

# Hospitality & Guest Services in the Hotel Industry

## [BMIH4012]

Week 5

Service Culture vs Corporate Culture

*Trawsnewid Addysg, Trawsnewid Bywydau*  
*Transforming Education, Transforming Lives*

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# Recap

What we have covered so far:

- Role of guest services
- Historical background of hospitality
- Hotel Segmentation
- Different consumers – Needs and Wants

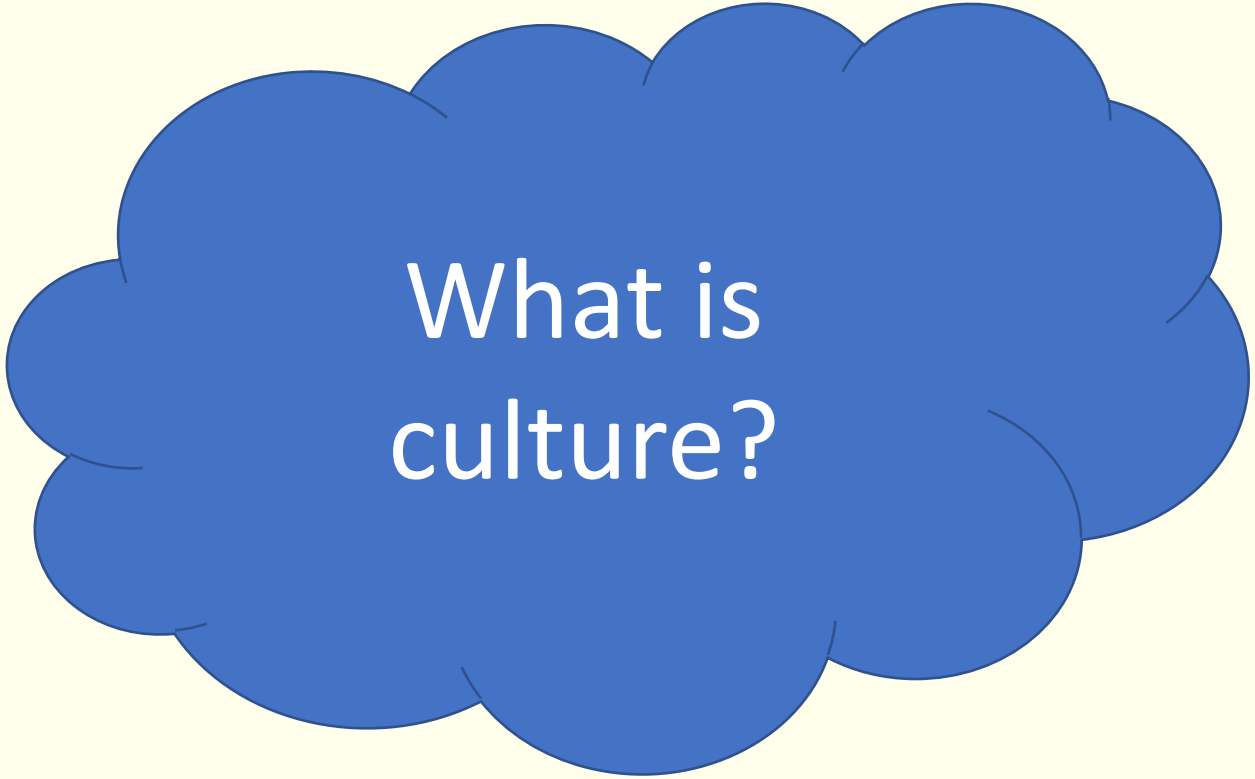
# Programme information

- WSET study guides – to be returned on 1<sup>st</sup> December
- Risk assessments for field trips – one per trip

London and Cardiff and Pembrokeshire needs to be done now please

- Launch of Swansea Law School on 9<sup>th</sup> December 2025 – We need volunteers to host and support.

# Corporate culture vs Service Culture



What is  
culture?



What is  
corporate  
culture?

# What is corporate culture?



# Corporate Culture

Corporate culture refers to the beliefs and behaviours that determine how a company's employees and management interact.

Corporate culture is also influenced by national cultures and traditions, economic trends, international trade, company size, and products

Corporate cultures, whether shaped intentionally or grown organically, reach to the core of a company's ideology and practice, and affect every aspect of a business.



What is service  
culture?

# What is it? – Definitions

Organisations that create a customer-oriented culture by encouraging staff to put client at the front of everything they do

Where employees go beyond their duty and beyond expectations to ensure guests are more than satisfied.

