elevate their service to a higher level of customer satisfaction.*

(Beverly Hills, CA) -- “In today’s fast-paced business climate, customer satisfaction is the first casualty in an enFounded by hospitality industry leader Jack Naderkhani, the Mithra Group is based in Beverly Hills, California, where Naderkhani has been a business leader and active community member for more than two decades.

An expert in the art of hospitality and service, Naderkhani established his reputation for excellence while serving as General Manager of Raffles L’Ermitage Beverly Hills – one of a handful of hotels in North America to be honored with both the Forbes (formerly Mobil Travel Guide) Five Star and AAA Five Diamonds Awards, the highest honor in the hotel industry, for ten consecutive years. After leaving L’Ermitage, Naderkhani, who has traveled extensively throughout his career, spent a year reconnecting with colleagues and friends, while observing the operations of international hospitality businesses and studying service-oriented innovations around the globe. After this journey, he returned home determined to share his vision and bring his blueprint for business success to a worldwide audience. To achieve that goal, he created the Mithra Group, designed to partner with service-oriented businesses and put them on a clear path to continued growth and success.

“All businesses have challenges and unique attributes, but the commonality is clients,” explains Naderkhani. “As an astute outside observer, the Mithra Group is able to see problems and subtle obstacles that even the savviest businessman might miss in their own organization. We study our clients’ business operations, uncover areas that can be improved and then offer results-oriented solutions summarized in a thorough personalized business reassessment. Our goal is to achieve a higher level of customer satisfaction, thereby encouraging client loyalty, which ultimately leads to business success.”

### **Elevating Customer Service...Increasing the Bottom Line**

In today’s fast-paced business climate, customer service often gets lost amid technology and cost cutting. The Mithra Group believes service-driven businesses such as hotels, restaurants, health-care providers, retail outlets, municipalities and banks can benefit from meaningful personnel-client interactions. After all, satisfied customers will not only continue to patronize a client base—and revenues—will increase.

Like putting together the pieces of a puzzle, Naderkhani and his associates begin by looking at the overall picture. Who is this company and how are they perceived in the marketplace? Who do they want to be? Who is their existing customer base? Are they targeting the right market? Are they offering their clients the right services?

Then, they examine the individual pieces, analyzing everything from market competitors, customer satisfaction and marketing strategies to personnel strengths and weaknesses, technology and geographic culture, to see how they fit together. The study’s findings are used to spell out specific problems and devise short- and long-term solutions for elevating the company’s efficiency and customer satisfaction. Whether Mithra needs to simply rearrange the puzzle or find a missing piece, the company’s goal is not to reinvent, but to achieve immediate and long-range results with a minimum impact on operational bottom line.

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### **Nurturing a Company's Best Asset: Its Employees**

Because of the management infrastructure at many companies today, the Mithra Group often finds that executives have become removed from the day-to-day operations of their business and the responsibilities of their staff. Realizing the importance of the management-staff relationship, Naderkhani and his team work to reconnect top-level executives with lower-level employees so management can understand how every element of the company works.

Mithra believes an empowered, well-trained staff can be a business's greatest asset. Whether it's face-to-face, on the telephone or via technology, employees deal directly with customers. That initial and ongoing customer-employee social interaction frequently determines a service-oriented business's level of success. The Mithra Group works closely with clients to maximize staff potential by fine-tuning training programs and setting in place management strategies for instilling a sense of duty and responsibility in employees. By encouraging and valuing their input and stressing the importance of their role in a company's operations and well-being, a business can empower staff members to be proactive as they meet the individual needs of existing and potential customers on a one-on-one basis.

### **The Mithra Difference**

Naderkhani has found one constant throughout his successful career: valued business alliances are the result of trusted personal relationships where two people or two businesses are invested in each other's success. The Mithra Group works privately and discreetly with a designated company liaison such as the owner or business operator to evaluate such important elements of the business from operations, customer base, local competition to employee training, personnel strengths and weakness, technology, location and more. After a personal assessment, the Mithra Group devises a custom strategy - a series of carefully orchestrated

stages and steps to enhance efficiency, empower staff and raise customer satisfaction, while keeping a watchful eye on the company's bottom line. Unlike the long-term management model, the Mithra Group works with the individual client to explain and integrate the plan into their operations; clients are never abandoned to a manual of 'one size fits all' standards and methods.

The Mithra Group unique fee structure is emblematic of the company's belief in their clients as vested partners. An initial fee is agreed upon for the Mithra Group's original research, study and assessment. However, all future services are based on a pay scale tied to a client's profits realized through Mithra Group solutions.

As Managing Director of the Mithra Group, Jack Naderkhani leads a team of industry professional dedicated to assisting service-oriented businesses in elevating their customer satisfaction levels and thereby growing their bottom line by bringing custom satisfaction to a higher level. Based in Los Angeles with offices opening in key international locations, the Mithra Group is positioned to work with clients from around the globe. For more information, visit [www.themithragroup.com](http://www.themithragroup.com).



