

Presentation Notes

The Importance of Customer Service Skills

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The Importance of Customer Service Skills

Principles of Hospitality and Tourism

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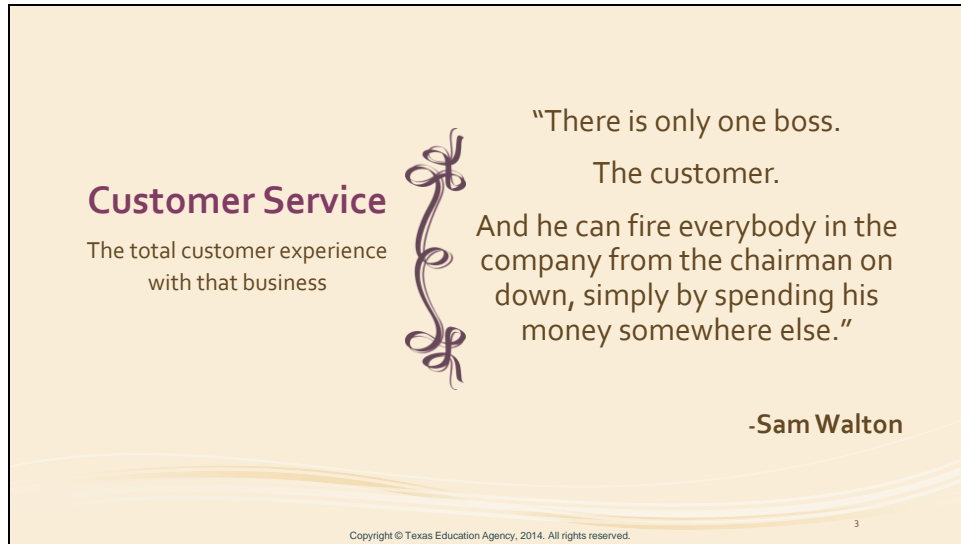
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Customer Service
The total customer experience
with that business

"There is only one boss.
The customer.
And he can fire everybody in the
company from the chairman on
down, simply by spending his
money somewhere else."

-Sam Walton

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Samuel Moore "Sam" Walton was an American businessman and entrepreneur born in Kingfisher, Oklahoma. He is best known for founding the retailers Walmart and Sam's Club.


Have students discuss what they believe Sam Walton meant by this statement.

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Guest Needs
Abraham Maslow



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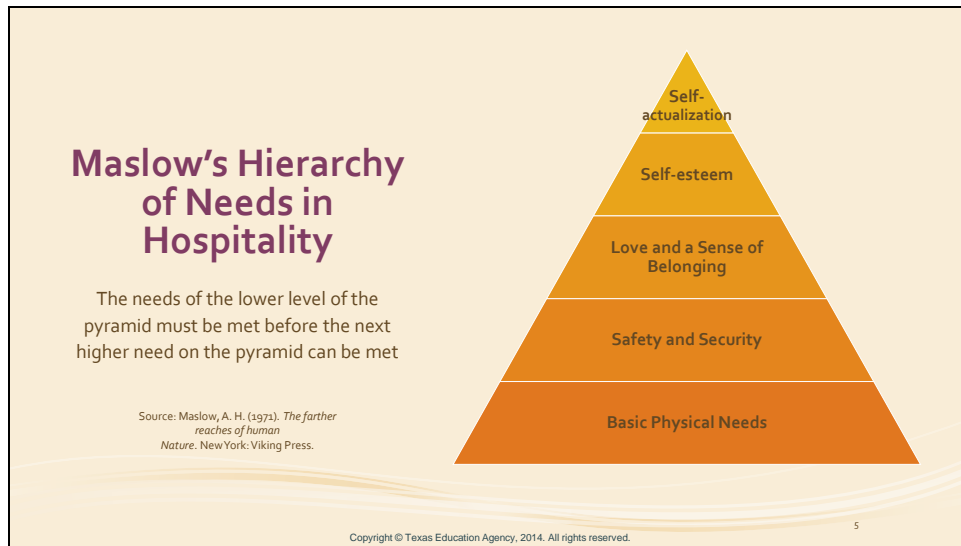
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Abraham Maslow was a psychologist who studied the needs that affect human behavior.

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Maslow identified five levels of human needs and placed them in a pyramid.

Most hospitality businesses are able to fulfill guests' basic physical and safety needs (the first two levels).

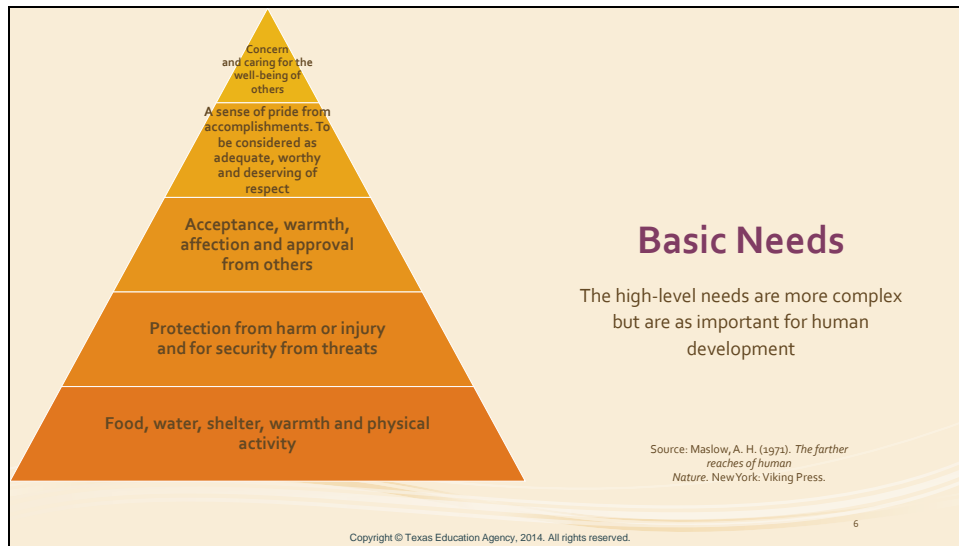
What are some examples of guests' needs at the lower levels?

