



INNARCHIVE.COM - BACK TO BASICS

GUEST SERVICE



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



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...

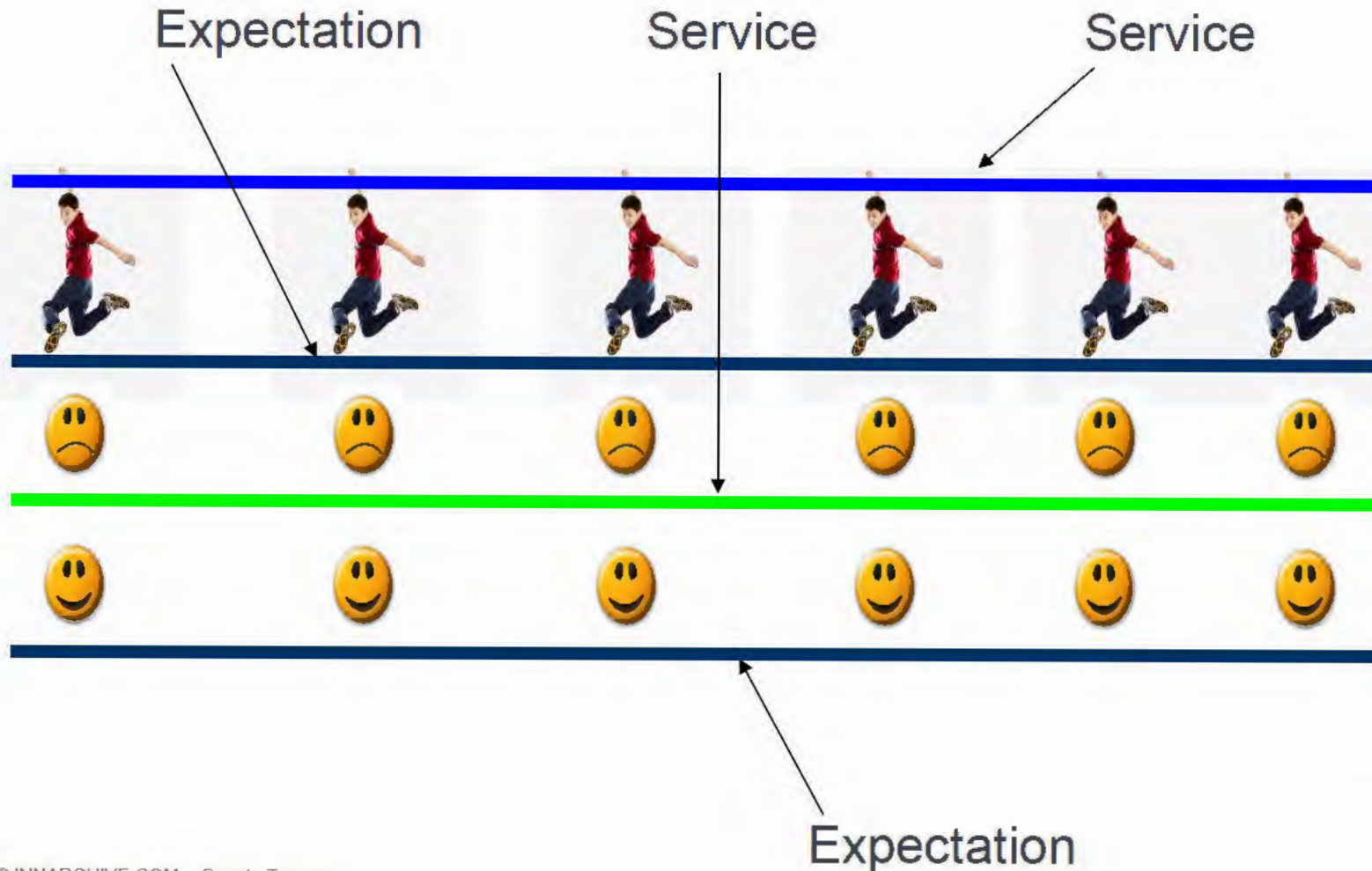
Needs "I need":

- * 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

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**

INNARCHIVE.COM



BACK TO BASICS – GUEST SERVICE

thank^{you}
You