



# **Seven Star Customer Service: Starting at the top to impact the bottom line**

Presented by

**Ruby**   
**Speaks**

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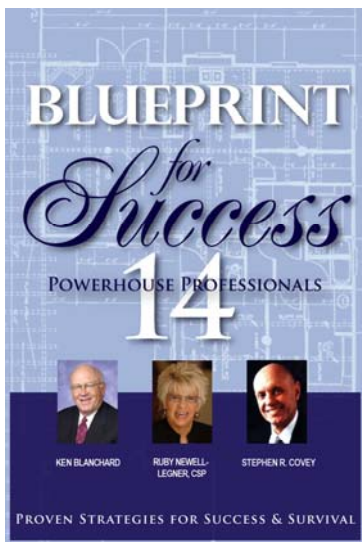
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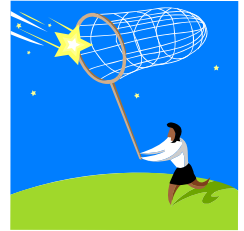
**“The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.”  
– Michelangelo**



Burj Al Arab, frequently referred to as the only seven-star hotel in the world located in Dubai, United Arab Emirates [www.Burj-Al-Arab.com](http://www.Burj-Al-Arab.com) operated by Jumeirah Group [www.Jumeirah.com](http://www.Jumeirah.com)



The following criteria help achieve a  
**Seven Star Status**  
from Ruby’s Perspective:



1. \_\_\_\_\_ is identified, embraced and promoted throughout the organization’s mission, vision and values statements.



2. The organization’s \_\_\_\_\_ instill positive customer service through all their dealings with job candidates, new hires and current employees.

**“All leaders throughout the organization must set a positive example of treating employees like they would like their staff to treat their customers.”**

**– Ruby Newell-Legner, CSP**



3. Time and effort is taken to understand the nature of the organization’s \_\_\_\_\_.



4. Each employee understands the \_\_\_\_\_  
 \_\_\_\_\_ for their department and what  
 role they play in each step along the way.

<b>Movie Theatre Example *</b>
Reviewing information about movies and deciding what movie to see
Getting Directions and Time Schedule
Find a parking space at the theater.
Wait in line to buy a ticket.
Purchase your ticket.
Enter the movie theater; give your ticket to the ticket taker.
Wait in line to buy popcorn and soda.
Pay for your food.
Go to the restroom before the movie.
Go into the theater and find a seat.
Sit and watch the movie.
Leave the theater and go back to your car.
<small>* Adapted from a definition by Wachovia rated #1 in Customer Satisfaction <a href="http://www.Wachovia.com">www.Wachovia.com</a></small>



5. \_\_\_\_\_ are documented for  
 each step of the Cycle of Service™.

Step in the Cycle of Service™	Standards



6. The \_\_\_\_\_ between departments  
 promotes a “we are all in this together” approach to  
 serving each customer.



7. A \_\_\_\_\_ program  
 promotes customer loyalty and retention.

# RubySpeaks

**Ruby Newell-Legner, CSP**  
 Speaker • Trainer • Author



## About Ruby

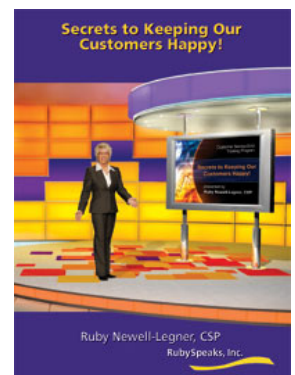
**Ruby Newell-Legner, Certified Speaking Professional**, founded RubySpeaks, Inc. in 1994 with a singular mission: To provide the hands-on training employees need to create a more productive work environment where everyone can excel on the job. Over the last decade, she has presented more than 1,900 programs in nine countries and has shown tens of thousands of participants how to quickly improve workplace performance.

As an award-winning customer satisfaction expert, Ruby works with leaders in the leisure, sports and entertainment industry to build better relationships: from front-line employees to customers, between co-workers and their peers, and from managers to the employees they supervise. Her book, *Blueprint for Success*, coauthored with Ken Blanchard and Stephen Covey, was published in June 2008.

Ruby's high-impact trainings are based on 25 years as a front-line service provider and facility manager. Her knowledge of customer service best practices in the leisure industry is why her clients include:

- NFL, NHL, MLB and NBA venues throughout North America
- The guest relations staff for Super Bowl XLI
- Parks and Recreation Agencies, Zoos, Water Parks and Amusement Parks
- The only 7-star hotel in the world
- The venues hosting the 2010 Olympics
- The guest relations staff for the 2007 Grey Cup
- The Billie Jean King National Tennis Center and 2008 US Open

**Call 303.933.9291 in April 2009 for a  
 FREE 30 minute phone consultation  
 with Ruby on how to create  
 7-star service for your business**



**Ruby's new 2-hour  
 Plug and play  
 Customer Service DVD  
 Training System –**

**“Secrets to Keeping  
 Our Customers  
 Happy!”**

Ask Ruby how she can help you:

- ◆ Redesign your new employee orientation program
- ◆ Reinvigorate your seasonal staff training sessions
- ◆ Coach your new supervisors to excel in their new role
- ◆ Offer train-the-trainer instruction to enhance your in-house training workshops
- ◆ Facilitate your organization through identifying your Cycles of Service™ and Cycles of Service™ Standards
- ◆ Provide valuable staff development programs for leaders, managers, supervisors and front line staff members