## **The Mithra Group Philosophy**

A childhood fishing trip with his father made a long-lasting impression on the Mithra Group Founder/Managing Director Jack Naderkhani. Pointing to the fish in the stream, his father noted how some were just going with the current and others were swimming upstream. He told his son it was important to be strong enough to not just go with the flow; striving to be different would set him apart. The lesson stuck.

Today, after a 30-year career as a hospitality industry leader, Naderkhani is helping others follow his long-standing mantra through the Mithra Group. By applying the service-oriented principals he perfected during nearly two decades as General Manager of Raffles L'Ermitage Beverly Hills – one of a handful of hotels in North America to consistently earn the dual honors of Forbes (formerly Mobil Travel Guides) Five Star and AAA Five Diamond Awards - Naderkhani and his firm are creating personalized solutions for customer-oriented businesses like health-care providers, banks, hotels, restaurants, retail outlets and municipalities to achieve a higher level of customer satisfaction, streamline operations and increase revenues

Like the fish swimming upstream, successful businesses don't just follow the others; they must be bold and intent on being the best by offering innovative, quality services that make them stand above the rest. The Mithra Group was created to help businesses accomplish and apply those standards of quality. Naderkhani recalls a business meeting with a potential client where he was quick to find flaws in the company's \$100 million four-star hotel project. Naderkhani told the hoteliers that their first misjudgment was not aspiring for five stars. After all, who wants to start off as second best? He also nixed the plan for installing very expensive custom-made furniture by pointing out two key factors: a weather-sensitive oceanside location near nightclubs and bars and the client's plan to cater to a younger demographic. Naderkhani predicted the furniture would have a short life expectancy with these kinds of party-oriented clients and would not be worth the investment. The client wisely followed his recommendations!

### **Creating Service-Oriented Experiences**

While the right business strategies must be tailor-made for each client, taking into account design, location and quality, Naderkhani believes that learning and applying the basic skills of social interaction and providing innovative substantial services – not gimmicks -- are critical components to the success of any service-oriented business. By helping clients discover how to please their customers, the Mithra Group can raise the level of customer satisfaction and loyalty, which leads to swift and positive results. A memorable service-oriented experience can take many forms. The bank teller whose extra attention brought a smile to your child's face. The guest valet stationed on your floor in the morning, waiting to deliver your luggage downstairs for check-out. The security officer at the mall who took the extra time to escort you to the store you were looking for. The nurse who sensed your anxiety and brought you a glass of juice. The Mithra Group emphasizes the importance of training employees to understand and practice consistent, pro-active service. Whether working with a hospital, bank, mall, restaurant or hotel, Naderkhani finds positive customer-employee interactions consistently bolster customer loyalty and grow the bottom line. To ensure continued quality interactions, he suggests clients school their staff in the hospitality arts and that training be reexamined on a continuing basis.

### **Partners Not Employees**

Over the course of his many years in the luxury hotel industry, Naderkhani always referred to his staff as partners, reminding them that what they do counts toward the success of the overall business operations., At a major hotel,

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a key motivator was providing all staff members—from the Kitchen Coordinator (dishwasher) to the Front Office Receptionist-- with business cards, instantly empowering them by making them feel like a valued member of the organization. By instilling this sense of ownership and pride with a simple gesture, he found they took extra care in nurturing their one-on-one experiences with customers as well as with the community.

### **Going Global**

While developing his business plan for the Mithra Group, Naderkhani spent a year traveling, reconnecting with friends, colleagues and experts in a wide variety of hospitality-based businesses to gain a broader understanding of the different levels of operational efficiency and customer interaction in other parts of the world. He soon realized that whether in China, Thailand, Dubai, Singapore, Mexico or Los Angeles, potential clients all have different blueprints for success in their minds based on local standards – the path to customer satisfaction is not “one size fits all” as is the practice with large hotel and many global management companies. An Italian restaurant that works in Buenos Aires might not work at all in Beijing. Criteria for customer satisfaction at a hospital in Canada may be totally different than what patients expect at a health-care facility in the United States. Understanding what needs to be accomplished and a client’s philosophy and mentality as it relates to the local standards are essential before you can create a successful results-oriented plan. While integrating global principals into local markets can be accomplished, a big-picture understanding of both markets needs to be studied and determined.

Like Naderkhani’s fish swimming upstream, innovative global ideas may be what sets a company apart in the long run. Or, the solution may be as simple as staff training or a re-organization of the sales department. Standardization and oversized manuals are not the answers; instead the Mithra Group works with clients to handpick the issues that need work. Once those areas have been identified, showing each individual client how to be different, achieve a higher level of customer satisfaction, increase revenues and stand apart from the competition are the ultimate goals of the Mithra Group.

