



# Gatlinburg Falls Resort Wins Three Straight Talk of the Town Customer Satisfaction Awards

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/EINPresswire.com/ [Gatlinburg Falls Resort](#), representing cabin owners throughout Sevier County, earns high customer satisfaction ratings and three consecutive [Talk of the Town Awards](#).

With a customer satisfaction rating of 4.5 stars in 2012, Gatlinburg Falls Resort has won the prestigious CMUS Talk of the Town Customer Satisfaction Award for the third consecutive year in the Hotels & Travel category.

The Talk of the Town Awards, presented by Talk of the Town News, Customer Care News magazine and Celebration Media U.S. (CMUS), honor companies and professionals that provide excellent customer service as reported by their customers through no-cost, user-review websites, blogs, social networks, business rating services, and other honors and accolades. This data is analyzed by a team of researchers who calculate a company's CMUS Power Rating™. Only those that receive a 4-star to 5-star rating receive the CMUS Talk of the Town Customer Satisfaction Award.

With more than 325 rental cabins in Sevier County, Gatlinburg Falls Resort (GFR) offers some of the best vacation choices in the Smoky Mountain area. GFR represents cabin owners in Gatlinburg, Pigeon Forge and Sevier County. Options range from one-bedroom cabins to 12-bedroom cabins, accommodating everything from a romantic couple's getaway to a family reunion or group trip with more than 100 people.

"We are the premier luxury cabin rental company in the area," says Daniel Ford, Front Office Manager for GFR. "With five major resorts and more than 150 off-resort cabins, we can meet the needs of most guests looking at cabin rental. And our [luxury cabin rentals](#) are a long way from the rustic cabins of the past. You may be in the mountains, but you definitely won't be roughing it. We still have porches with rocking chairs and great views of the Smokies, but we also have high-speed Internet and arcade games like Pac-Man/Galaga right in your cabin. Many of our cabins also have pool tables, air hockey tables or foosball tables."

GFR's mission statement, "Enriching lives and serving others while pursuing excellence in hospitality," illustrates its dedication to customer service and satisfaction, a major factor in winning three straight Talk of the Town Awards.

"Our goal is to earn guests for a lifetime," says Ford. "We want to improve customers' lives through their vacation. Therefore customer service is embedded in our core values."

The staff of GFR is key in providing excellent customer service, according to Ford. "We pride ourselves on outstanding customer service from the time of the reservation to the time the guest goes back home," he says. "We have an outstanding guest care department that handles any issues while the guest is on property. From dispatch to our maintenance department, issues are handled in a timely fashion."

GFR works hard to give its staff members the tools and information they need to serve customers. "We send our employees through rigorous guest-oriented training, classes and even book clubs," says Ford. "This ensures that our staff is the best equipped to handle whatever comes our way. Furthermore, we reward our staff for going above and beyond for guests. Going that extra mile to meet the needs of our guests is paramount, as we want to ensure they have a pleasant and memorable stay."

The GFR team is focused not just on serving customers, but the community as well. "We are actively involved in giving back through organizations such as the Knoxville Area Rescue Mission," says Ford. The company also funds Camp Hannon, a camp for underprivileged youth.

For more information about Gatlinburg Falls Resort and cabin rentals, call 866-347-6659 or go online to [www.cabinsofthesmokymountains.com](http://www.cabinsofthesmokymountains.com).

About the Award and Sponsors:

This is the fourth year CMUS, Talk of the Town News and Customer Care News have honored companies for achieving high levels of customer satisfaction with the Talk of the Town Awards. Businesses eligible to receive the award include, but are not limited to, beauty salons, spas, restaurants, bakeries, dentists, auto repair facilities, veterinarians, home repair and improvement contractors, florists, hospitals, and physicians.

For more information about the award or its sponsors, please contact CMUS and Talk of the Town News at 877-498-6405 or go online to [www.talkofthetownnews.com](http://www.talkofthetownnews.com).

About Celebration Media U.S.: Celebration Media provides companies with valuable information on improving customer care through its publishing division, which produces Customer Care News, and its research department, which provides businesses with information on customer service best practices. This commitment has led to the creation of the Talk of the Town Awards program, which is dedicated to identifying companies that are excelling in high-rated customer service feedback and offering them valuable marketing opportunities to leverage their award, while also giving consumers a tool to find the top consumer-rated businesses in the United States and Canada.

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