 <p>INNARCHIVE.COM - BACK TO BASICS</p> <p>GUEST SERVICE</p> <p><b>TRAINING SESSION PLAN</b></p>	TITLE	People Business Guest Service
	TARGET GROUP	all new employees
	DURATION	2.75 hours
	VENUE	Meeting Room
	GROUP SIZE	15
	TRAINED BY	Training Manager

## PURPOSE

This course is designed to give participants a definition of quality and service, as well as explore guest expectations and individual service with them. Company standards are explored and the “KEY TO SERVICE” will also be covered.

## SELECTION CRITERIA

None

## OBJECTIVES

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

1. Define Company service standards
2. Describe how we add value
3. Differentiate needs and expectations
4. Explain how expectations are created
5. Show how to give personalized service

## RESOURCES

Flipcharts/whiteboards	Workbooks,	AV Equipment: Data projector, CD player, video/DVD, Laptop
Notebooks	DVD's/Music	Games
Pens, Markers	Give-aways, sweets	Table Toys

## ROOM SET-UP

- Select appropriate shape: U-shape OR Cabaret
- Pads, pens, mints on tables
- Water / tea, coffee

## BREAKS

Breaks should be approximately 10 mins every hour to maintain the attention span of participants. If it's not a full toilet/coffee/ smoke break then at least take a few minutes to stand-up, play some energizing music, do stretches and refill cups with water.

## SESSION PLAN FRAMEWORK

Setting the scene

Pre-session set up  
Welcome & introduction  
Icebreaker  
WIIFM (What's In It For Me)




Quality vs. Service  
Quality  
Service  
Johnny's Story  
Adding value  
Service is about...  
Service is about expectations  
Responsibilities  
Service standards  
Role Play


Action Plan

Action Plan



Wrap-up



Wrap up


Time	Topic	Learning Activity	Resources
20 min prior to start	<b>Pre-session set up</b>	Pre-reading: ❁ <a href="http://www.joelonsoftware.com/articles/customerservice.html">http://www.joelonsoftware.com/articles/customerservice.html</a> ❁ <a href="http://www.customerservicepoint.com/">http://www.customerservicepoint.com/</a> ❁ <a href="http://www.customerservicemanager.com/">http://www.customerservicemanager.com/</a> Music playing Flipcharts prepared AV equipment set up F/C 1 on wall (Objectives) Other relevant posters on walls Opening presentation slide on screen	
5 min	<b>Welcome &amp; introduction</b>	❁ WELCOME!! & self introduction from trainer ❁ Please sign attendance list ❁ Q: – To stimulate interest in the topic  ❁ <b>WHAT</b> we'll cover today – review agenda and F/C 1 which should have the list of Learning Objectives ❁ <b>HOW</b> we'll work – participation, lots of questions and activities, stretch & smoke breaks, drink lots of water to stay focused, Evacuation – nearest exit, Note paper & pens – take notes (but not the pens!) Focus on participation, good learning & fun ❁ <b>WHEN</b> does the session finish & have breaks ( <i>Trainer's note: Include a break whenever you think is necessary.</i> )	 + F/C 1
15 min	<b>Icebreaker</b>	❁ <b>WHO</b> is in the room with us today? Lets meet each other through a quick activity - Icebreaker  <i>Trainer's note: By creating a warm, friendly, personal learning environment, the attendees will participate and learn more. In this activity, participants recall and share their real-life experiences – both good and bad – as customers. By highlighting the actions of other customer service providers and the effect of those actions on the participants, the group becomes more aware of what they should and should not do in customer service situations.</i>	 + F/C 2&3

