



QUALITY GUEST SERVICE

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We have all experienced bad service

- <https://www.youtube.com/watch?v=bTbHwnxCGal>
- <https://www.youtube.com/watch?v=TuniFG6ajGY>
- <https://www.youtube.com/watch?v=ImH05RjcoTQ>

Guest Service is a Science and an Art

- It is much more than just being nice to people.
- Businesses and organizations fail at it all of the time.
- It doesn't just happen by itself.
- It requires a special blend of:

S E R V I C E
Q U A L I T Y
S A T I S F A C T I O N
L O Y A L T Y
S U P P O R T
C O M M U N I C A T I O N
F E E D B A C K
T R U S T

What is Etiquette?

- A customary code of polite behavior in society or among members of a particular profession or group.
- Formal manners and rules



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- As with most of life, it is based on treating people with respect and being courteous.
 - Remember to say **PLEASE**
- And**



What is Hospitality?

The friendly and generous reception and entertainment of guests, visitors, or strangers.

synonyms: friendliness, hospitableness, warm reception, welcome, helpfulness, neighborliness, warmth, kindness, congeniality, geniality, cordiality, courtesy, amenability, generosity, entertainment, catering, food

Aspects of Guest Service

- Focusing on serving the guest
- Consistency in service
- Efficiency in service
- Exceeding expectations
- Knowledgeable employees
- Commitment from the top of the organization
- Processes that allow service to continually improve

What do People Really Want?

- At the root of it all, people need to be:
 - Heard, understood, and appreciated.
- People expect their host to:
 - Have their best interest at heart.
 - Be confident and competent.
 - Be believable in their statements and promises.
 - Give them what they ask for.
 - Surprise them

Perishability of Service

- It happens at a given point in time
- If something goes wrong, you can't take it back
- Can only try to correct situation through
Service Recovery



Good Service Often Goes Unremembered

- It is an exceptional experience that is remembered:
 - Exceptionally good, or
 - Exceptionally bad.
- We forget average.
- This leaves us with two options:
 - Wow the guest.
 - Seize the opportunity to fix it and make it right and allow the customer to leave feeling special.

THE GOOD
IS THE ENEMY
OF THE
GREAT

@PhilosophistJoe



- Approach to think about all the little things that go into quality guest service.
- A point of service at which customer service is either made or lost.
- How the service encounter is made up of many individual moments of truth.

Service Recovery: G.U.E.S.T

G—Greet

U—Understand; Listen, Repeat

E—Empathize; Apologize

S—Suggest/Solve

T—Track; Record/Document/Write up



Is the Guest Always Right?

- Should your answer always be yes?
 - Always saying yes does not have to imply total compromise.
 - Your answer should be yes, but in a way in which you can accommodate the customer's needs.
- Are there limits to what you can do?
 - Of course.
 - There are budget and legal restrictions.
 - Look for alternative win–wins, where you can say yes while remaining within your limits.

Handling Angry Customers

- Difficult to immediately diffuse and resolve
 - No longer hearing, comprehending, or thinking with great rationality.
 - Anger often has three phases:
 1. Building
 2. Exploding
 3. Cooling
- It will take some time once they explode.
- Don't take it personally.
- Mentally remove yourself from the situation.



Handling Angry Customers

- Try to keep your voice low and quiet.
- Deal with the emotions first. Otherwise, logic won't be appreciated.
- Get them out of view if possible.
- Realize that they need to vent.
- Use phrases like: What can I do to help you?
- Think of ways to neutralize the situation?





Watching for Red Flags



- Red Flags = small problems.
- When just a few pop up, most customers are tolerant because they are resistant to changing their behavior.
- They don't want to find another place to do business or stop the transaction midstream.
- Question to ask when evaluating service:
 - “Are they getting what they need and expect?”
 - Look for the signs.
 - Place yourself in their shoes, or try to see it from their perspective.

Masterful Listening

“The difference between the sense of hearing and the skill of listening is **attention**” – Seth Horowitz

“The art of conversation lies in listening” - Malcolm S. Forbes

"Wisdom is the reward you get for a lifetime of listening when you'd have preferred to talk."
--Doug Larson

"Most of the successful people I've known are the ones who do more listening than talking." -Bernard Baruch

“Most people do not listen with the intent to understand; they listen with the intent to reply.” - Stephen R. Covey

“There, in the silence that's never quite silent, I realized that, if there are at least seven thousand ways to speak, there are at least seven thousand ways to listen.”

[Mark Nepo, Seven Thousand Ways to Listen: Staying Close to What Is Sacred](#)

one of my biggest faults is that when i
ask someone their name I forget to
listen to what their name is



Listening Levels

Level 1 Internal

- Attention mostly on other's words
- Judging what is being said in relation to self
- How does this apply to me?
- Sounds like. "oh me too."

