

Kennedy Training Network

Creating Hospitality Excellence, DAILY!

This session first explores the new power of what used to be referred to as "word of mouth" advertising. Whereas hotels used to have to worry at "an unhappy guest might tell as many as 9-10 others..." today's guests can become the hotel's biggest advocates or worst nightmares. With the proliferation of online guest reviews at websites such as TripAdvisor and Travelocity, and now the explosion of social media postings, the level of guest service actually provided to real guests is "transparent" for the world (and potential future guests) to see.

The workshop first introduces "*The Tricycle of Guest Service*" as a model for the three components of an overall positive guest experience including "the physical product," "the technology and systems," and the "hospitality" wheel which leads the way on the ongoing journey to excellence.

Participants then gain exposure to "*The Customer Circle of Life*," which is KTN's "service cycle" model. Participants explore the special needs and challenges guests encounter at every "stage" of their overall experience and also what the hospitality team can do to provide service that is "ordinarily, extraordinarily excellent!"

- Initial inquiry and booking process. For those with on-site reservations, a review of some of the key components of conversational selling from KTN's Reservations SAILS Training is presented. For those with only off-site reservations this segment is minimized.
- 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 are reminded that the telephone is the "storefront window" to the outside world and then review techniques for telephone hospitality excellence.
- Arrival At The Reception Desk and The Registration Process. Presented next are some fun activities that get participants thinking about all of the many challenges and frustrations that guests might have encountered en route to the hotel. Presented are methods for bringing out the best in guests by extending gestures of hospitality during arrival and the registration process.
- Getting Settled Into The Accommodation. The next stage of the Cycle of Guest Service explores the guest's first hour or so getting settled into their accommodation and property-specific challenges that might present

themselves. Participants learn to anticipate needs in advance and to proactively mention relevant details to avoid problems before they occur.

- **Life As An In-House Guest.** This workshop next explores life as an in-house guest, which is a stage where we normally do not hear from the guest unless there is a problem or complaint. Participants learn to welcome guest complaints as opportunities to redeem ourselves and then gain exposure to proven methods for resolving them. Also presented are methods for dealing with irate and abusive guests.
- **Pack up, check-out, and starting the journey home.** During the last stage of the Customer Circle of Life presents an opportunity to create a positive "last" impression before the guest heads out on their way to hopefully become a future repeat guest and to start the Customer Circle of Life over once again. Presented are reminders of pro-active gestures of hospitality we can extend during check-out and departure.

Scheduling options: Half day