

The Customer is Always King!



I hate it when my friends go on vacation or business trips. They come back and tell me the most horrific stories. Reservation not on file and no room available. A cobweb the size of a dust ball. Construction noise beginning without warning at 7 a.m. Internet access unavailable. And not an apology for any of them.

The list is endless. In rare instances, the problem may have been the fault of my friends (the reservation was made for the wrong date). The final comment was still "they wouldn't return to that property again".

On the plus side, in the past year, Customer Satisfaction Rankings reported by J.D. Power have shown improvement in overall satisfaction with hotels.

Why is focusing on guest service so important to your Hotel? Why do you need to invest time and effort into training your service team to exceed guest expectations... to make this part of their hospitality DNA?

The most beautiful property is incomplete without great service. All hotels have basically the same furniture, equipment and technology—and they can be copied. The one thing that can't be duplicated is the service. Your Staff and the Service they deliver are what will make a guest choose your property over the competition again and again.

Great service drives occupancy. Guests will always return where they feel valued, appreciated, and welcomed. Exceed guest expectations and they will actively recommend your property to others, helping you to build revenues. The issue is maximizing your revenue opportunities. RevPAR. Revenue Per Available Room.

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.

WeTrainHotels.com is an award winning, online training tool designed 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 winning the war for market share while expanding profitability.

**"Your
Mission
is to provide
Real
Hospitality
to our guests at
every point
of contact."**

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.



Service on the Rise

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

Get your feet wet. Until September 30, 2010, take any single program for only \$25*. Call 1-866-855-1769 and make great training a reality!

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