



Guest Service – “*People Business 1*”

Agenda



- ＊ Definition of quality & service
- ＊ Adding value
- ＊ Guest expectations
- ＊ Individual service
- ＊ The K-Factor

Objectives



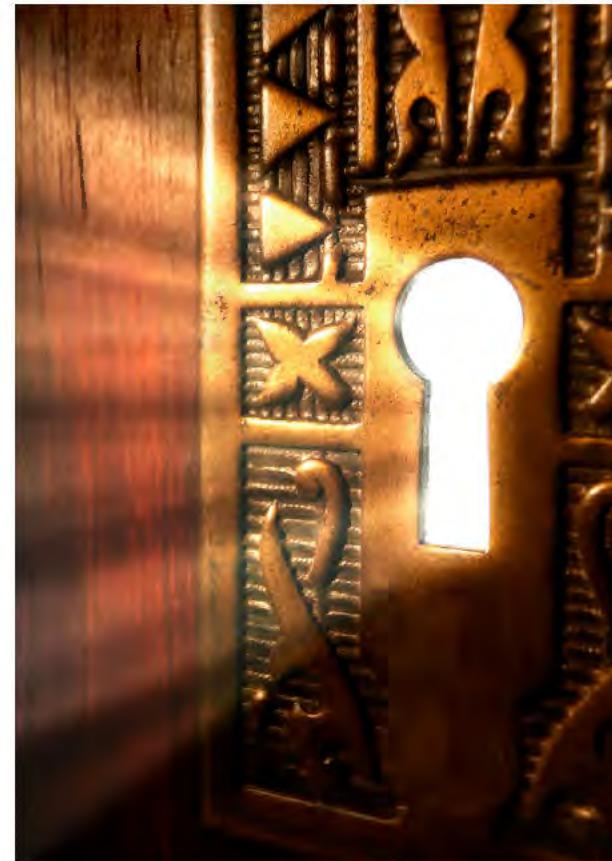
By the end of this session you will be able to:

- * Define company service standards
- * Describe how we add value
- * Differentiate needs & expectations
- * Explain how expectations are created
- * Show how to give personalised service

Ice Breaker

Your story:

- ✿ Tell us your **best** customer service experience
- ✿ Tell us your **worst** customer service experience



What is in it for me?



Quality



Think about:

- ✿ What is the **difference** between quality and service?

Share your ideas with the group!

Quality vs. Service



98 % quality means:

- ✿ 30 minutes a day **no electricity**
- ✿ Post would **lose 16.000 letters** daily worldwide
- ✿ 1.400 airplanes would **crash** daily
- ✿ 10 words per page would be **spelled wrongly**
- ✿ **Water** would be **undrinkable** 9 days a year

