

**Interview.** Today, Sheraton Kampala Hotel is celebrating 50 years of operations. Ms Jacqueline Nalubega, the corporate sales and public relations manager, spoke to *Daily Monitor's* Juliet Kigongo.

# Location gives Sheraton competitive advantage

**How has Sheraton hotel maintained its brand as one of the best hotels in Uganda?**

We thrive on our exceptional service delivery and this is through knowing our customers' needs. Most of the time we know our guests and call them by name so they feel there is an identity and a sense of belonging.

So that exceptionalism that is accorded to them makes us know and anticipate their needs before they even ask.

Sometimes, being known for many years, we do not seat back, we keep engaging in various marketing campaigns so that we still echo into the market that we still exist and still the best in the country.

The skills and training that our staff get is also unrivaled. We incorporated with Marriott last year.

We are training ourselves with the Marriott standards but the brand standard of Starwood has helped the staff because they are trained into these standards. The skills that are imparted to us as staff, is what is extended to the guests.

We are using ideas and creativity that is on an international

## FACILITIES

Sheraton hotel has bars and restaurants, which have daily theme nights serving international and local cuisines. Temptations cake shop, fitness centre and spa plus the land mark swimming pool that was one of the scenes for the movie dubbed last King of Scotland and special rooms.



"We want to be the market leaders with unrivaled services and product exceptional going customer expectations,"

**Ms Jacqueline Nalubega, corporate sales and public relations manager, Sheraton Kampala Hotel.**

level. So when you incorporate those ideas, values, skills that are being practiced in Europe,

Asia, and USA, which we are also able to learn to be exceptionally and set ourselves apart

from other hotels in the market, which makes us a brand.

**What should attract someone to come to this hotel?**

We are seated on 19 acres of lush green gardens in the central business location, which every hotel is thriving to have. So our guests are attracted by the surrounding ambience.

This is a landmark hotel that has been here for 50 years, so there is a lot of history attached to it.

For the activities, every night, we have theme nights, which include African night, Ntale, Latino.

The entertainment and the change of different kind of foods is what will make the guest come back.

Uganda is known for hospitality but there is something unique about Sheraton in terms of the staff, the friendliness, welcoming, the interaction with guests is unrivaled.

We have a programme called guest voice when customers

check out, we send them questions about their experience and stay and they give us feedback.

**What plans do you have to ensure that Sheraton hotel remains on top and attracts more clients?**

We plan to continue serving our guests better to get ahead of the guests before they get ahead of us.

Technology is moving very fast so there are aspects that we have to incorporate. So we need to get to the technological era to be able to meet the guest needs.

We have products that have already been incorporated in other brands called live chat, which we shall incorporate in the near future.

We are also looking at an application where guests can check in into their rooms before they arrive into the hotel.

To stay on top in this business, you have to be creative and these are the technological aspects we want to tackle.