

Assignment 2

Providing training video for a certain department

how to provide the wow factor,

in the front of house and housekeeping

Script

Intro screen

Tamara: Welcome to our training video for adding the "WOW factor" to hotel service. Today, we will look at how to create memorable experiences for our customers, and the results of providing this level of service, beginning at the front desk.

Front desk

Nia:

Let's start with first impressions, one of the first things a customer will see upon arrival is the front desk. This means that a friendly and welcoming face must be present. The customer must be greeted with a sincere smile and eye contact. A simple "welcome to the delta Marriot, how can I help you today?" is a great start to a customers stay.

Body language will play a large roll in this as it will show if someone is not interested in greeting someone. Stand firmly and facing the guest to express approachability. We want our guest to feel welcomed for the moment they enter.

Riley and Jaydon enter holding hands

Acting sequence

Tamara: Let us not forget about personalization.

Tamara; When we have returning guests, we should try to recall their names and preferences to give them an experience with individualized touch, this demonstrates that we care about them individually.

Asking new guests about their trip can help us adjust our offers to their specific needs for example providing cold towels upon arrival, in a hot humid country shows customers that there is an extra level of care and thought behind the actions of staff, exceeding the initial expectations of the customer.

We should also focus on being proactive. If a guest appears lost or unsure, we should approach them and offer help. Anticipating their needs, such as providing a map or suggesting area attractions, can significantly improve their experience.

Nia:

A lot of companies can meet the customer standards. However we want to bring the WOW factor to the customers stay, this means we need to go the extra mile. This would include things like including complimentary upgrades, when possible, welcome gifts or even giving the guest insider information of the area to have a better understanding. This tiny act will make a difference to a customer's holiday and could create returning customers and even new customers.

tamara: Consistency is essential. Our service should be consistent throughout all encounters, including check-in and check-out. Even if a guest has a complaint, we should handle it properly and promptly to ensure they depart with a pleasant impression, its important to maintain consistent this is meeting expectations to really bring the wow factor we must exceed these, we could do this by.

Acting sequence- early arrival, free drink, suggestions for attractions

Nia:

The value of teamwork can sometimes go undetected. To offer a flawless service in a business we must communicate efficiently with different departments. If the front desk is

informed of any special requests or VIP guests we can work with housekeeping, concierge, and room service to exceed expectations.

Calls housekeeping

WELCOME TO HOW TO PROVIDE THE WOW FACTOR IN GUEST SERVICES

- Focus: goal is to understand how **excellent service**, combined with high-quality facilities and exceed guest expectations!
- *Disney* is a well-known example of a company that prioritizes customers. Disney's customer strategy revolves around providing magical experiences for guests by establishing emotional connections. They accomplish this by creating an environment in which employees are empowered to go the extra mile. This emphasis on employee satisfaction and pleasant guest encounters creates a consistent "wow" effect that makes a lasting impression on guests (The Service Philosophy Behind The Success Of Ten Brands - Dashly Blog, 2021).



PERSONALISATION

Building Personal Connections: Remembering guest names and preferences demonstrates a personalized touch, showing that we value them as individuals and enhancing the likelihood of their return.

Tailoring Service to Individual Needs: Engaging guests in conversation about their plans allows us to tailor our services to meet their unique needs, ensuring a more customized experience.

Proactive Assistance and Guidance: By proactively offering help when a guest looks confused or uncertain, we can reduce their stress and guide them to the resources they need.

Exceeding Expectations with Thoughtful Actions: Simple yet thoughtful gestures, such as providing cold towels upon arrival in a hot climate, can exceed guest expectations and set the tone.

Commitment to Service: These small, personalized actions reflect team's commitment to providing outstanding service and set companies apart from the competition. (Forbes, 2024)

CONSISTENCY

Contributes to Personalized Experiences

- Consistency involves recognizing and meeting individual guest needs.
- Staff consistently remembering preferences leads to a more personalized experience.
- Creates a memorable and unique stay for guests.



Guest Confidence and Loyalty

- Consistent service builds guest confidence in the hotel.
- Guests feel safer when greeted warmly and attended to promptly.
- Tailored information and kind service foster loyalty and repeat business.

Problem Resolution

- Consistent service standards ensure proper and efficient handling of concerns.
- Quick problem resolution can turn a negative experience into a positive one.
- Demonstrates the hotel's commitment to guest satisfaction.



Enhance Customer Satisfaction

- Consistent service reduces the chances of disappointment or frustration.
- Reliable service—from check-in to check-out—improves guest satisfaction.