Beyond the Best Guest Services Training

Phase 2 – Module 1

Picking Up Where We Left Off

Beyond the Best Guest Services Training

PREPARATION

- Review this module prior to class.
- Review Guest Service Phase 1 modules.
- Have all supplementary materials ready and available for display and/or to hand out to employees.
- Think of possible responses to the questions you will be asking. This preparation helps in case employees have difficulty coming up with their own answers. (Write your own questions or sample questions in the Notes section or fill in a worksheet if you wish).

TIMING

- This module generally lasts 40 minutes. Your timing may vary depending upon the amount of discussion from your employees. Suggested times for presentation of this module follow:

Introduce Module	5 minutes
Group Discussions	20 minutes
Module Summary	10 minutes
Challenge Yourself	5 minutes

Notes...

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INTRODUCE MODULE

SAY: Welcome to the first module of our continuing Guest Services training.

The objective of this module is to review the seven guest service standards that we learned about in Phase 1 and to ensure that they are being utilized each and everyday.

GROUP DISCUSSIONS

SAY: We pride ourselves on the service we provide to our guests both internal and external. As a matter of fact, our Beyond the Best service is the cornerstone of our success.

Our guests, both internal and external, expect a POSITIVE MEMORABLE EXPERIENCE EACH AND EVERY TIME.

Let's review the "Cycle of Service" for our department.

(See Facilitator Tip Sheet for Discussion)

ASK: Why is the "Moment of Truth" an important part to our guest services?

(Listen for):

- Guest perception, both good and bad - Moment of Truth.
- The Service Model of Relationship - Task.
- Guest Loyalty.

(See Facilitator Tip Sheet "The Moment of Truth")

(See Facilitator Tip Sheet "Service Model - Relationship - Task")

ASK: What creates the guest's perception?

(Listen for):

- Body language.
- Tone of voice.
- Face-to-face Interaction.

(See Facilitator Tip Sheet "Impact of the Message")

ASK: Why do we consider "Everyone is a Guest"?

(Listen for):

- Every department not only supports our external guests, but our internal guests too!

ASK: What happens if we do not appreciate and respect our internal guests?

(Listen for):

- Other employees cannot do their job effectively, and in turn will not provide outstanding external guest services.
- Employees will leave our Company.
- Morale will decline.

ASK: How do you feel when an internal guest greets you with the “10/5 Rule”?

(Listen for):

- Friendly.
- That I am an important part of the team.
- That our friendly environment is part of our culture.

ASK: What does the phrase, “It Is My Job,” mean to you?

(Listen for):

- Every employee participates in the positive guest experience.
- Having a willing attitude.
- Seek solutions even if it is not your job.

ASK: Give me an example of a “Guest Opportunity” that you encountered, and how you handled it for a positive outcome.

ASK: Would someone please explain “Let Them Hear Your Smile”?

(Listen for):

- Upbeat.
- Pleasant.
- Positive attitude.
- Professional.

(See Facilitator Tip Sheet “Let Them Hear Your Smile”)

ASK: Who can explain the phrase,”Be Alert,” and why is it important?

(Listen for):

- Underage gambling (we could lose gaming license).
- Security and safety awareness.

ASK: What is the “R.E.L.A.T.E.” model and when would you use it?

(Listen for):

- **R**ecognize the concern.
- **E**mpathize.
- **L**isten.
- **A**pologize.
- **T**ake responsibility.
- **E**xplain what you are going to do.

Use this model when a guest is angry or upset about our products or service.

ASK: Who can explain “Fond Farewell”, and why is it important?

(Listen for):

- Thank the guest for visiting our property and invite them to return.
- Important to acknowledge the guest.

Notes...

Notes...

Thought for the day…

"Although your Guests won't love you if you give bad service, your competitors will."

MODULE SUMMARY

SAY: Today we talked about the seven guest service standards. The ultimate result is that every guest, both internal and external has a memorable experience each and every time!

Next week we will discuss "Internal Guest Service - Ready to Lend a Hand."

We will talk about the importance of building relationships with other departments. We are all dependant on each other and working together to get the job done is what we are all about!

CHALLENGE YOURSELF

- Own the guest service standards.
- This coming week, trade a "Baby" badge service standard card with another employee. Why did you pick the card that you did?
- Prepare to share your success with your team next week.

DO: Discuss with the employees when the next session will be and motivate them to continue using the best guest service skills today and every day.

Ask them to write down or be ready to share experiences with everyone in the next training session.

Thank your employees for their participation today and for their hard work each and every day!