Time	Topic	Learning Activity	Resources
		<p><i>Give participants a few moments to think of the best experience they've had when dealing with a customer service representative. Solicit stories from a few people. Be sure they focus on what the service person did that led to a good customer service experience. Capture key words on a F/C entitled "What To Do." Next, give participants a few moments to think of the worst experience they've had when dealing with a customer service representative. Solicit stories from a few people. Be sure they focus on what the service person did that was wrong. Capture key words on a F/C under the heading, "What Not To Do."</i></p>	
5 min	<p><b>WIIFM</b> <b>(What's In It For Me)</b></p>	<p>🌸 <b>WHY</b> are we here?</p> <p><i>Trainer's note: The underlying idea is that people are best motivated by self-interest. Many people are most cooperative when they clearly understand the direct personal benefits that result from attending this training.</i></p> <p>We have seen from your stories that how a customer is treated stays in their mind forever.</p> <p>If a company does not deliver service value, the customers will simply turn their backs to it. Good customer service adds value to a business! There's no way around it. Customers demand value for money, or they are out of the door. <b>Usually, forever!</b></p> <p>If a customer feels bad about how they have been treated, they will tell their friends about it. Or even worse, drop a note in a user group or other forum that is heavily trafficked. Before we know it, we are out of business!</p> <p>On the other hand, if we deliver <b>legendary</b> customer support, this same mechanism could work really well for us. In the meantime, we are converting ordinary customers into <b>lifetime</b> customers, just by delivering extraordinary service.</p>	
10 min	<p><b>Quality vs. Service</b></p>	<p>Let's have a look at the terms of quality and service.</p>	





Time	Topic	Learning Activity	Resources
		<p><b>Q: What is the difference between quality and service?</b>  <b>A:</b> (Trainer’s note: Let participants share their ideas with the group.)</p> <p><b>Q: What kind of quality denominations do you know?</b>  <b>A:</b> (might include)</p> <ul style="list-style-type: none"> <li>✿ Choice wines</li> <li>✿ Prime beef</li> <li>✿ Prize carnations</li> <li>✿ Quality paper</li> <li>✿ Selected peaches</li> <li>✿ First class</li> <li>✿ Premium</li> </ul> <p><b>Q: What does quality mean?</b>  <b>A:</b> A measure of excellence, superiority of kind, or a state of being free from defects, deficiencies, and significant variations. Achieved by the strict and consistent adherence to measurable and verifiable standards to achieve uniformity of output that satisfies specific customer or user requirements. Quality can be measured very easily.</p> <p>That sounds very complicated. Simply said it means for us to deliver the same service to every guest again and again. But it also means to use and work with products which are free of defects and chosen for their premium quality.</p> <p><b>Q: What does service mean?</b>  <b>A:</b> A function, procedure, or process that performs an action requested by a client. The quality of service is more subjective and difficult to measure.</p> <p>These are two very different things, however interrelated they are. Service is the way we deliver quality. There are different levels of service. Of course, we strive for “quality service”.</p> <p><b>Q: In the luxury hotel business, which do you think is more important: Quality of Service?</b>  <b>A:</b> Both are equally important!</p>	


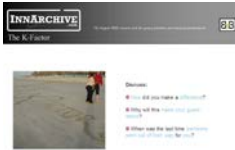
Time	Topic	Learning Activity	Resources
		<p>Yes! We always need to be aware of both. Today, let's start by looking at quality and some amazing facts!</p>	
5 min	<b>Quality</b>	<p>Normally, most people would think that a 98% achievement is excellent. Look what 98% quality (quality meaning flawless) means in some industries!</p> <ul style="list-style-type: none"> <li>✿ 30 minutes a day no electricity</li> <li>✿ the Post would loose 16.000 letters daily worldwide</li> <li>✿ 1.400 airplanes would crash daily</li> <li>✿ 10 words per page would be spelled wrongly</li> <li>✿ water would be undrinkable 9 days a year</li> </ul> <p>These numbers are pretty amazing as they show us what impact the missing 2% of quality can have. In your work day keep this in mind and always aim for 100%.</p>	
15 min	<b>Service</b>	<p><i>Trainer's note: Divide participants into 2 groups using an activity like dealing a deck of cards (red/black) or splitting according to birth year (even/odd) etc.</i></p> <p>Group 1: Brainstorm about service, what is your definition of good/great service, why is it important, what would happen if we didn't deliver great service, who profits from great service and how etc.</p> <p>Group 2: Think about a specific service situation you live <b>regularly</b> (i.e. going to the bank, taking a taxi, shopping in a store, ordering a coffee/tea in a café etc.) and in as much detail as possible note down what you expect.</p> <p><i>Trainer's note: Each group should write down their ideas on a F/C. Let both groups present. Comment:</i></p> <p>Wow, group 2 you are pretty demanding – imagine if you expect this when taking a regular cab, train, drinking a coffee – what might our guests expect in terms of service?!</p> <p>Do you think if we could consistently deliver and behave as group 1 described, this may</p>	



