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GUEST SERVICE

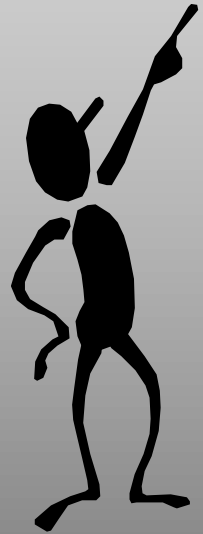
What is Service??



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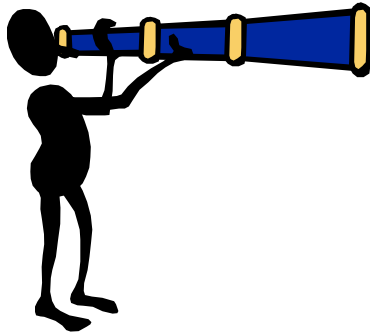
Putting people first



The basic of good service is
that the person who gives it
feels confident and at ease
in a service situation



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What is service?

- A. Material

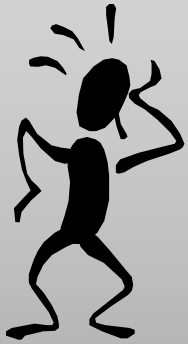
- Operating equipment
- Uniforms
- Comfortable furniture
- State of art technical equipment
- Lay out of facilities
- Quality of material
- Interior design

- B. Personal

- Working attitude of staff
- Grooming
- Working methods
- Manning
- Professionalism
- Language abilities
- Anticipation
- Courtesy



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Different interpretations of service

- Service can not be weighted or measured and is more emotional than rational
- You can sell service, but you can not give the customer a sample to take and show to another
- Service can not be completely standardized



Service can be seen in different ways.....

- ...by different people in the same cultural group
- ...by the same person at different times and in different moods
- ...by people from different social, cultural and geographical backgrounds
- ...by people with different levels of knowledge and experience

How service is seen can also depend on the expectations people have in advance.



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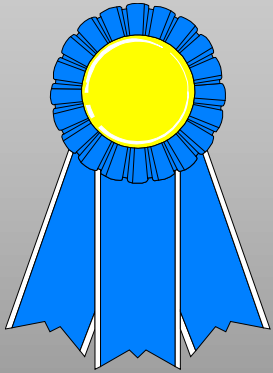
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“Our customer’s satisfaction is our mission”

A one-minute service course

To give good service it would seem that all you need to do is:

- ✓ Smile and establish eye contact
- ✓ Use the customer’s name and pay undivided attention
- ✓ Reflect the customer’s posture and attention
- ✓ Anticipate guest's need and show courtesy
- ✓ Show that you respect and accept the customer
- ✓ Follow the established service standard procedures
- ✓ Be calm, confident and speak in a correct manner
- ✓ Be well groomed, with a clean and tidy uniform
- ✓ Show respect to your colleagues and management





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Our Mission is:

Customer Satisfaction: The 5 big C

- **Consistency**
- **Convenience**
- **Competence**
- **Communication**
- **Care**



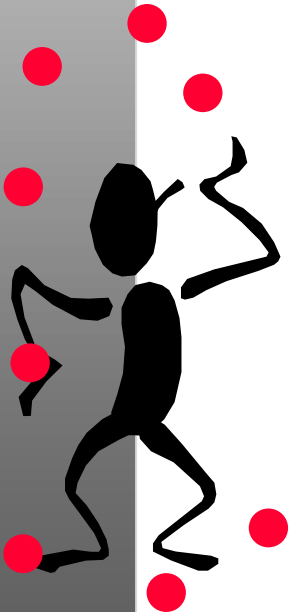
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Of course is not that simple

.....because each person has to want to provide service at all time, but also need the necessary personal motivation and confidence to do so.

A balance is needed between work and private life.





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Why do we behave as we do?



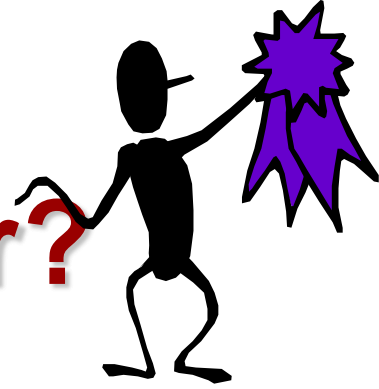
Whilst you as the service giver can control the quality of service offered, your ability is influenced by the behavior and attitude of the people you give service to, including your working colleagues and your superior.



The personal aspect of service
is **YOU** !



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A loser or a Winner?

“What sort of person would you like to be??”

“What makes you a winner or a loser??”

Some people seem to be able to control their lives and get where they want to be and then there are others who never seem to be able to get started, no matter how much help they have.

A winner says: “Let’s make it work this time!”