Motivating employees to take a customer centric approach and focuses on consistency from everyone

The focus is on the customer service in every aspect and from every employee. There is not just 'one superhero' but everyone committed to the cause.

Where the company culture is focused on customer service and mission involve serving the customer first

# Service culture at Disney



# Four Steps for Creating A Service Culture



Define your Service Culture



Carefully design your hiring & selection process



Elevate the training process



Hold people accountable

Coaching  
Recognition

# Building a culture of 'YES'

- Make sure employees strive to find ways to say 'yes' to customers
- Learn to find a 'yes' to a question or request that customer hasn't yet voiced. This is anticipatory customer service.
- Make sure employees are empowered to say yes.
- Create wow moments –delight customers = rewards
- Reward the spirit of 'yes'

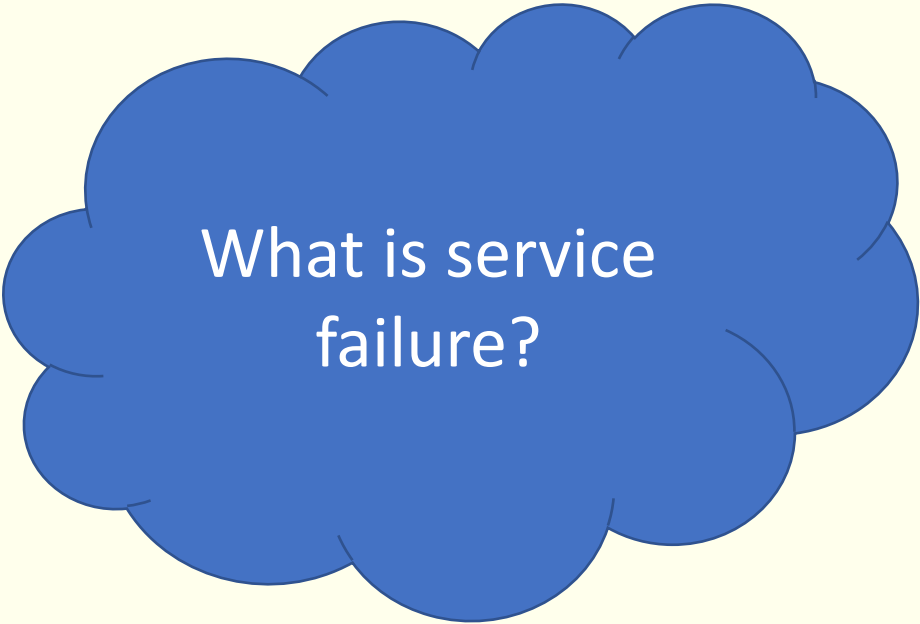
# Take a Break: The Savoy Hotel



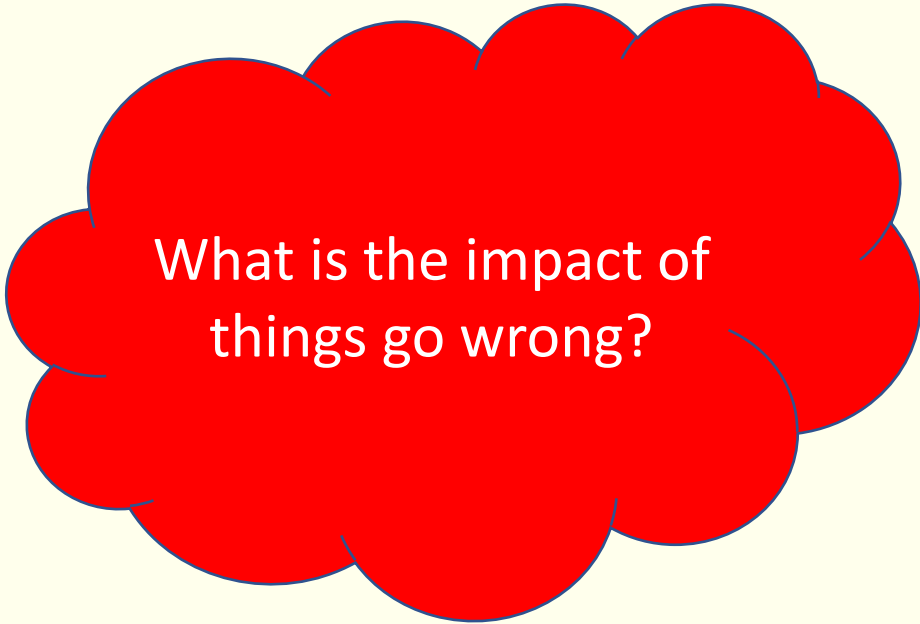
# Service Failure & Recovery

When things go wrong ...  
... and how to fix it!