Time	Topic	Learning Activity	Resources
		<p>help us deliver great service, make more tips, receive more compliments, have better careers? Yes! Super, so let's try to look a bit more closely at service.</p>	
10 min	<b>Johnny's Story</b>	<p>I am going to show you a movie now.</p> <p>Johnny works in a supermarket. He is the person at the end of the till who packs the bags of customers. Listen to his amazing story and answer the questions in your workbook.</p> <p>Please lean back (unfortunately we don't have popcorn ;-)) and enjoy.</p> <p><i>Trainer's note: Ask participants to read out their answers to the questions in the workbook. Encourage a little discussion about the movie.</i></p>	
15 min	<b>Adding value</b>	<p>Let's take a look at the value of service.</p> <p>Imagine you are a tourist in ... (<i>Trainer's note: Insert the place where you are giving the training</i>). You have only one day to discover the place but you are dying to see as much as possible. You leave early in the morning and decide to go by foot since it leaves you more freedom to see what you want. Slowly the temperature rises and by mid-day it is XYZ degrees. You forgot to pack a bottle of water and are now extremely thirsty and thinking – I am soooo thirsty, I would love to have an ... ice cold coke (pull out a can of coke and place on a table for all to see.</p> <p><b>Q: Where in xyz (<i>Trainer's note: Insert the place where you are giving the training</i>) can you get a coke?</b>  <b>A:</b> Kiosk, grocery store, gas station, cafe or at the Hotel!</p> <p><b>Q: Do they taste the same?</b>  <b>A:</b> Yes, coca cola's secret recipe!</p> <p><b>Q: How much does it cost at the kiosk, how much at the cafe and how much at the Hotel?</b>  <b>A:</b> XYZ times the price at the Hotel.</p>	

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		<p><b>Q: Why?</b>  <b>A: Service!</b></p> <p>That is very vague and general. Let's brainstorm about some of the things a guest may expect when having a Coke at a Hotel (or at the Hotel xyz):</p> <ul style="list-style-type: none"> <li>✿ smiles</li> <li>✿ prestige (can talk about it later)</li> <li>✿ recognition (use of the name or a personalized greeting)</li> <li>✿ comfortable and beautiful surroundings</li> <li>✿ speed</li> <li>✿ an extra something (nuts, cookies or local treats)</li> <li>✿ a beautiful view</li> <li>✿ knowledgeable people (advice on things to see, places to go)</li> <li>✿ maybe celebrity spotting</li> <li>✿ water for the dog</li> <li>✿ toys for the children</li> <li>✿ peace and quite atmosphere</li> <li>✿ business facilities (wireless)</li> <li>✿ etc.</li> </ul>	
5 min	<b>Service is about</b>	<p>Great – it is good to define what service means in tangible terms because it helps us knowing what we can DO to deliver great service!</p> <p>So, we agreed that if we are thirsty we <b>need</b> to drink (what happens if we don't drink? We die!). This need can be satisfied in various places; however, we may expect different things depending on where we are. Our perception of the quality of service is in how far did the experienced product and its delivery meet or exceed our expectations. This is why the same person can be happy with the service in one place and disappointed by the exact same service in another. I have tried to illustrate this on the next slide.</p>	 <p>The screenshot shows a slide with the title 'Service is about...' and a list of service elements. The list includes: 'Smiles &amp; Greeting', 'Recognition &amp; Greeting', 'Fast &amp; polite', 'An expert &amp; efficient team', 'A clean &amp; shiny', 'A fast &amp; easy way to get what you need', 'A friendly &amp; helpful staff', and 'A quality product with a choice'.</p>