Founded in 2010 by hospitality industry leader Jack Naderkhani, the Mithra Group provides the perfect alternative to lengthy and costly management contracts. Mithra works closely with a designated company liaison to discreetly evaluate such important elements of the business as operations, customer base, local competition, employee training, personnel strengths and weaknesses, technology applications, location and more. After a personal business assessment, the Mithra Group devises a strategy with short and long term action plans to enhance efficiency, empower staff and elevate customer satisfaction, all with minimal impact on the company’s financial bottom line.

Based in Los Angeles with offices opening in key international locations, the Mithra Group is positioned to work with clients from around the globe. For more information, visit [www.themithragroup.com](http://www.themithragroup.com).

### **MITHRA SUCCESS:**

*An inspector from the Automobile Association of America was anonymously visiting a hotel to review its Five Diamond status. One morning she was surprised to find none of the elevators to be working. A room attendant greeted the woman and apologized for the inconvenience. Taking ownership of the situation, she suggested the guest accompany her to the service elevator and then escorted the woman from the kitchen to the front desk where they learned the problem was due to a weather-related power surge. The inspector later told the Mithra client that she was so impressed by the actions of this staff member she planned to overlook the elevator mishap and the hotel would again be rewarded the highest rating.*

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**Jack Naderkhani, Founder and Managing Director** of the Mithra Group, has been lauded as a “man who can always find a third way of looking at things.” With a keen sense of observation and a talent for breakthrough innovation honed over his more than 30 years in the hospitality industry, this savvy businessman has become a powerful and iconic force. It is his positive outlook believing no situation is impossible that has kept him and his client ahead of the game and at the top of their industries. That belief was the catalyst for the creation of the Mithra Group, Naderkhani’s new business venture designed to transform and enhance such service-oriented businesses as hotels, hospitals, retail outlets and banks, among others, by showing clients how to achieve a higher level of customer satisfaction.

During his tenure as the General Manager of the Forbes Five Star/AAA Five Diamond Raffles L’Ermitage Beverly Hills hotel, Naderkhani perfected the art of hospitality. He instituted revolutionary ideas at this elite property that soon became de rigueur in the luxury marketplace, including a flexible 24-hour arrival/departure policy (suggested by his colleague Ali Kasikci of The Montage Group) that became the standard for all Raffles Hotels worldwide. Naderkhani traveled extensively on behalf of Raffles assisting on new site selections, setting performance standards and training local management and staff.

After leaving the prestigious hotel in 2009, the respected visionary traveled the globe, observing, researching and meeting with experts in global hospitality. What he saw and experienced led this industry innovator to devise a broader vision of how to combine global standards of excellence with local culture to enhance the client experience.

Today, Naderkhani is taking his wealth of custom service-oriented experience culled from working with the most demanding customers and reaching out to business owners to help them improve their company’s efficiency, customer service....and grow their bottom line.

Prior to founding The Mithra Group, Naderkhani was the General Manager of Raffles L’Ermitage Beverly Hills for close to two decades, a remarkable achievement in a volatile industry. During his tenure, the property was consistently recognized with industry awards for its outstanding service and facilities and appeared on numerous national and international Best Of lists, including Condé Nast Traveler, Travel + Leisure, CNN, Forbes and Michelin. The hotel achieved a perfect score of 100 in the annual Condé Nast Traveler readers’ survey and was the #1 hotel for customer service in the prestigious Raffles Hotel chain.

The epitome of efficiency, Naderkhani guided the myriad details behind the all-encompassing services of Raffles L’Ermitage, providing his well-traveled guests with unparalleled personalized service, all the while parlaying his innovative management style into measurable productivity. Primarily because of Naderkhani’s insistence on consistency of high-quality standards and the hotel’s policy of “celebrated privacy,” Raffles L’Ermitage became a haven for foreign dignitaries, fashion industry leaders and A-list celebrities. Naderkhani helped foster a safe and secure environment for these VIP guests away from the Hollywood spotlight, providing them with the amenities and level of service one finds only in a luxurious private residence. One of his favorite memories is the night he safeguarded a huge pile of Oscar statues on his desk while the guests who won them celebrated.

A hospitality industry leader, Naderkhani has repeatedly appeared in the Hotelier’s Who’s Who and traveled

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extensively on behalf of Raffles. He was selected to present the Nanyang Business School Thought Leader Seminar Series in Singapore, as well as at the University of California Business School. And, today he sits on the Advisory Board for the Executive Hotel Management Program at UCLA.

