

Do We Really Welcome the Guest?



Why do you return to a favorite restaurant? Is it because we are comfortable with the surroundings? Is it because we are always greeted and served in a consistent manner... a manner that meets or exceeds our expectations?

In many instances, I have checked into properties where "all of the above" has been found wanting. No welcoming smile. Uniforms, if any, which were disheveled or lacking a tie. Flippant remarks which are not reassuring.

We spend time teaching our staffs how to answer the telephone but not how to greet the guest in person.

Think of how you would enjoy walking into a property where the Guest Service Representative (GSR) gives you a brilliant smile when you within 10 yards (meters) and a verbal welcome within 5 yards (meters).

This rarely happens. When it does, it makes the hours spent fighting traffic or airline/car rental seem less important. You begin to feel the reduction in stress.

We should be teaching the GSRs to welcome the guests as they would welcome someone to their home. An appropriate greeting. A smile. Positive body language and a positive, upbeat tone of voice.

How can the guest's welcome be enriched? Use the guest's last name during check-in; One chain used a freshly baked cookie; Bring your team together and look for ways that will work at your property.

Great service drives occupancy. It does so because guests will always return where they feel appreciated, valued and welcomed. Exceed guest expectations and they will become property advocates. That is, they will actively recommend your property to others - helping you to build revenues. And it all begins the moment the guest arrives.

Guest Satisfaction is not something that just happens. We should be "setting expectations" and "training" our staff to reflect a culture that applauds exceeding guest expectations.



Diamond Service on the Rise

Diamond Service on the Rise is a web-based program that emphasizes: Exceeding guest expectations; Successful complaint resolution; and driving occupancies through guest retention and positive word of mouth. For a sample module go to:

www.wetrainhotels.com.

WeTrainHotels.com is an award winning, online training tool designed specifically for the hospitality industry, created to engage the next generation of staff through a fun and interactive web interface using the latest in web technology, video and animation.

The focus of the website is to enable hotel properties to exceed guest expectations by allowing them to focus: on the Guest; on driving *Industry Best Practices*; and on winning the war for market share while expanding profitability.

Please go to www.wetrainhotels.com for more information or contact Laurence Marans at