Time	Topic	Learning Activity	Resources
5 min	<b>Service is about expectations</b>	<p><b>Q: But where do these expectations come from?</b>  <b>A:</b> Building, location, past experience, price, word of mouth, press, brochures, ads, very interesting press, ...</p> <p><b>Q: Who is responsible for our prices, the building, the content and look of press releases, collateral etc.?</b> (<i>Trainer's note: Show some nice brochures and merchandising material.</i>)  <b>A:</b> We are!</p> <p><b>Q: So who is responsible for our guest's high expectations?</b>  <b>A:</b> We are!</p>	
5 min	<b>Responsibility</b>	<p><b>Q: And who is responsible for delivering on these promises?</b>  <b>A:</b> We are!</p> <p>Yes, absolutely – not a GM or the Food &amp; Beverage Manager (unless they are dealing directly with guests or clients), they are responsible for making sure the support, tools, knowledge, training are there which enable us to deliver great service and exceed expectations!</p>	
15 min	<b>Service Standards</b>	<p>Now that we have discussed quality and service let's put them together. We said that we want to deliver quality service and we also said that quality can be measured. This means that even though we said that great service is quite subjective and intangible, we can measure it to a certain extent.</p> <p><b>Q: How?</b>  <b>A:</b> Through service standards.</p> <p><i>Trainer's note: Get the participants brainstorming. Split them up into groups and use flipcharts. Ask participants to list:</i></p> <p> <i>some general Company service standards</i></p>	

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		<p>🌸 <i>service standards in their department</i></p> <p><i>on coloured paper, then paste/pin to a board or flipchart.</i></p> <p><i>This exercise additionally helps to remind/practice some of our core standards.</i></p>	
20 min	<b>Role Play</b>	<p>It's time that we practice our Remarkable European Service Flair. Have a look at the slide, form groups of two or three people and act out everyday service situations.</p> <p>In your role play, your service should be so good that the guests not only do not mind paying the (Hotel) price but leave a great tip ask for a card and your name and promise to come back soon!</p> <p>De-brief:</p> <p><b>Q: Should standards change depending on the guest or the situation?</b>  <b>A: No, they stay the same.</b></p> <p>But, depending on each guest the delivery of great service can be very different. And if great service depended only on delivery of our service standards we would soon be able to programme a robot to perform our jobs (probably with greater precision and consistency than we can).</p> <p>This means we need to “go out of our way” to please each guest in a different way. It also means that we also need to apply intellect, empathy and our experiences to know how to adapt the standards to a personalised service.</p>	
10 min	<b>The K-Factor</b>	<p>In our Service Book you have already read some amazing service stories which took place at our Company. You also might have heard already of some other stories from your colleagues. I want you to think of your own story, even if it's just a small one.</p> <p>🌸 How did you make a difference?  🌸 Why will this make your guest return?</p>	

Time	Topic	Learning Activity	Resources
		<p>🌸 When was the last time someone went out of their way for you?</p> <p><i>Trainer's note: Give some thinking time and discuss. Usually, people have a hard time remembering when someone went out of their way last for them (in a professional or private context). This means that it is a rare experience/situation.</i></p> <p><b>Q: From the Orientation training, do you remember the definition of luxury?</b>  <b>A: Something that is rare!</b></p> <p>Need we say more? .....</p>	
10 min	<b>The K-Challenge</b>	<p>Let's re-cap what we talked about before:</p> <ul style="list-style-type: none"> <li>🌸 Service and quality are equally important</li> <li>🌸 Even 98% of quality is sometimes not good enough</li> <li>🌸 At our hotel we serve more than just a cold can of coke</li> <li>🌸 We are responsible for our guest's high expectations</li> <li>🌸 We are responsible for delivering on these promises</li> <li>🌸 We deliver quality consistently with service standards</li> <li>🌸 Every day we go out of our way to please our guests</li> </ul> <p>Remember to go out of your way to exceed the expectations of our guests or to surprise a colleague. Let me know what happened, call me or write me an email, and maybe the new employees will read your story in their Service Book.</p>	
10 min	<b>Action Plan and wrap up</b>	<p><i>Trainer's note: An action plan helps to ensure that participants transfer their new skills/knowledge back into their workplace. An Action Plan worksheet should be filled in by the participant and collected by the trainer who will photocopy it and give both copies to the relevant HOD. The HOD should keep one copy for reference and give the other to the staff member during a sit down discussion about what the staff member learned during the training session and how they are going to apply it in their job. The Action Plan template can be adapted to various purposes and topics.</i></p>	

Time	Topic	Learning Activity	Resources
		<p><i>Training is expensive; therefore we aim to achieve a return on investment (ROI) by doing this.</i></p> <p>At the end of your workbook you will find an empty action sheet. Please fill it out and hand it to me.</p> <p>Also complete the Training Evaluation Form.</p> <p>“Thank-you and good luck!”</p>	