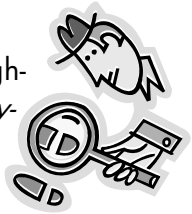
What is Excellent Service?

Great guest service is built on a foundation of managing guest expectations.

Does this sound simple? It's not. Every guest has different expectations about what excellent service is. For our staff members that have "hospitality DNA", this is not a challenge. But for most, the challenge of meeting guest expectations, let alone exceeding them, is a distant dream.



All good service stems from your teams ability to understand what your guests want and expect. There are many touch points throughout the day between staff and guest. Questions such as "*How can I help you?*", "*Is there anything else you need?*" and "*Are you enjoying your stay?*" begin to lay the foundation for a great stay. Asking what guests want is the easiest and most effective way to understand the guests needs and wants.

Listening is such a great attribute and plays a vital role in "hospitality" DNA. Asking the questions is important. Understanding what they are saying is key to providing a great stay. You need to become a truth detective. Guests don't always give us direct answers either through their words or body language. They may not even know what they really want.

Successful complaint resolution follows a similar path: get the guest talk; show them you are eager to help; let them blow off steam; and don't ignore what is often the most effective and least expensive solution to the problem… ask the guest what would resolve the problem.

Meeting or exceeding guest expectations (easier to do in today's business environment as air, car rental and hotel service levels are so low) is an important part of creating a loyal guest, a guest that not only returns to your property but will recommend your property to others. *You need to invest 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

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