

# 16 Ways to Raise the Bar in Guest Relations

Create a service-oriented culture inside and out.

Recruit and hire the right people.

Stop treating it like a transaction and create an experience for the guest.

Set specific guest relations standards and clarify your expectations for each position.

Treat your employees like you want your staff to treat your customers. Your staff will only treat your customers as well as you treat them.

Require attendance at frequent staff training.

- Orientation

- Skills to do the job

- Succession Training

Provide information and tools so that everyone can do their job - everyday!

- Schedules & details on Events and Promotions

Know what your customers want, expect and need.

- They want to feel welcome, comfortable and appreciated.

- They want respect.

- They want to be recognized and remembered.

- They expect timely, prompt and orderly service.

- They expect for accurate information

- They expect professional, courteous help.

- They need to be heard and understood.

- They need to receive help or assistance and to be safe.

- They need to feel important and receive personal treatment.

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Empower employees so they can “Do the right thing.” - Teach them:

- Options, alternatives
- How to enforce a rule
- How to apologize

Reward performance - create customer service champions who put the customer “center stage” instead of themselves.

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Beg for feedback.

- Focus groups
- Surveys
- “How’s it going?”

Request and implement employee ideas.

Hold frequent brainstorming sessions

Under promise and over deliver.

Lanyap - Bakers dozen theory

Surprise the customer by going the extra mile. If they ask for something - give it to them and then add a little bit more.

Measure what is important to the customer.

- Safety
- Friendliness
- Cleanliness

Know why your customers leave and where they go.

We are all competing for their leisure dollar - will they be back?