

Three Wishes? Wave a Magic Wand! What Would You Wish For?



If hotel managers could wave a magic wand, what would they wish for? I believe that Exceeding Guest Expectations, Expand Revenues and Reducing Employee Turnover would cover 90% of the wishes.

It all comes down to your commitment to bringing knowledge, information and tools to employees in a way that becomes personally relevant to them. This speaks directly to training and professional development which serve so well as employee motivators. In fact, a strong sense of job security and “employability” is what our employees need especially in the current economic climate, though they are always important.

Exceed Guest Expectations. It sounds so simple. But how do you create the atmosphere that allows your team to excel with a consistent “we care about you” message to the guest?

Expand Revenues. If you are consistently exceeding guest expectations you will bring the guest back to your property. Even more importantly, they will become a property advocate, they will not hesitate to recommend your property. Room sales go up. Occupancies go up. Higher rates are achievable. Revenues expand.

Reduce employee turnover. Invest in them, empower them and they will invest in you. Think of it this way:

1. According to studies done at Cornell, it will cost more than \$5,000 dollars to replace an employee such as a Guest Service Representative. Having the employee stay at your property is in fact paying yourself a bonus for investing in the employee. Or better yet, reward them with a pay increase.
2. Employees who stay know your property and your guests and because you have invested in them, they know how to serve the guest... how to exceed expectations in a consistent, professional manner.
3. Which brings us back to expanded revenues.

How can you lose?

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