# Group Discussion



What is service failure?



What is the impact of things go wrong?

# Service Failure

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A service failure refers to service performance that fails to meet customer expectations.

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Service recovery refers to the systematic efforts made by a business to rectify a service failure and to retain customers' goodwill.

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Service recovery plays an important role in achieving/restoring customer satisfaction and loyalty.

Don't forget to appreciate your existing customers!

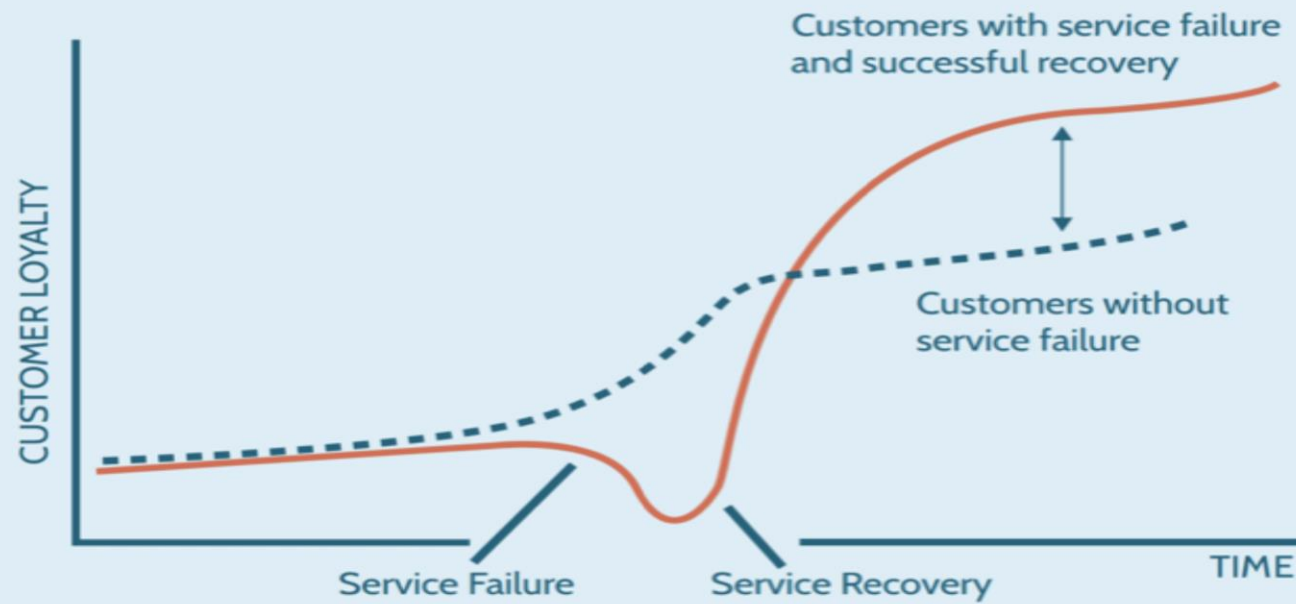
It's **7x more expensive** to get a new customer than to retain an existing one



(Forbes, 2019)

# A Service Recovery Story





# Service Recovery Paradox (SRP)

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It has been observed that customers become more loyal to a business after they have experienced a service failure, then if it had never occurred in the first place.

