



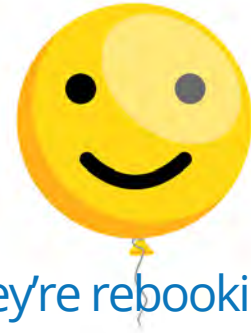
#STARKIT

CORE HOSPITALITY PRINCIPLE

Guest Recognition

Customer Service Basics

Recognize and appreciate EVERY guest. Ensure they're rebooking!



We all appreciate repeat business. A satisfied customer, one who likes a hotel, likes a restaurant, and comes back to it again and again is invaluable. They are also likely to recommend your establishment to others. But do we show them our appreciation – do we recognize our customers?

Let's work together, it's a team effort

- Especially those that directly interface with your customers.
- To inculcate everyday positive interaction with your guests.

Everyone should thank your guest for being your guest

- Start with the most basic steps. Is your staff polite and pleasant with your guests? Everyone should thank your guest for being your guest. Treating them with respect, and as an individual (not a number).
- Engage your staff in actively showing gratitude and recognition to each individual guest that honors you with their business.
- Encourage them to concentrate on looking each guest in the eye and giving them a warm smile that communicates they are genuinely welcome at your establishment.



Have you ever noticed when you are the customer how simple things such as being acknowledged make a difference to you?

Share that example with your team.