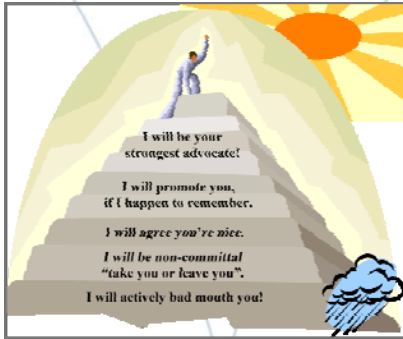


## 2010. Where are your Guests Today? Part I



What are your expectations for 2010? Is your mind set on trying to match last year's results or do you believe you are positioned to gain market share in a difficult business environment?

A general manager recently called me because she is finding that while last year was good, there was new competition opening and she wanted to invigorate a service culture within her team.

I suggested our Service on the Rise Program. One of the essential measures of success is where guests place your property on the "Advocacy Pyramid".

It is your team's ability to recognize where the *Tipping Points* are for your guest that will ultimately determine the success of the property. What happens at any point of the guest's experience with the property may *tip* the guest up or down the Advocacy Pyramid. You need to be dedicated to creating wonderful experiences which will have your guests becoming Property Advocates, singing to the world the wonders to be found with your property. It may seem daunting.

The truth is guest expectations are inherently low. They are continuously receiving underwhelming service from car rentals, airlines and hotels. This is your opportunity to excel... to exceed expectations.

You deal with at least six *Tipping Points* during the guests stay. They are captured by these sentences:

"Hello, come on in."; "Welcome, what can I do for you?"; "I will do what it takes to make this a 'WOW' experience."; "Thank you."; "Good bye and come back soon."; And the most important *Tipping Point*... "I apologize for... . How can I make this right?" (complaint resolution)

Look at these five moments beyond the social niceties, which, by the way, are powerful unto themselves. Look at them through the prism of your hotel.

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 about: 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](http://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](http://www.wetrainhotels.com) for more information or contact Laurence Marans at