A loser says : “I tried that before, it will not work”

**Remember, in every situation it is your choice
which tape you play!**



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What do you want from life?

- In order to give good service to others, it is important to be confident in yourself and in your job. Too often we feel that it is just luck or chance that brings the new job, the promotion or the bonus our way.

Define your goals in life and what gives you the feeling of happiness and fulfillment



The importance of attention



- ✓ Strokes are – any kind of attention and respect you can get from or give to another person. Strokes are essential for a relaxed and happy life
- ✓ The way the customers feels and the impression he or she takes away after receiving service from you is directly related to the amount of attention (strokes) that he or she received from you
- ✓ Remember, the more strokes you give someone, the more they will give you back. However, giving strokes have to be honest and from your heart.



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A positive attitude to life

- Get the most out of every moment of your life
- Give respect and you will get respect
- Nothing is gained by thinking negatively
- Don't only see the "single tree", but the "whole forest"
- Encourage yourself and others
- **Choose positive thinking and be happy with your life!**



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?



Communication

We live in a world in which *communication* – can determine whether you succeed or fail.

How do we communicate?

- *By words*: The words you choose and how you say them may make a big difference
- *Eye contact*: Eye movements
- *Body language*: facial expression and gestures. It is important to know the difference meanings of body language of different nationalities and cultures

Remember, words may lie, but the body seldom does!



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The heart of communication

- There are two important components of communication that make it happen:
- *Listening:*
 - The only way you can find out what someone else is thinking and wants to do. Listen to respond rather than just listen to what is spoken. Listen with an open mind
- *Giving feedback:*
 - By giving feedback you can make sure you understand what the person wants to say



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“I feel stressed!”

- If you say, “I feel stressed”, you probably mean you are feeling tired, irritated, overworked, exhausted, depressed or disappointed
- Stress can be created by different factors and at time a difficult customer can be quite rude, overcritical, over demanding or impatient and gives you a lot of stress. In circumstances like these it seems only natural to feel angry and it is important to control feelings and to be able to cope with the stress situation.

Ways of controlling stress

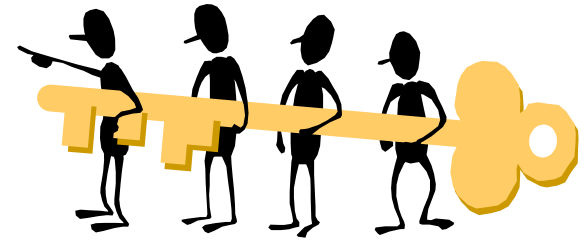
- *Physical Fitness:* A good rule is to exercise at least three times a week, for at least 20 Minutes
- *Relaxation:* There are many ways of relaxation; Yoga, Meditation, reading, listening to music, dreaming etc.
- *A healthy diet:*
More high-fiber food,
less salt and sugar.





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Molding people into a team

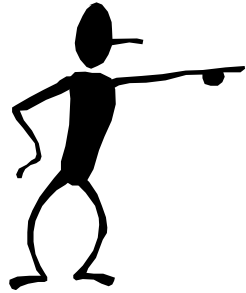


- A team is a group of people who collaborate and interact together in working toward a common goal
- But no team can just spring up by itself and requires careful planning.
- Each team member has to be self-motivated to create a team spirit
- All members of a team need ongoing training and have to learn about new techniques and review established skills



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The Golden Rule

Because people are not all the same, treating others as *you* want to be treated is not the same as treading them as *they* want to be treated

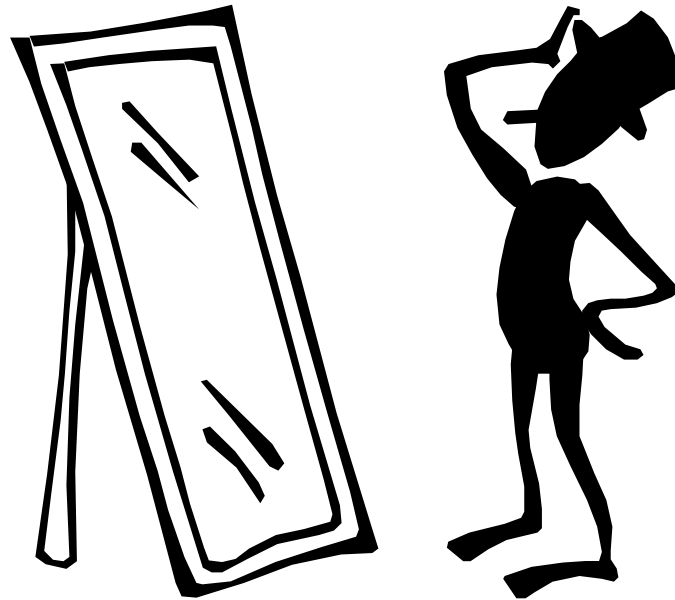




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Remember:

“There is no second chance to make a first impression!”



Thank you for your attention!