Over the years, Naderkhani has also worked tirelessly for the City of Beverly Hills and continues to be their “go to” man for tourism issues. Recognized by the Mayor of Beverly Hills for his distinguished contributions to the city and community, Naderkhani has served on the Board of Directors and as a Vice President of the City of Beverly Hills Visitor’s Bureau and also participated on the Board of Directors for the Beverly Hills Chamber of Commerce. During the post-911 period, Naderkhani was one of the first industry leaders to establish and implement a concrete plan to maintain the high level of tourism in Beverly Hills. Naderkhani was also active on the boards of the Beverly Hills Economic Development Committee and the American Heart Association. In the Hurricane Katrina aftermath, Naderkhani organized local hotels and spearheaded donations and shipments of much-needed supplies to the region.

Naderkhani’s hospitality career began in 1980, and his management style and attention to detail helped him quickly rise up in the industry ranks. After serving as part of the management team that opened the first Crowne Plaza Hotel in the United States in Dallas, Texas, he moved on to the Brookhollow Hotel, transforming it into one of the top hotels in the company. After four years with United Inns, he was recruited to coordinate a \$10 million renovation project at the Hilton Hotel in Austin, Texas. In 1987, Naderkhani moved west when he was chosen over hundreds of applicants to become the General Manager of the Pacifica Hotel. He later took over as General Manager of the former L’Ermitage and Le Petite L’Ermitage.

In 1993, the hotel closed for renovation, and Naderkhani was instrumental in the planning and management of the \$68 million renovation of the then all-suites hotel. The newly renovated property re-emerged as one of the most prestigious hotels in the United States, attracting the attention of Raffles Hotel Group, which purchased the property in 2000 for a record-setting \$650K per room. As a member of the Raffles brand, the hotel was repeatedly honored with the prestigious AAA Five Diamond and Mobil Travel Guides (now Forbes) Five Star ratings. A few months after Naderkhani’s departure in 2009, the hotel was sold.

Naderkhani boasts an extensive education background. In addition to receiving an OND (Ordinary National Diploma) from Barnett College in London, England, Naderkhani also received a B.A. in Business Administration from the University of Dallas, Texas; a B.A. in Hotel and Motel Management from the University of Houston, Texas; and an Associate Degree in Civil Engineering from the University of Arlington, Texas. In 2005, he graduated from Cornell University’s prestigious General Manager program.

A long-time Southern California resident, Naderkhani directs the Mithra Group from the company’s main offices in Los Angeles.





# Los Angeles Times

## THE FIVE-STAR HOSPITAL?

For many patients, a visit to the hospital is beginning to look a lot like a stay in a luxury hotel.

So say a trio of researchers from USC and the Rand Corp. in Santa Monica. Writing this month in the New England Journal of Medicine, they explain why hospitals all over the country have been using amenities to lure patients. Facilities have a lot to gain by treating a high volume of patients, and if it takes resort-like services to attract them, so be it.

Case in point: The Ronald Reagan UCLA Medical Center, which opened in 2008. In addition to offering private rooms, the hospital's "Better Way to Get Better" ad campaign highlighted the availability of room-service meals, massage therapists, stunning views and "a host of other unexpected amenities." It may seem silly — even tacky — but it succeeded in boosting the proportion of patients who said they would recommend UCLA from 71% to 85%, the researchers said.

For some patients, amenities are actually more important than quality of medical care. The researchers looked at data on Los Angeles-area Medicare patients who needed hospital treatment for pneumonia from 2000 to 2004. Many chose not to go to the hospital closest to them, but the ones they picked instead didn't always have the best medical outcomes. Something else, presumably including amenities, was the draw.

The researchers also cited a recent survey that found patients believe that a hospital's "nonclinical experience" matters twice as much as its "clinical reputation." How could this be? "Consumers may be making choices on the basis of amenities because they are easier to understand," they wrote.

THE MITHRA GROUP:  
**Case Study #1 Private Hospital**

A private hospital engaged The Mithra Group to devise solutions and suggest improvements to its facilities and customer services. TMG identified eight areas that needed improvement and change. Once approved, TMG worked with the hospital with a step by step plan to introduce and implement these key changes to their systems, schedules and services.

In less than six months the hospital reported positive customer feedback with a positive impact on the facility's bottom line.

see [Case Study](#)

For more information, contact [JNaderkhani@themithragroup.com](mailto:JNaderkhani@themithragroup.com)

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# LOS ANGELES BUSINESS JOURNAL

## Hotel Veteran Checks In With How-To Business Tips

**RETAIL & APPAREL:** *Former L'Ermitage exec launches Beverly Hills consultancy.*



*Courtesy Photo, Century City Intimacy.*

**By Alexa Hyland**

During the nearly 20 years that Jack Naderkhani served as general manager of luxury hotel L'Ermitage in Beverly Hills, he made a lot of friends from far-flung places.

So when Naderkhani left his post at the boutique hotel in 2009, he spent about seven months traveling the world and visiting those friends in Asia, the Middle East, South America and the United States.