Beyond the Best Guest Services Training

Phase 2 – Module 2

Internal Guest Service

Ready to Lend a Hand

PREPARATION

- Review this module prior to class.
- Have all supplementary materials ready and available for display and/or to hand out to employees.
- Think of possible responses to the questions you will be asking. This preparation helps in case employees have difficulty coming up with their own answers. (Write your own questions or sample questions in the Notes section or fill in a worksheet if you wish).

TIMING

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Group Discussions	20 minutes
Module Summary	10 minutes
Challenge Yourself	5 minutes

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INTRODUCE MODULE

SAY: Welcome to the second module in our continuing Guest Service training.

Before we continue, let's discuss last week's module. In it, we reviewed the first 12 modules in our initial guest services training.

ASK: Who can tell me what we learned last week?

(Listen for):

- 12 modules of guest service
- 7 guest service standards
- Beyond the Best guest service
- The cycle of service
- The moment of truth
- What creates the guest's perception
- Everyone is a guest
- The 10/5 rule
- It is my job
- Guest opportunities
- Let them hear your smile
- Be alert
- Service recovery/Offering options
- Fond farewell

SAY: The objective of this module is to ensure that all internal guests work together to appreciate the relationships between departments.

GROUP DISCUSSIONS

SAY: Interacting with our internal guests is just as important as interacting with our external guests. It takes the combined work of all departments to get our work done each day. For us, out internal guests are our employees.

ASK: Which departments do we depend on to get our work done?

(Listen for the following):

- Accounting (Warehouse)
- Internal maintenance
- Banquets
- Engineering
- Food & Beverage
- Hotel
- Human Resources
- IT—Support
- Marketing
- Sales
- Security
- Slots
- Surveillance
- Table Games

ASK: What are some of the functions of each of these departments, and how do they interact with our own department?

SAY: Let's discuss some times when you needed something from another department:

- How did you communicate your needs?
- Did you get what you needed?
- What happened?
- How did you feel?
- How do you think this may impact our external guests?

ASK: What would be the impact on you, your team, and most importantly our, external guests, if any of these departments said, "It's not my job!" when you needed something?

ASK: Which departments rely on you to get their jobs done, and what would be the impact of you telling them it's not your job?

ASK: How do you think the relationship between departments affects our external guests?

SAY: Building guest loyalty is contingent upon treating our fellow employees in a way that makes them feel valued for what they do.

SAY: Today's guests expect (and at times demand) attentive service, so commanding their loyalty takes more effort and strategy.

If they don't get it, they are more likely to switch to a company that provides hassle-free, above average value and service.

Notes...

Notes...

Thought for the day…

"Relationships are only as good as your Commitment to what you want them to be."

MODULE SUMMARY

SAY: Today we talked about internal guest interactions and how it affects our day-to-day work. The ultimate result is that every guest, both internal and external, feels like they are valued and appreciated.

ASK: What is the impact on everyone when all employees in all departments work together each and every day?

(Listen for):

- We are able to get our work done.
- Our jobs become easier.
- The guest is happy so there are fewer complaints.
- We enjoy coming to work.
- We are more apt to "lend a hand" when asked.

SAY: Next week, I would like you to bring an example of when you helped another department or they helped you. How did it work out? Be prepared to share.

DO: Discuss with employees when the next session will be held. Motivate them to continue using their Beyond the Best guest service skills every day.

Thank your employees for their participation today and for their hard work each and every day.

CHALLENGE YOURSELF

- Own the guest service standards.
- Verbally thank someone on your team for what they do.
- Verbally thank an employee in another department for what they do everyday.
- Write down an example of when you helped another department or they helped you and how it worked out. Be prepared to share this with your employees in the next module.

DO: Discuss with employees when the next session will be and motivate them to continue using the best guest service skills today and every day.

Ask them to write down or be ready to share experiences with everyone in the next training session.

Thank your employees for their participation today and for their hard work each and every day!

Beyond the Best Guest Services Training

Phase 2 — Module 3

Your Attitude is Showing

It's More Than Just Showing Up For Work

PREPARATION

- Review this module prior to class.
- Have all supplementary materials ready and available for display and/or to hand out to employees.
- Think of possible responses to the questions you will be asking. This preparation helps in case employees have difficulty coming up with their own answers. (Write your own questions or sample questions in the Notes section or fill in a worksheet if you wish).

TIMING

- This module generally lasts 40 minutes. Your timing may vary depending upon the amount of discussion from your employees. Suggested times for presentation of this module follow:

Introduce Module	5 minutes
Group Discussions	20 minutes
Module Summary	10 minutes
Challenge Yourself	5 minutes

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INTRODUCE MODULE

SAY: Welcome to the third module of our continuing Guest Service Training. Last week we discussed, "Internal Guest Service - Ready to Lend a Hand."

