

Presents

Creating Extraordinary Excellence, DAILY!

DELIVERING GUEST SERVICE THAT IS ORDINARILY EXTRAORDINARY!

This highly engaging workshop first explores the new power of what used to be referred to as "word of mouth" advertising. Whereas lodging providers used to have to worry that "an unhappy guest will tell 9-10 others..." today's guests can become our biggest advocates or worst nightmares. With the proliferation of online guest reviews and the explosion of social media postings, the level of hospitality and guest service actually provided to real guests is "transparent" for the entire outside world to see. Participants gain an awareness of the new role of hotel operations as being an integral part of the hotel marketing. Presented are simple yet effective methods for bringing out the best of the person on the other side of the front desk, guest room door, or telephone line.



This workshop uses a model entitled "The Customer Circle of Life" to explore each phase in the guest service cycle, starting from their initial phone call to their fond farewell at departure. If all goes well, they will "reincarnate" back into a future repeat guest, while at the same time letting others know how much they have enjoyed their guest experience.

Initial Inquiry and Booking Process. For those with on-site reservations, a review of some of the key components from KTN's Reservations QUEST training is presented.

Calls and Emails After Booking, But Prior to Arrival. Many guests call directly with questions about the location, weather, amenities, or even just to reconfirm. During this segment participants review telephone hospitality excellence procedures for managing the hotel's "storefront window" to the outside world.

Arrival At The Reception Desk and The Registration Process. Fun activities get participants thinking about all of the many challenges and frustrations that guests encounter en route. Covered are methods for bringing out the best in guests by extending gestures of hospitality during arrival and registration.

Getting Settled-In To The Accommodation. The model next explores the guest's experience getting settled-in to their accommodation and the challenges that might present themselves. Participants learn to anticipate needs in advance, to proactively mention relevant details, and to avoid problems before they occur.

Life As An In-House Guest. During this phase of the Customer Circle of Life we normally do not hear from the guest unless they have special needs or concerns. Participants learn to use positive language during guest encounters and that guests should actually be encouraged to voice their complaints. (Better they tell us than post it online..) Also covered are techniques for managing difficult guest situations and complaints.

Pack-Up, Check-Out, and Fond Farewell. This final encounter presents an opportunity to create a positive "last" impression. Presented pro-active gestures of hospitality we can extend during checkout, such as offering assistance with transportation, directions, storing luggage and return reservations. Most importantly, offering a sincere invitation to return and a fond farewell for a safe journey home.

This workshop is targeted for all frontline staff who interact daily with guests including front desk, guest services, bell services, concierge, communications, and housekeeping supervisors.

This workshop is presented in a half-day format, which is repeated to allow for coverage. The ideal group size is 5 to 25 participants.



This workshop is facilitated by

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