How to WOW! Your Guests

Training Workbook

CHOICE HOTELS INTERNATIONAL®
WOW! Page
WOW! Page
WOW! Page
What is WOW! Service?

- What is WOW!? _______________ and _______________ service!
- WOW! separates the ____________________________ from the ordinary.
- WOW! allows us to establish__________________________ loyalty.
- WOW! separates the sincere from the ____________________.
- WOW! creates a _____________ that guests will share.
- WOW! separates the ____________ from the no’s.
- WOW! gives all of us a lot of personal ________________.
- WOW! is doing what others can’t or ________________.
- WOW! is a ticket to ________________ for both you and the hotel.

GREAT        EXTRAORDINARY        YES’s        WON’T
MEMORABLE    INSINCERE            POWER
CUSTOMER     STORY               SUCCESS
How to WOW! Crossword Puzzle

Across
5. Be able to get a __________ or hear someone say “WOW!”
6. Helpful. Take an active __________ in helping the guest.
7. Knowledgeable. Your knowledge of the guest and your knowledge of what you do is also part of the WOW! success ________________.
8. Different. Do something nice that takes the guest by ________________.
9. Memorable. To separate yourself from your competition and everyone else, you must take memorable actions. Have CREATIVE NEW IDEAS. Do things ________________, that no one else would do.

Down
1. Long-term. Visualize your customer as a ________ year guest. Treat them that way and that’s what they will become.
2. Friendly. Be happy on the ________________; Start with friendly words and actions.
3. Real, or ________________. Just be yourself all the time.
4. Truthful. ________________ just want the truth. They’re going to find it out eventually, so you may as well start with the truth even it hurts.

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<table>
<thead>
<tr>
<th>Date</th>
<th>Room</th>
<th>Guest Name</th>
<th>Time Called</th>
<th>Everything OK?</th>
<th>Comments</th>
<th>Initials</th>
</tr>
</thead>
</table>

Welcome Call Log
Look Through the Lens of the Guest

Because guests have their choice of where to stay, you and your hotel have to convince the guest that you truly care. An engaged, caring employee raises the guest’s confidence that the hotel is looking out for the guest’s interests. When you ask a guest to stay with you, the guest trusts that his or her best interest is at heart. On the flip side, if the guest senses a lack of caring, he or she will question whether or not to stay with you.

Every business has its jargon, so be careful to speak in a language that guests understand. Successful businesses speak the language of the customer, not the language of their own industry. Take, for example, the banking industry. Would a young couple buying their first house be looking through the same lens as a customer who buys and sells real estate for a living? Of course not. That young couple purchasing their first house is excited and nervous that is the lens with which they are experiencing this purchase. Therefore, they need loan officers who are excited for them, who explain the terms in everyday language, and who provide information that will make their buying experience easier. A bank that shows that level of care is likely to earn that young couple’s ongoing business.

The same applies for guest complaints, which can be frustrating for guests and employees alike. As employees, we often can’t understand why a guest is making such a big deal about a particular issue. Didn’t the guest read the instructions? (Probably not.) Doesn’t the guest understand that researching a problem takes time? (No. They don’t.) Remember, it’s not the guest’s job to see through the hotels’ lens; it’s the hotels’ job to see through the guest’s lens and show an understanding for the guest’s frustration.

Next time you’re dealing with a guest, stop and ask yourself: “Am I seeing this experience through the guest’s lens?”

Please turn to page 10 and complete the case study.
Look Through the Lens of the Guest Case Study

You just arrived at the Comfort Inn of Anytown. Upon entry into the lobby, you see that there are 5 guests in front of you and only one Guest Service Agent working behind the front desk. After waiting in line for 20 minutes, you finally get checked in. You had a difficult time finding your room because the GSA was simultaneously talking to you and someone else on their cell phone and was talking too fast and you didn’t clearly understand the directions to get to your room. When you finally find it, you realize the room is on the 2nd floor and the hotel does not have an elevator so you had to carry all 4 very large and heavy suitcases up the stairs. By this time, you’re out of breath and exhausted. You enter the room to find that the AC is not on and it feels like 110 degrees in the room. You turn the AC and the lights on only to find that the light bulb by the desk is burnt out. After unpacking, you decided to check your email. You’ve taken out your laptop and placed it on the desk and turned it on. You called the front desk to get directions on how to connect to the high speed internet but the GSA didn’t know how it operates and couldn’t help you and suggested that you use dial up. When you look for a phone jack, you realize that there isn’t one by the desk so you have to get up and walk over to the phone by the bed and pull it to desk - but, the cord isn’t long enough to reach the desk. So, you had to pick up your laptop and put it on the bed. So, now that the phone jack is plugged into your laptop, you try to dial out to get on the internet, but you’re not getting through because the GSA didn’t turn on your phone line.

As the guest, what’s going through your mind right now? How do you feel?

_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

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Recognize that Everything Speaks

The “everything speaks” philosophy means that you understand that even the little things count. So pay attention to everything, including whether the physical environment is neat and clean, whether all necessary supplies are available. Anything that sticks out as “wrong” becomes an intrusion on the guest experience. When guests sense an atmosphere of professionalism, care and order, they feel a sense of confidence.

What things can you, personally, do or change to ensure that each guest is presented with a positive image of the hotel?

__________________________________________________________________________
__________________________________________________________________________
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Create Guest WOW!s

1. What things are you, currently, doing to create guest WOW!s that can be kicked up a notch or two?

   _____________________________________________________________
   _____________________________________________________________
   _____________________________________________________________
   _____________________________________________________________
   _____________________________________________________________
   _____________________________________________________________
   _____________________________________________________________
   _____________________________________________________________

2. What things are you not doing that you could be doing to create guest WOW!s?

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   _____________________________________________________________
   _____________________________________________________________
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