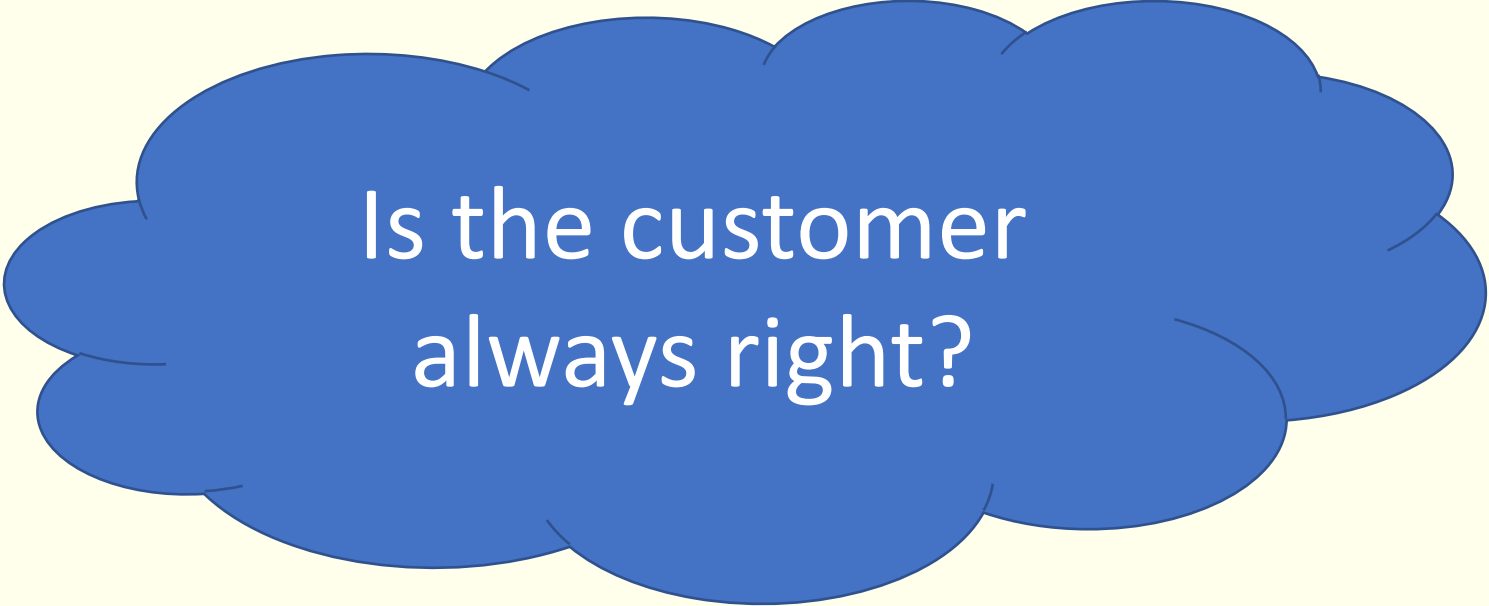
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If second service failure occurs, the paradox disappears

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Best Strategy: Do It Right the First Time!

# Group Discussion



Is the customer  
always right?

# The “Karen” Phenomenon

## **KAREN [kair-in]**

disgruntled, middle-aged white woman with a sense of entitlement, usually to describe someone caught on camera throwing public, often racist tantrums of one variety or another.

# WORLD'S RUDEST DINER

**UNILAD**  
ADVENTURE



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Y Drindod D  
**University**  
Trinity Saint

id Bywydau  
arming Lives

## Summary: The Customers Is Not Always Right...

- Sometimes customers are wrong and employees need to know how to handle them accordingly. Taking ownership of a mistake that the business is not accountable for is a slippery slope
- Unreasonable expectations
- Hunt for freebies
- Not all customers are worth keeping

The wise business owner knows how to properly refocus, reframe and manage expectations.  
The wise business owner is savvy enough to find a solution that makes everyone happy.

It's all about service Four Seasons



# Any questions?



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# Thank you for joining

➤ I won't see you next week!

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# Semester overview

|                                   |                                          |                                                                         |
|-----------------------------------|------------------------------------------|-------------------------------------------------------------------------|
| <b>Week 6</b><br><b>10/11/25</b>  | Trip to London                           | Daniel Payne – lead lecturer                                            |
| <b>Week 7</b><br><b>17/11/25</b>  | Trip to Pembrokeshire                    | Daniel Payne and Natalie Brailsford – lead lecturers                    |
| <b>Week 8</b><br><b>24/11/25</b>  | Academic misconduct lecture and workshop | Led by Lisa Bassler and supported by Jessica Newport                    |
| <b>Week 9</b><br><b>01/12/25</b>  | WSET Level 1                             | Led by Antoinette Milne in Vivian Hall and supported by Jessica Newport |
| <b>Week 10</b><br><b>08/12/25</b> | Reputation Management                    | Lecture by Jessica Newport in Carter suite                              |
| <b>Xmas break - 4 Weeks</b>       |                                          |                                                                         |
| <b>Week 11</b><br><b>12/01/26</b> | Assignment workshop                      | One to one student appointments with Jessica Newport                    |
| <b>Week 12</b><br><b>19/01/26</b> | Module Feedback and Evaluation           |                                                                         |

## References

Berling, L. (2022) *The importance of service culture*. Available from: [Blog | Placement International \(placement-international.com\)](https://www.placement-international.com/blog/the-importance-of-service-culture/) (Accessed 7th November 2023)

Indeed (2023) *Service culture: definition, importance and how to build it*. Available from: [Service culture: definition, importance and how to build it | Indeed.com UK](#) (Accessed 7<sup>th</sup> November 2023)

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Louveau, F. (2023) *What is Service Culture?* Available from: [What Is Service Culture definition? \(ehl.edu\)](#) (Accessed 7<sup>th</sup> November 2023)