

Taking Hospitality and Customer Service to the Next Level in your Chamber and in your Town

Presented by:



Location: Troy University, Montgomery Campus

Date & Time: October 22nd, 10 a.m. – 4 p.m. (includes lunch and an afternoon break)

October 23rd, and Day 2: 8 a.m. – 2 p.m. (includes Breakfast and lunch)

Registration Fee: \$205/pp

Summary:

This seminar will begin with a close investigation of external customers and guests based on their desires, needs, and wants when they choose to host/attend an event, enjoy an attraction, or take advantage of services provided by an eatery or overnight stay. Internal customers will be analyzed in this manner but with the importance of how one staff member impacts the performance of another. Having examined the internal and external customer, attendees will be able to assess their organization's culture as compared to a customer focused culture. The content will address an in-depth description of deeper needs of customers – the five keys – that are the same for any customer and how we best meet those needs. Additionally, we will assess the core of service and whether your business will withstand the test of time and repeat customers. Through an examination of customer touch points, magic or tragic, the service for locals or tourists contain a "journey" with "cycles" that automatically dictate the customer/guest consistency in experience. Strategies for "making it count" service and consistencies that automatically dictate the judgements of customers will be discussed. Another value unique aspect of service for tourists and locals is the quality of your and your staffs' interactions – verbal and nonverbal. The communication and interpersonal relationships will affect the credibility and believability of your operations, processes, services and overall business reputation. We will also assess possibilities of expectations and experiences through a service model of the four outcomes of customer/guest services. The model is established by examining a) customers'/guests' expectations - high or low - as they come to your establishment or business and b) the quality of service – positive or negative – they receive from you. Attendees will see the consequences of various service behaviors and the practices needed to allow customers to walk away with a favorable impression. It may be thought a "perfect score" is impossible; however, most reasonable people, if understood and listened to by service staff, can be brought back to a neutral or positive opinion about the hospitality business or establishment even when mistakes or perceived mistakes occur. Lastly, customer service consistencies will be examined to see how your establishment compares to the best. This is not your typical general customer service seminar. Come prepared to learn and experience what services excellence can really be!

Takeaways:

1. Internal and external priorities to service excellence
2. Five keys to meeting deeper needs of customers
3. The source and choice of customer service behavior
4. Customer focused culture
5. Value added v. value uniqueness
6. Touch points that determine tragic or magic
7. Aspects of the customer service journey
8. Three identities of service consistency
9. Valued customer relationships
10. Customer interactions that promote believability and credibility
11. Customer expectations v. experience your establishments provides

