

It's Consistency That Brings Them Back!



Think about what brings you back to your preferred restaurant time after time. You know what to expect when you order your favourite dish... the way it will look on the plate, the aroma, the taste.

But what if that changes? A new chef arrives and your favourite dish changes. It's plated differently, the taste varies each time you have it... you no longer know what to expect.

In my home town, a popular restaurant closed when they changed their menu and no longer met guest expectations. They couldn't go back.

In our industry, the guest has four major components to their "book-it-for-me" equation.

1. Location?
2. Is the hotel and its guest rooms clean and welcoming?
3. Does the room price represent value?
4. Will I receive good service?

The first on the list is a given. The second and third *should* be easily managed by all of us. However, whether branded or unbranded, the issue of clean and welcoming remains a challenge. Consistency certainly plays a part. Guest expectations must be consistently met if you expect them to return.

Service on the Rise

Will I receive good service? Will the property meet or exceed my service expectations? Will I be delighted and surprised by the service? Will I remember the experience and tell others? How will I be dealt with if there is a problem? All from the guest's perspective. After all, they make the "book-it-for-me" decision.

Great service: So simple to deliver on paper... so difficult to deliver in a timely and *consistent* manner. It's about investing in your team.



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.

 **Great Training is Now Only A Click Away!**

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