But the trip wasn't just for fun. Naderkhani, 54, was also doing research to use for his Mirtha Group, a Beverly Hills company he launched this month. Mirtha advises hotels, retailers, banks and other service-oriented businesses on better marketing strategies and other ways to boost business.

"When I was traveling, people would ask me, 'How do I increase my customer satisfaction, can you help

me with this?'" Naderkhani said. "I got to enjoy it, and so I decided to open this company."

Naderkhani worked at hotels as a young man to pay his way through college – he's got a degree in engineering – then decided to stay with hospitality.

During his tenure as general manager of L'Ermitage, Naderkhani said he learned a few lessons that he's now teaching others. One of the most important: better communication between executives and employees.

"I truly believe there's a big disconnect between management and line employees," Naderkhani said. "And that's something I can communicate with my clients."

Naderkhani only asks his clients to give him his rate if they make money thanks to his advice. Clients pay an initial fee for a research study by the company, but the rest of the bill is based on profits the client generates thanks to Mirtha's help.

"If we don't achieve, then we don't get paid," he said.

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# BEVERLY HILLS *COURIER*

*The Best Read Newspaper in Beverly Hills*

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## Naderkhani's Mithra Group Will Bring Hospitality Solutions to Business World

By John L. Seitz

Beverly Hills is home to so many of the most honored hotels in the world, it only stands to reason these properties have been (and are being) managed by universally respected hoteliers—one of whom has decided to take his hospitality talents in a broad, new direction.

For 20 years, Jack Naderkhani had run Raffles L'Ermitage, bringing that 117-room boutique gem on Burton Way to the exalted Forbes (formerly Mobil) 5-Star and AAA 5-Diamond status enjoyed locally only by The Beverly Hills Hotel, The Peninsula, and, more recently, Montage Beverly Hills.

Last year, the native of Tehran decided to take a sabbatical from managing the well-tuned staff plus dealing around the clock with the vagaries of that hotel's all star clientele. "I felt it was time to recharge my engine and discover what I wanted to do with the rest of my life after three decades of that day to day grind which, incidentally, I happened to love," he said.

Naderkhani spent the past 15 months searching for various new opportunities available to him. This quest took him around the globe including such stops as Singapore, Vietnam, Japan, Cambodia, Thailand, China, Dubai, Greece, Italy, France, Spain and the U.K.

"It's been an eye-opener to discover how many companies in completely diverse industries—health care (including hospitals), banking, retail (including department stores), restaurants, hotels and even government entities on every level—have a commonality in that they are or certainly should be –customer friendly," he stated. "Unfortunately, in

so many cases, they don't have a clue as to getting their own staff on the same page and, because of this, their bottom line suffers."

The result of filling this obvious need was the establishment last month of the Mithra Group. Named after the ancient god responsible for defining and keeping order in the world, the Beverly Hills-based company aims at providing customized solutions for service-oriented businesses.

With Naderkhani at the helm of a scrupulously-honed team of professional associates from around the world, the Mithra Group does a thorough evaluation of a potential client company, its marketplace perception, existing customer base, competitors, technology, existing strategies and personnel. "We take each piece of the puzzle, spell out the problems and devise short and long-term solutions as only someone from outside with a fresh set of eyes, objectivity and expertise can do," explained Naderkhani.

"Sometimes you can be too close to the forest to see the trees, but we can and have no preconceived biases to contend with. Our reason for existence is to increase a client company's revenues by improving management's interaction with the staff on the inside and to customers on the outside."

In Naderkhani's opinion, executives have often become too far removed from the nuts and bolts of their business and cut off from recognizing their lower-level employees who are often a company's most valuable asset. "If members of the organization are not on the same wave length—all pulling together, their attitude can ruin it for everybody," he said, "because, in most cases, they more closely interact with the customers on a day to day basis."

By getting information from employees-up and down the line—the Mithra Group also will develop ways to improve and streamline a company's operations.

For instance, a local hospital set its valet parking to begin at 8 a.m. The only problem was many of its patients had scheduled medical procedures calling for their arrival there by 6 a.m. Hence, the valets were useless for them and caused multiple problems. This was solved by starting the service two hours earlier.

"I believe there is a real market out there for us," stated Naderkhani. "By using relatively obvious and simple hospitality business solutions—the results will pay off on the bottom line, often in a short time but always in the long term."

The Mithra Group is located at 9701 Wilshire Blvd., Suite 1000. Call 310-860-6156 or visit: [themithragroup.com](http://themithragroup.com).