- Physical Needs – food, water, shelter, warmth and physical activity
- Safety and Security – protection from harm or injury and for security from threats

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Hospitality and tourism businesses also provide ways to meet the higher level needs of their guests.

Can you think of some examples for the upper level needs?

- Sense of belonging – eating with friends at a restaurant, attending a conference and going to family functions
- Self-esteem – staying at a luxury hotel, eating at a five-star restaurant and traveling to major destinations
- Self-actualization – traveling to foreign countries or taking educational tours

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Hospitality and tourism businesses can also meet the higher levels of the hierarchy by providing guests with quality service.

Quality service is service that meets or exceeds customer satisfaction.


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Hospitality Employees

- Employees who are focused on guest needs have these characteristics:
 - Address guests by name
 - Are well-groomed
 - Have good posture
 - Make eye contact
 - Respond quickly to requests
 - Smile



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If guests have a great experience in a restaurant or hotel, they are more likely to return and become repeat customers.

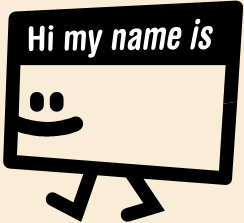
They will also talk about this experience with their family and friends, thus increasing the business customer base.

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Guest's Name



- Use the guest's name whenever possible
- Guests feel important and welcome
- Are more likely to return

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Using a guest's name acknowledges their identity and boosts their self-esteem.

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Well-groomed

- Image is important
- Employees seen by the public should have:
 - A clean uniform
 - A good appearance
 - Good grooming



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Many hospitality and tourism businesses have uniform guidelines that employees must follow.

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Eye Contact

- A powerful act of communication
- Indicates a willingness to serve
- Shows interest



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Making eye contact with the guest lets them know that you are giving them your total attention.

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Posture



- Should be relaxed, but alert
- Head up
- Face should look interested
- Project a positive attitude

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Good posture is important to all employees.


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Respond quickly

- Attitude should be positive
- Demonstrate willingness to help
- Response should be competent
- Show concern



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Be sure to respond quickly when a guest has a question.


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Smile

- Demonstrates:
 - An eagerness to help
 - Care and warmth
 - Friendliness
 - Respect
- Also shows you enjoy your job!



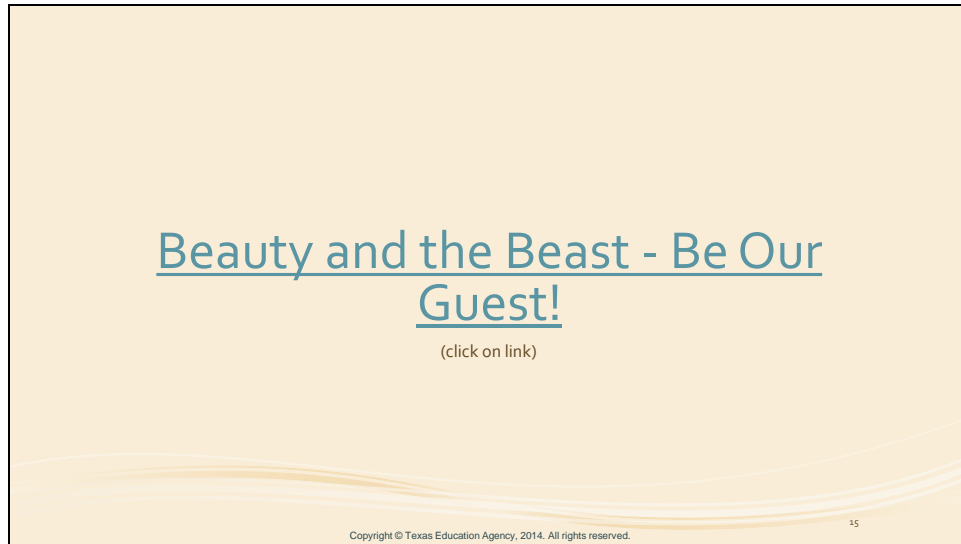
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All hospitality and tourism employees should have a smile as part of their uniform.

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Click on image to view video:
Beauty and the Beast - Be Our Guest
Be Our Guest song from Beauty and the Beast
<http://youtu.be/afzmwAKUppU>

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References and Resources

Book:

- *Remarkable service: a guide to winning and keeping customers for servers, managers and restaurant owners.* (2009). Hoboken, NJ: John Wiley & Sons.

Images:

- Microsoft Office Clip Art: Used with permission from Microsoft

Textbooks:

- *Hospitality services reference book.* (2001). The Curriculum Center for Family and Consumer Sciences. Lubbock, TX.
- Reynolds, J. S. (2010). *Hospitality services: Food & lodging.* Tinley Park, IL: Goodheart-Wilcox Company.

YouTube™ video:

- Beauty and the Beast - Be Our Guest
Be Our Guest song from Beauty and the Beast
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