ASK: Who has an example from last week when you worked to help another internal guest?

SAY: The objective of this module is to understand what it means to be engaged in your work rather than just "being there", and how it can make a difference in your attitude.

GROUP DISCUSSIONS

ASK: What does "Engagement VS Just Showing Up For Work" mean to you? Think of a time when you observed that someone was physically here at work but had mentally checked out.

ASK: What are some reasons why employees might just "show up for work" rather than be "engaged" in what they do?

(Listen for):

- Lack of self-confidence in dealing with guests.
- Not the right job fit.
- Isn't sure how to do something.
- Unhappy.
- Don't like what they do.
- Lack of communication.

ASK: Describe what happens to the team when an employee is not "engaged" in their work or has a negative attitude.

(Listen for):

- Morale is low.
- Others must step up and pick up the slack.
- Their bad or negative attitude rubs off on others.
- Other employees don't want to be around this employee.

ASK: What is the impact on our external guests when an employee is not engaged in their work or their negative attitude is showing?

(Listen for):

- Feel like they are being a "bother" to the employee.
- Don't want to ask the employee for help.
- Feel like the employee doesn't care.
- Get the impression that the employee "hates" their job.

ASK: Who will share an experience they had as a customer where the employee they came in contact with was not "engaged" in what they were doing? What was bad about the experience? How did you feel?

ASK: Who will share an experience where you had an interaction with an employee who was totally engaged in their work? What was good about the experience and how did it make you feel?

SAY: When you are positive you are more energetic, motivated, productive and alert. Thinking about negative things drains your energy. Put another way, a positive attitude opens a gate and lets your inner enthusiasm spill out. A negative attitude however, will keep the gate closed.

ASK: What are two things about your work that energizes you.

SAY: First impressions are important on the job because they have a lasting effect. Guests who meet you for the first time appear to have a little radar tuned into your attitude. If your attitude is positive, they receive a friendly warm signal and they are attracted to you. If your attitude is negative, they receive an unfriendly signal and they avoid you.

ASK: What positive signals could you give to our internal and external guests so that they receive a warm and friendly signal?

(Listen for):

- Make eye contact and give a welcoming smile.
- Positive body language.
- Greet them by name.
- Hold the door for them.
- Say “please” and “thank you.”
- Wish them a fond farewell.

SAY: We should make frequent self-assessments to check our level of engagement at work and to take a pulse check on our attitude. Here are some questions you can ask yourself:

- Am I currently transmitting a positive or negative attitude?
- Is my attitude influencing the quality and quantity of my personal productivity in a positive way?
- Am I sufficiently positive to be considered a fun and comfortable fellow employee?
- Are my internal and external guests responding to my attitude in an upbeat way?

Notes...

Notes...

Thought for the day….

"If your attitude has thorns, you cannot expect others to want to get close to you."

MODULE SUMMARY

SAY: Today we talked about "Your Attitude Is Showing - It's More Than Just Showing Up For Work." We talked about how a negative attitude can distance people from you and how a positive attitude attracts people.

The benefits of a positive attitude go well beyond the workplace and can carry over to your life outside of work. The impact of a negative attitude works the same way.

CHALLENGE YOURSELF

- Own the guest service standards.
- Find three examples of positive ways to become engaged in your work and be ready to share at next week's session.
- Prepare to share your success with your employee next week.

DO: Discuss with employees when the next session will be and motivate them to continue using the best guest service skills today and every day.

Ask them to write down or be ready to share experiences with everyone in the next training session.

Thank your employees for their participation today and for their hard work each and every day!

Beyond the Best Guest Services Training

Phase 2 — Module 4

How Well Do You Know Your External Guests?

The Power of a Name

PREPARATION

- Review this module prior to class.
- Have all supplementary materials ready and available for display and/or to hand out to your employees.
- Think of possible responses to the questions you will be asking. This preparation helps in case employees have difficulty coming up with their own answers. (Write your own questions or sample questions in the Notes section or fill in a worksheet if you wish).

TIMING

- This module generally lasts 40 minutes. Your timing may vary depending upon the amount of discussion from your employees. Suggested times for presentation of this module follow:

Introduce Module	5 minutes
Group Discussions	20 minutes
Module Summary	10 minutes
Challenge Yourself	5 minutes

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INTRODUCE MODULE

SAY: Welcome to the fourth module of our continuing Guest Service Training. Last week we discussed "Your Attitude Is Showing - It's More Than Just Showing Up For Work."

ASK: Who would like to share one way that you became engaged in your work since the last module?

