The Importance of Customer Service Skills

Principles of Hospitality and Tourism
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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
Guest Needs

Abraham Maslow
Maslow’s Hierarchy of Needs in Hospitality

The needs of the lower level of the pyramid must be met before the next higher need on the pyramid can be met.

Basic Needs

The high-level needs are more complex but are as important for human development.

Quality Service
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
Guest’s Name

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

• Image is important

• Employees seen by the public should have:
  • A clean uniform
  • A good appearance
  • Good grooming
Eye Contact

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

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

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

• Demonstrates:
  • An eagerness to help
  • Care and warmth
  • Friendliness
  • Respect
• Also shows you enjoy your job!
Day in the Life of a Guest Services Manager
Disney Cruise Line Jobs

(click on image)
References and Resources

Book:

Images:
• Microsoft Office Clip Art: Used with permission from Microsoft

Textbooks:

YouTube™ video:
• Beauty and the Beast - Be Our Guest
  Be Our Guest song from Beauty and the Beast