Service

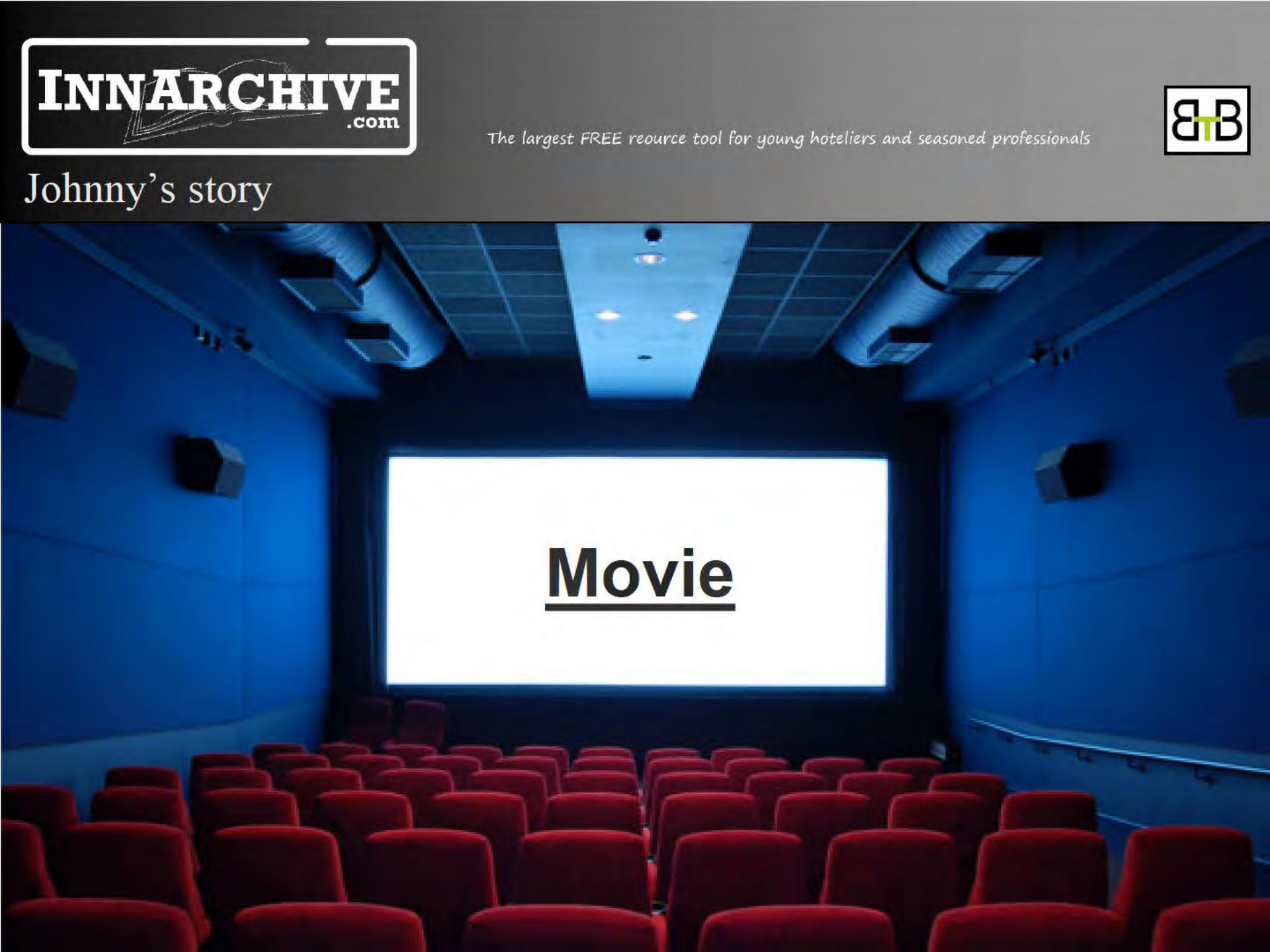
In your groups discuss:

- ✿ What does service mean to you?
- ✿ What do you expect when receiving specific services?

Write your ideas on a flip chart.



Johnny's story

A photograph of a movie theater interior. The seating consists of rows of red velvet chairs facing a large, brightly lit white screen. The screen displays the word "Movie" in a large, bold, black font with a horizontal underline. The theater is dimly lit, with most light coming from the screen and some recessed lighting in the ceiling. The walls are dark, and the overall atmosphere is that of a movie screening.

Movie

Adding Value



Imagine you're a tourist – you're tired, hot and very thirsty...

- ✿ Where can you buy Coke?
- ✿ What about the taste?
- ✿ How much will it cost?
- ✿ How much will it cost at our hotel?
- ✿ What is it that makes people choose to drink a Coke at our hotel?
- ✿ What added value do they get?

Service is about...