SAY: The objective of this new module is to help employees learn the importance of doing something as simple as using the guest's name and the positive impact it can produce.

GROUP DISCUSSIONS

ASK: What would it feel like if you came home after work or walked into a friend's or relative's house and no one talked to you or acknowledged you by name?

(Listen for):

- Not very friendly.
- Unsettling.
- Not sure what was happening or what to do next.
- Isolated.
- Would not want to return because I felt uncomfortable.

SAY: Think of the last time you walked into a place where you regularly do business and spend money.

ASK: Did the employees address you by name? If they used your name, how did it make you feel?

(Listen for):

- Made me feel great.
- People cared about me.
- I'm not just a number, I have a name.
- I will go back to the same places that make me feel welcome by knowing my name.

ASK: How did they know your name?

- Repeat guest.
- Name on credit card.
- Introduced.

ASK: What are some ways we can find out your guests' names?

(Listen for):

- Player's club card.
- Room reservation.
- Valet.
- LED slot readout.
- Ask the guest, after you introduce yourself.
- Name on credit card.

SAY: Guests are coming to us to have fun, enjoy their leisure time, and to spend money. They expect to be treated in a friendly manner.

ASK: What are some ways you can personalize yourself for your guests?

(Listen for):

- Tell the guest your name; ask them their name.
- Tell the guest your hometown; ask them their hometown.
- Tell the guest how long you have lived in the area; ask how long they have lived in the area.

SAY: Great guest service starts with getting to know your guests. In other words, don't just handle transactions with them, but rather build relationships. Talk to your guests, ask them if they are in need of something else. Suggest restaurants, new slots, table games or new inventory in the gift shop.

These small conversations will bring your guests closer to you and develop the feeling of "Friends", not just a number. After all, we ask our friends for referrals all the time.

ASK: How do you feel when you are not greeted by name at your favorite restaurant, grocery store or entertainment venue?

(Listen for):

- I feel like a number.
- Staff doesn't care.
- It's just a job for them.
- Company doesn't care about me personally, just how much money I spend.

SAY: Using a guest's first name is a "Positive Surprise." Guests enjoy positive surprises, and addressing them by name adds a little something extra to their experience.

In turn, if they have the perception of receiving a little something extra, they will spend more money with you and our organization.

Using the guest's name is part of personalizing service. It puts the relationship in our service delivery.

Notes...

Notes...

Thought for the day…

"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you."

MODULE SUMMARY

SAY: Today we talked about "How Well Do You Know Your External Guests" and what happens when we don't. Guest loyalty is a direct product of "Positive Surprises," like using the guest's name.

Knowing your internal guests' names is just as important as knowing the external guests' names. We all wear name tags. When you greet a fellow employee, use his or her name. Remember the 10/5 rule!

CHALLENGE YOURSELF

- Own the guest service standards.
- Use three different methods to find the first name of an external guest that you do not know. What were they?
- Prepare to share your success with your team next week.

DO: Discuss with employees when the next session will be and motivate them to continue using the best guest service skills today and every day.

Ask them to write down or be ready to share experiences with everyone in the next training session.

Thank your employees for their participation today and for their hard work each and every day!

Beyond the Best Guest Services Training

Phase 2 — Module 5

Can You Tell Me…?

Answering the Guests' Questions

PREPARATION

- Review this module prior to class.
- Have all supplementary materials ready and available for display and/or to hand out to employees.
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TIMING

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Group Discussions	20 minutes
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INTRODUCE MODULE

SAY: Welcome to the fifth module of our continuing Guest Service Training. Last week we discussed, "How Well Do You Know Your External Guest? - The Power of A Name."

ASK: Who would like to share their success story from last week's module? Tell us how you learned a guest's name.

SAY: The objective of this module is to learn the importance of staying informed and being able to answer your guests' questions.

GROUPS DISCUSSIONS

SAY: Our organization runs many promotions in order to drive business. We continuously have promotions in slots, table games, and restaurants. In addition, many of our properties have concerts and showrooms which bring in first-class entertainment.

ASK: How many of you have ever been asked by a friend or relative about a promotion at our properties? Were you able to give a full explanation? If not, did you get the answers when you returned to work?

SAY: The most popular promotion that we offer is:

ASK: Who knows the important information about this promotion?

(Listen for):

- It starts at
- It must hit by
- You must have your player card in a slot machine.
- Can hit at any of our properties at any time.

ASK: What can eligible employees win at the property where the promotion takes place?

(Add your examples here):

-

ASK: What are some ways we can find out about promotions going on at our property?