Level 2 Focused

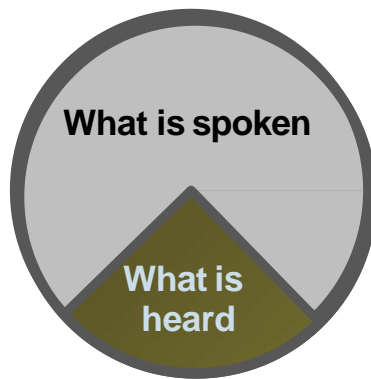
- Attentive focus on other
- Listening beyond words
- Attention to tone, pace, feelings
- More holistic
- Sounds like, "tell me more."
- "I see the excitement on your face"

Level 3 Global

- Most holistic
- Listening with your intuition
- Deep awareness of other person
- What is said and not said
- Listening for feelings that are unexpressed
- Listening for person's experience
- Feels like time was suspended

Listening at Level 1 vs. Level 3

Level 1: Dialogue

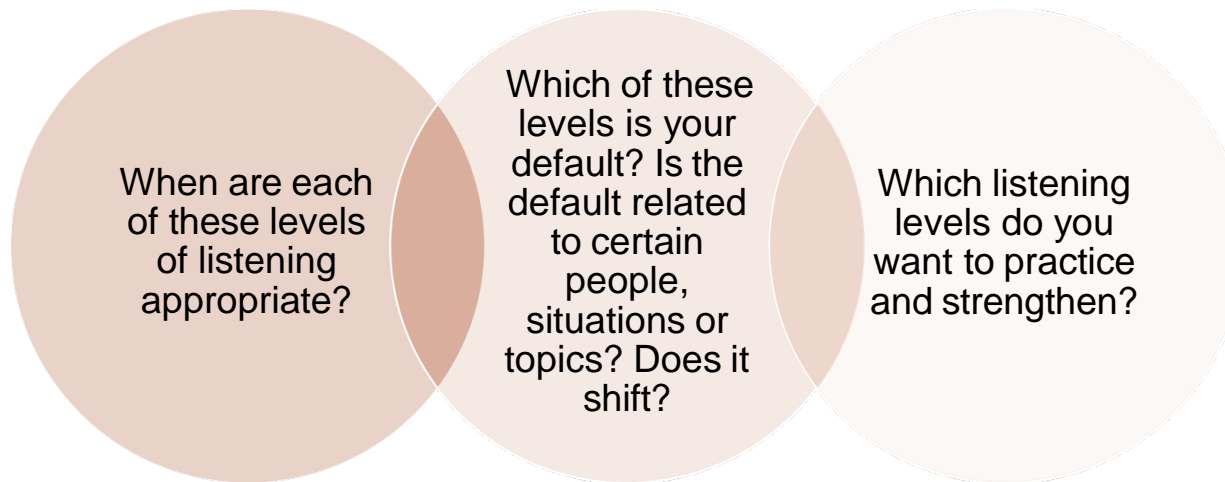


Level 3: Global Listening



When you are speaking, are you aware or not whether what you are saying is actually “landing?”

Listening: Personal Application



10 Listening Blocks

Mind Reading. Assuming you know what the other person feels and thinks without asking.

Rehearsing. Planning what you want to say next and missing what's being said now.

Filtering. Listening only to things that are relevant to you and ignoring the rest (even if it's important to the other person).

Judging. Evaluating the other person and what they say rather than really trying to understand how they see the world.

Daydreaming. Getting caught in memories or fantasies while someone is talking to you.

10 Listening Blocks

Advising. Looking for suggestions and solutions instead of listening and understanding.

Sparring. Invalidating the other person by arguing and debating.

Being right. Resisting or ignoring any communication that suggests you are wrong or should change.

Derailing. Flat out changing the subject as soon as you hear anything that bothers you or threatens you.

Placating. Agreeing too quickly (“I know... you’re right... I’m sorry) without really listening to the other person’s feelings or concerns.

- Source: “Dialectical Behavior Therapy Skills Workbook” by Matthew McKay, Jeffrey C. Wood, and Jeffrey Brantley

Listening Tips

1. Set your intention about listening
2. Notice your unconscious filters
3. Have a curious mindset
4. Ask open-ended questions
5. Summarize what you heard – and ask, “Did I get that right?”
6. Use engaged, connected body language

Powerful Questioning

...invites the recipient to think – the answer isn't known before you ask it and the recipient can't answer automatically

...engages and fosters curiosity

...invokes a shift that results in new perspectives and possibilities

...facilitates self insight

...moves a conversation from interesting to purposeful

...reflects *your* masterful listening