

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.

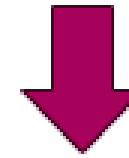


Guest Confidence and Loyalty

- 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.

Script in notes