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## CASE STUDY #1

### Client: Private Hospital

*A hospital's doctors and medical procedures received high scores while facilities and services received low scores on a third-party survey. Low scores directly affect Medicare reimbursements and patient referrals. The hospital owner brought in the Mithra Group to assess the situation and devise solutions.*

### Problems that Mithra Identified, and Mithra Solutions:

- Having to complete pages of cumbersome paperwork on the morning of their procedure was problematic for patients and lowered the hospital's satisfaction score. Mithra reorganized admissions procedures allowing patients to fill out 90% of their documents electronically and submit them in advance. The new procedures worked well as any questions or omissions on the paperwork could be addressed prior to the morning of the procedure. Additionally, patients were less anxious during check-in about bringing required documents and their pre-op time was more efficient and relaxed.
- Valet parking is a hospital amenity seven days a week, but Mithra discovered it was not available during the early-morning hours on Tuesdays and Thursdays, when patients were arriving for procedures. Patients and their companions were starting their hospital experience feeling confused and stressed instead of being greeted by a helpful parking attendant and having a positive first impression. Mithra advised the hospital to begin the valet service two hours earlier on patient procedure days—a minimal financial outlay for an immediate and quantifiable positive patient response.
- Companions arriving in the early morning with patients found a closed cafeteria and no place to purchase a drink or food. The hospital tried a quick fix by offering coffee and snacks in the waiting rooms, but the service was not maintained properly. Cold coffee and messy waiting rooms soon caused poor reviews. Mithra did a cost analysis and showed the hospital how opening the cafeteria with minimum staff and offering a limited menu during mornings would result in positive review and increased revenues that would pay for the early opening.
- Patients residing overnight at the hospital found the scheduling of care unclear. To take the confusion and anxiety out their experience, Mithra offered a re-organized plan for the nursing stations which assigned a primary caregiver to provide a personalized daily schedule for each patient, including times medications would be administered, when meals would be served, what time tests or procedures would occur, etc. Hospital-patient communications were improved, leading to greater customer satisfaction.
- To add a feeling of warmth to generic hospital rooms, Mithra recommended small changes like new curtains, pillows on guest chairs and throws at the foot of beds. In addition, Mithra suggested a cable TV service upgrade, including sports coverage for men and networks like Bravo and Lifetime for women. These minor improvements greatly improved customer satisfaction at a minimal expense.
- While the hospital's in-room meal service received passing marks, Mithra suggested food presentation be elevated to a higher level. Upgrading china and silverware and adding personal touches like fresh-baked breads and a selection of nicely displayed condiments made mealtime more pleasant, and patient feedback improved immediately.

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- Mithra worked with the hospital's landscape and outdoor environment staff to make the exterior more inviting creating private mini-park like settings where patients could relax on their own or meet with guests.
- Another problem discovered by Mithra was the cumbersome check-out process at the hospital. When a patient is finally well enough to leave a hospital, they long for a speedy and efficient exit plan. To expedite the process, Mithra had one nurse assigned to each exiting patient who would handle all the paperwork. This way patients could make a timely exit, with prescriptions filled, follow-up appointments scheduled and have the nurse's contact information for any questions. The new process imparted positive feelings about the hospital. In addition, Mithra instituted a follow-up call system from the same nurse who handled the discharge to make sure they arrived home safely and could answer any questions they might have.

**Mithra Overall Results:**

Mithra identified solutions for key areas of scheduling and service that brought immediate positive feedback and benefits to the hospital's bottom lines.



## CASE STUDY #2

### Client: Luxury Hotel

*Luxury hotel was seeking ways to increase hi-end client loyalty through unique guest services without overextending staff or expenditures. The hotel owner brought in The Mithra Group to devise solutions.*

### Problems that Mithra identified, and Mithra Solutions:

- Name change: Room Service and in-room mini-bar would now fall under the category of Private Dining. This simple name change raises the guests' perception of the hotel's product from standard room service to a more personalized and exclusive experience.
- Complimentary drinks: All Private Dining bars would offer complimentary non-alcoholic beverages because luxury guests do not want to be nicked and dimed. The insight was that guests at this level do not over indulge in beverages just because they are free ; however, there was a noticeable increase in both alcoholic beverage consumption and room service usage as guests used the complimentary beverages to entertain. This dual increased led to higher profits.
- Customized services: All private dining bars were customized to individual guest preferences and noted on the guest's dossier. This resulted in positive guest survey comments and positive comments to hotel personnel about this service. Guests loved the surprise element of finding their favorite beverages pre-stocked in their room's bars.
- No Service Charge Policy: All fixed service charges were eliminated from private dining deliveries. Again, eliminating the nickel and dime perception.
- Expanded Private Dining 24/7 Menu: A wider variety of anytime and less formal selections were added to the menu. This larger selection encouraged guests to order items in different situations.
- Elimination of a fixed gratuity on private dining orders. With a fixed gratuity there is no incentive for staff to deliver service above and beyond. Ironically, the no fixed gratuity policy motivated staff to deliver better service. The result was an increase in private dining orders with this new policy. Guests were pleased to include a gratuity based on staff service rather than a gratuity forced on them. Staff reported increased gratuities and higher personal satisfaction.