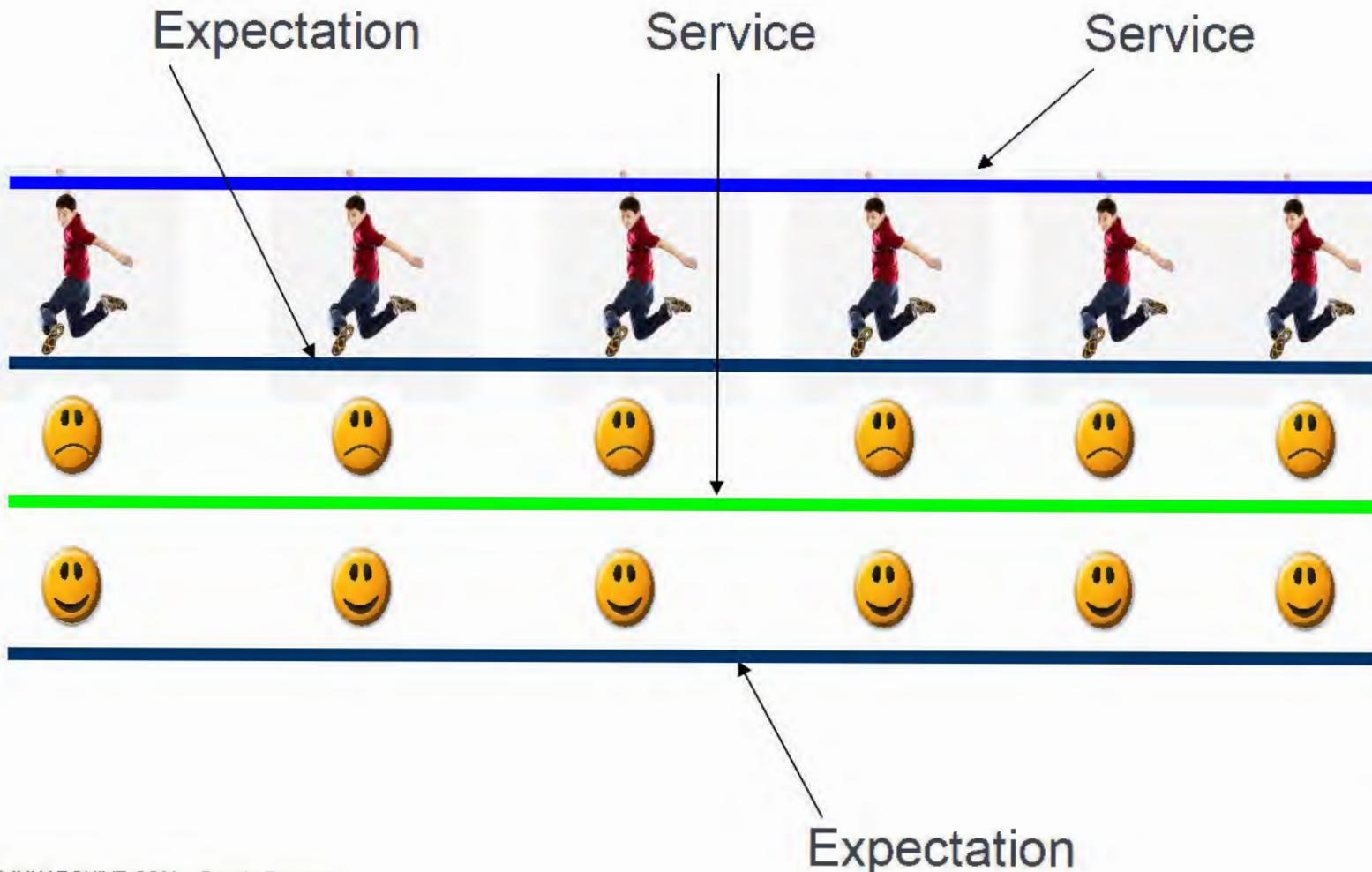
Needs "I need":

- ✿ Food & drink
- ✿ A place to sleep
- ✿ Sanitary facilities

Expectations "I expect":

- ✿ At least 4 different fresh juices
- ✿ A first class bed, choice of entertainment, luxurious fabrics, called by my name...
- ✿ A marble bathroom with a Jacuzzi

Service is about expectations



Responsibility



Who is responsible for exceptional service?

We are!

Service Standards

- ✿ List some **general** company service standards
- ✿ List some service standards in **your department**



Role Play

A large, red, velvety curtain is drawn back to reveal a stage. The stage floor is made of polished wood with several circular spotlights on the floor. The background is a dark, textured wall.

Imagine an **everyday service** situation.

Choose a specific type of guest:

- ✿ Mother & baby
- ✿ Typical rushed business person
- ✿ Gentleman in a wheel chair
- ✿ etc.

Role play a **memorable service** experience.

The K-Factor



Discuss:

- ✿ How did you make a difference?
- ✿ Why will this make your guest return?
- ✿ When was the last time someone went out of their way for you?

The K-Challenge

- ✿ Service and quality are **equally important**
- ✿ Even **98% of quality** is sometimes **not good enough**
- ✿ At our hotel we serve **more than just a “cold can of coke”**



- ✿ We are **responsible** for our guest's high expectations
- ✿ We are **responsible** for delivering on these promises
- ✿ We deliver quality **consistently** with service standards
- ✿ **Every day** we go out of our way to **please our guests**

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BACK TO BASICS – GUEST SERVICE

thank *You*