

# Winning Guests Through Common Sense Customer Service

WHY are we focusing on service???

- Americans spend **13% more** with companies that provide **Excellent** service.  
What this would mean to my revenues? \$ \_\_\_\_\_/mo.
- 73% say **Friendly Service IS the Deciding Factor** when '**Falling in Love**' with a brand.
- Moving from a **Pleasant to Delightful** guest experience leads to greater than a 50% increase in likelihood for guest to **Return and to Recommend** you.

## Step 1: Lagniappe Hospitality

(lan-yap) *The art of giving a little something extra*

Ask your team to 'catch' each other in the lagniappe act!

**VALUE Expectations** we must meet to provide **Excellent** guest experiences:

Value My TIME

Value My Preferences

Value My Money

Value ME

If you want **to change or improve your brand** you need to change your stories via lagniappe service!

## What hospitality experts have to say about service:

*Scripted service is the ultimate turn-off!*

*Customers crave recognition & acknowledgement.*

*Empower your employees!*

*Great service depends on trait based hiring.*

*Build a culture of 'YES'*

## Step 2: Make it Right When Things Go Wrong

*What guests expect after a poor service close encounter:*

52% expect something beyond solving the problem

70% expect apology or some reimbursement

Make sure your team knows the potential positive and negative SPIN from every close encounter!

*Don't assume your service is great... measure it / share results with your team / reward service stars!*

**Net Promoter Score: How likely are you to recommend us?**

??\*/10 1-6 Detractors, 7-8 Passive 9-10 Promoters NPS = % promoters - % detractors

**CES** Customer Effort Score

## Step 3: Customize Service for Varied Guest Personalities and Generations

### Customer Types

Mrs. Sweet

Mr. Demanding

Crazy Kiddo

### Generations

Boomers

Millennials

Gens XYZ

*Discuss with your team what each of these guest categories wants from YOU!*

**Special Resource page: [www.AllenSpeaks.com/Tourism](http://www.AllenSpeaks.com/Tourism)**

*What you'll find:* Spin Calculator, Links to Service Studies, Guest Service Self Exam... and MORE !

\*\*\*\*\* Text **COMMONSENSE** to 22828 to sign up for Teresa's Free **Common Sense News** \*\*\*\*\*

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# Profiting from Common Sense Service: Calculating Guest Service Spin

## Determining the **VALUE** of a Guest Encounter:

A = Avg. Expenditure \$ \_\_\_\_\_  
 B = # transactions/guest/year \_\_\_\_\_  
 Value = A X B = \$ \_\_\_\_\_

## Potential Spin:

Happy tell 5 potential guests (P-Positive), Unhappy tell 20 (N-Negative):  
 Value X 5 = \$ \_\_\_\_\_ (P) Value X 20 = \$ \_\_\_\_\_ (N)

## The Satisfaction Differential (SD) = P + N

\_\_\_\_\_ + \_\_\_\_\_ = \$ \_\_\_\_\_

## Determining the **VALUE** of a Group Sales/Meeting Encounter:

A = Avg. Meeting Revenue \$ \_\_\_\_\_  
 B = # meetings next 5 yrs \_\_\_\_\_  
 Value = A X B = \$ \_\_\_\_\_

## Potential Spin:

Happy tell 5 potential clients (P-Positive), Unhappy tell 20 (N-Negative):  
 Value X 5 = \$ \_\_\_\_\_ (P) Value X 20 = \$ \_\_\_\_\_ (N)

## The Satisfaction Differential (SD) = P + N

\_\_\_\_\_ + \_\_\_\_\_ = \$ \_\_\_\_\_

## MORAL of the STORY -----

Guest Service is NOT a 'soft skill',  
 Guest Service is a **TOP PRIORITY!**

**How many of your POTENTIAL dollars  
 are walking away ???**



Question: **How are you creating spin ???**  
 Where/How do your customers SPIN??

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## A Guest Service Self Rank

Rank yourself from 1-5 in each area with 5 being high/best

### I project a positive image and reinforce our brand

I contribute to a positive/clean image of our business & property \_\_\_\_\_  
I pass along feedback to management about needed improvements \_\_\_\_\_

### I pay attention to entering guests

I am alert to entering guests \_\_\_\_\_

### My greeting is friendly and professional

I greet guest before they speak to me \_\_\_\_\_  
I ask guest where they are from/ what brought them here \_\_\_\_\_  
My body language projects positive image & service enthusiasm \_\_\_\_\_

### My appearance instills confidence in the business

My dress reinforces our brand \_\_\_\_\_  
I wear a nametag and introduce myself to guests \_\_\_\_\_

### I am interested in the guest not just their \$

I ask for guest name and use it while interacting \_\_\_\_\_  
I engage guest in useful conversation \_\_\_\_\_  
I ask guest questions to determine their specific needs \_\_\_\_\_

### I educate the guest on our business and our area

I give guest directions via landmarks they will notice on the way \_\_\_\_\_  
I inform guest of things to do and current events/festivals \_\_\_\_\_

### I ask guest questions in response to their questions to gain more information

I ask guest if they have been to our property/our area before \_\_\_\_\_  
I ask guest about their preferences prior to making recommendations \_\_\_\_\_

### I understand that traveling can bring stress and help to alleviate it

I pass along guest concerns to management \_\_\_\_\_  
I take steps to satisfy and calm the guest not add to their stress \_\_\_\_\_  
I project a relaxing 'vacay vibe' \_\_\_\_\_

### I ask guest to come back

I suggest good times of year to return for their next visit \_\_\_\_\_  
I make sure guest feels truly appreciated and valued when they leave \_\_\_\_\_

Your Score \_\_\_\_\_ / 100

How can I be 1% better in my areas of weakness?