### Mithra Overall Results

Mithra identified Room Service and the Mini-Bar as two simple ways to increase guest loyalty and add an element of surprise and appreciation. These new policies above received extensive coverage in the trade and consumer travel media directly resulting in increased and repeat hotel visits with a major positive impact on the hotel's bottom line.

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## CASE STUDY #3

### Client: Hotel Restaurant

*An urban hotel with a thriving bar crowd had difficulty in attracting diners to its well-reviewed restaurant. The owner brought in the Mithra Group to assess the situation and devise solutions*

#### Problems that Mithra Identified, and Mithra Solutions:

- The layout of the restaurant path through the hotel proved to be the first problem. Diners had to walk through the inviting bar area to arrive at the restaurant, where the hostess then was positioned stand stood in the distance at the end of a narrow hallway. Mithra discovered restaurant patrons didn't like waiting in this hallway area to be seated, so Mithra suggested moving the hostess stand with restaurant signage to the front of the bar area which allowed guests to wait to sit in the more alluring bar area.
- The restaurant surroundings were beautiful and the servers were well-trained, but it seemed diners preferred the bar, with its comfortable seating and lively ambience. Mithra worked with the restaurant's chef to design a less formal-looking menu and revamp its menu selections by adding attention-grabbing entrees and a wider selection of haute hors d'oeuvres. A public relations firm was hired to parlay press coverage for the restaurant and its re-invented menu. Restaurant reservations increased following these adjustments.
- Additionally, Mithra implemented cross-training of employees to work in both the bar and restaurant. A single uniform was chosen for both the bar and restaurant staff, so servers could easily float between the areas and reduce the scheduled staff needed.
- Finally, Mithra shifted the hotel's focus to what was succeeding: the bar. Because guests enjoyed the comfortable social atmosphere of the bar so much, they didn't want to get up and move into the restaurant for dining. Mithra instituted a plan that allowed them to extend their stay and thereby increase per-guest expenditures. Staff and funds were channeled into bar service and additional seating and larger tables were added to the bar area, so guests would have the option of dining in the bar area. By offering much of the menu selection in both the bar and the restaurant, a smaller kitchen staff was required and food costs were reduced.

#### Mithra Overall Results:

The restaurant remained opened, but hours of service were reduced, cutting the operational budget. The combined revised menu resulted in a more efficient kitchen operation and a reduced food budget. Guest traffic and per check spending increased as the bar/restaurant became a gathering place for small meetings and casual dining.

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## **Two Academic Research Studies Confirm Mithra Group Strategy: Customer Satisfaction Is #1 Factor In Business Success**

Hospitality Industry Veteran Reveals Simple Math  
To Achieving Higher Customer Service Scores

(Beverly Hills, CA) – Two major research studies – J.D. Powers and Associates and Cornell University Center for Hospitality – recently declared customer satisfaction as the most important aspect of hotel operations.

This came as no surprise to Jack Naderkhani, who has hosted thousands of demanding guests as general manager for one of the world's top hotels. Naderkhani recently launched the Mithra Group ([www.themithragroup.com](http://www.themithragroup.com)), a new venture that helps businesses improve their customer service levels.

“It's always gratifying to have confirmation from academic research that what I've always believed is still true,” says Naderkhani. “Customer service is the most important factor in a successful business.”

Naderkhani, the former general manager of Raffles L'Ermitage Beverly Hills, is now managing director of the Mithra Group, an international company devoted to helping companies achieve higher client satisfaction and loyalty. “Regretfully, in today's business climate, customer satisfaction is often the first casualty in an environment of belt-tightening and the reliance on technology,” Naderkhani explains. “Mithra's clients realize that quick fixes and gimmicks are not the answer. In the end, a satisfied customer is a company's most effective and least-expensive advertising campaign. In fact, the J.D. Power study found the cost of attracting new business is five-to-ten times higher than keeping a customer...so it's a smart move financially, too.”

Naderkhani uses simple math to explain the Mithra Group strategy:

**ADD** – Use a common sense approach to adding new services and amenities. Focus and build on the basics by improving what you are already doing right. After a Mithra review, a hospital client began offering valet parking starting at 6 a.m. to accommodate patients checking in for procedures.

**SUBTRACT** – Eliminate the roadblocks in your operations and physical layout that may hinder smooth customer interaction. Early on in his career, Naderkhani instituted the revolutionary idea of a 24-hour arrival/departure policy, which soon became *de rigueur* in the industry. International and business travelers applauded the hotel's decision to put guests first by conforming to their schedules...not vice versa.

**MULTIPLY** – Increase the strength of your staff by empowering employees to be pro-active, not just reactive...with the goal of exceeding rather than merely meeting expectations. Mithra training sessions help staff learn how to “read” a guest and also show staff how guests are reading them! “The best way to resolve problems is to prevent them before they occur,” adds Naderkhani.

**DIVIDE** – Organize your team and managers into groups that encourage guest feedback. Naderkhani advises clients to embrace guest complaints as a direct avenue to improving their business, as well as training and rewarding employees who report problems and offer solutions.

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The research studies reveal strong and immediate bottom line results for businesses that increase customer satisfaction levels. The Cornell University Center for Hospitality study also found that in addition to positive word-of-mouth and return visits, greater customer satisfaction results in a substantial increase in ancillary spending and orders placed by guests.

Prior to founding Mithra, Naderkhani was a hospitality industry leader. As general manager at the Raffles L'Ermitage Beverly Hills, he helped the property earn the highest ratings from Mobil (Five Stars) and AAA (Five Diamonds) during its very first year in operation. Under his guidance, the hotel was recognized for its outstanding service and appeared on numerous "Best Of" lists compiled by Condé Nast Traveler, Travel + Leisure, Forbes 100 and Michelin Guide, among others. The readers of Condé Nast Traveler gave the hotel a rare, perfect score of 100 points.

The MITHRA GROUP, named after the ancient god responsible for defining and keeping order in the world, takes proven hospitality principles and devises customized action plans for clients across a variety of service-oriented businesses. Clients range from hotels and hospitals to retailers and financial institutions, including all customer types, from value-oriented to luxury consumers. Though clients' names are kept confidential, recent case studies can be found at the company's website, [www.themithragroup.com](http://www.themithragroup.com), as well as their "Mithra moments," a series of simple, easy-to-implement operational changes that elevate customer satisfaction.

The Mithra Group is headquartered in Los Angeles, CA. For more information, contact Jack Naderkhani by phoning 310.600.6088, or e-mail: [jnaderkhani@themithragroup.com](mailto:jnaderkhani@themithragroup.com).

Media Contact: Arlene Winnick, [winnickpr@aol.com](mailto:winnickpr@aol.com).

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**Mithra Moments** are simple easy to implement changes or additions to a company's operations that can accomplish key goals: elevating customer satisfaction, motivating staff & increasing bottom line results

**MOMENT #174: Escorting Guests Instead of Directing Them**

When customers at a high-end department store asked where they might find a certain product or department, retail staff members were trained to escort them to the location, rather than just point or give directions. Sales increased as shoppers were able to more easily find what they wanted and as store personnel had the added opportunity to interact with customers.

*\*Service Bonus: Shopper-salesperson communications improved the shopping experience, and with the increase in shop revenues, commission-based salespeople took home a bigger paycheck, too.*

**MOMENT #327: Instituting a Complimentary Private Bar**

Providing complimentary in-room non-alcoholic beverages raised customer satisfaction...and increased room service alcohol consumption.

*\* Service Bonus: Returning guests were happy to find their mini-bars stocked with their beverages of choice (Coke vs. Pepsi, Cranberry vs. Orange Juice), as their preferences were noted on a guest dossier from their previous visit.*

**MOMENT #19: Initiating a No Room Service Charge**

Guests were pleasantly surprised to receive private in-room dining at no additional charge...and the hotel experienced a marked increase in room service orders.

*\*Service Bonus: Instead of automatically adding a set gratuity to the room service bill like most hotels, Private Dining gratuities were left to the discretion of guests. As a result, guests felt like they weren't being nicked and dimed, and staff gave better service when motivated by potential gratuities.*

**MOMENT #31: Amenities for Returning Guests**

A pre-arrival folder allowed returning guests check in to be processed in advance so they could be escorted directly to their rooms upon arrival at the hotel. These guests also received a special airline gift – personalized airline blanket and pillow covers sets to ensure a more healthy flight. The sets were cleaned upon arrival at the hotel and ready for the guests upon departure.

*\*Service bonus – Recognizing your most valued customers creates a special relationship with them and the company/ organization.*

**MOMENT #55: Catering to Pets**

As more and more people take their pets with them when they travel, a program catering to four legged guests was created. Pet amenities like special companion menus, personalized pet blankets and toys, and dedicated staff create an emotional bond with the business and the client.

*\*Service Bonus: Businesses that recognize the relationship of their customers and their pets and provide special services show a higher degree of customer loyalty.*

**MOMENT #85: Offering Complimentary Drinks to Waiting Guests**

A new restaurant was overflowing with hungry diners who ended up waiting crowding the bar area. Mithra suggested offering complimentary beverages to those guests waiting for seats. Not only did this encourage guests to stay, but it elicited goodwill among the high-end crowd. Bar revenues increased as these happy patrons stayed to enjoy their drink and then later also ordering from the restaurant menu.

*\*Service Bonuses: Bar staff encouraged guests in the busy bar area to make a dinner reservation for a return visit increasing future restaurant revenues.*



**GROUP**  
Hospitality Business Solutions

Jack Naderkhani  
**MANAGING DIRECTOR**



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