(Listen for):

- Back of the house postings.
- In pre-shifts and huddles.
- Through e-mail.
- Table toppers in the employee dining room.
- Training sessions.
- Ask at the Cage.
- Through property newsletters.

(Note to Trainer/Facilitator: The Trainer must find out what the newest promotions are at their property prior to teaching this lesson.)

ASK: Who knows about our current promotions?

SAY: Knowing our products/services and being able to answer your guests' questions about them is very important. Some guests don't know the details of promotions or have the layout of our properties in their heads.

They may walk into an entrance that is at a different side of the casino from where they usually walk in, and are not sure where to find Security, a certain restaurant, the Cashier, or even the restrooms.

A guest may walk up to anyone with a uniform or nametag on and ask for directions to where a promotion is being held or where they can get more information. Remember, when at all possible, walk the guest to the destination and be positive!

ASK: How do you feel when you are out shopping for something on special and when you ask someone where the item is, they have no idea what you are talking about, or are unable to direct you to get help?. What would you do?

(Listen for):

- Walk around until I find the item.
- Ask another customer if they know where the item is.
- Leave without spending my money.

SAY: This is exactly what your guests do. Our goal is to be able to answer any questions they have.

ASK: Who would like to share an example of a situation where you approached someone for information or directions and they were friendly, warm and truly wanted to help?

(Listen for examples.)

ASK: Did this have an impact on whether you would return?

SAY: Whenever you answer a guest's question and tend to their needs, always ask the guest if there is anything else you can do for them.

Please note that in order for us to continuously improve our service levels, shoppers are on all properties. The feedback provides us with valuable information on what we are doing well and our opportunities for improvement.

Notes...

Notes…

Thought for the day…

"You should know the answers to my questions before I even ask them. I like to do business with people who are experts and are passionate about their products and the company they represent!"

MODULE SUMMARY

SAY: Today we talked about "Can You Tell Me…? Answering the Guests' Questions" and what happens when we don't.

Your guests expect you to know the answers to their questions. Listen to them because you are the expert for our organization.

The moment you take care of a guest's needs you are creating guest loyalty.

CHALLENGE YOURSELF

- Own the guest service standards.
- Get informed on current promotions at your Property.
- Prepare to share your success with your team next week.

DO: Discuss with employees when the next session will be and motivate them to continue using the best guest service skills today and every day.

Ask them to write down or be ready to share experiences with everyone in the next training session.

Thank your employees for their participation today and for their hard work each and every day!

Beyond the Best Guest Services Training

Phase 2 — Module 6

A Sense of Urgency

What Our Guests Expect

PREPARATION

- Review this module prior to class.
- Have all supplementary materials ready and available for display and/or to hand out to employees.
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TIMING

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INTRODUCE MODULE

SAY: Welcome to the sixth module of our continuing Guest Service Training. Last week we discussed, "Can You Tell Me…? Answering the Guests' Questions."

ASK: Why is it important for employees to be educated on the promotions taking place at our Properties? How about the layout of our Property? Can someone tell us what promotions are currently running at this property?

SAY: The objective of this module is to ensure that each employee understands and feels "A Sense of Urgency" and how important it is when addressing our guests' needs.

GROUP DISCUSSIONS

SAY: One of the many things that separate us from our competitors is our commitment that every service interaction be conducted in a friendly and professional manner.

The Task/Relationship model from Phase 1 of our training helped us understand that guest interactions happen at two levels: Task and Relationship.

SAY: The Task side is what you do to get your job done. It might be clearing a table, dealing cards, cleaning hotel rooms, or assisting our fellow employees in the employee dining room.

ASK: What are some of the things you do on the Task side?

(Facilitators, this is department specific.)

SAY: The Relationship side is where we interact with our guests. By having a positive attitude, we show our guests that we care about them.

ASK: What do you do on the Relationship side?

(Listen for):

- Listen and show empathy for their concerns.
- Smile and use the guest's name.
- Ask if there is anything else you can help them with.

SAY: When our guests have a service need, most often they want us to show we care about their problem and that we want to help get it resolved quickly. We need to show a "Sense of Urgency."

ASK: What does a "Sense of Urgency" mean to you?

(Listen for)

- Need
- Important
- Necessity
- Now
- Quickly
- Focus
- Stress
- Hurry

ASK: How do you feel when you have a concern or problem and the person who is supposed to help you doesn't seem to think your concern or problem is important?

(Listen for):

- Angry
- Impatient
- Frustrated

SAY: That is exactly how our guests feel.

ASK: What impact do you think this has on our guests and guest loyalty?

(Listen for):

- They may not want to come back.
- They will tell others about their negative experience.
- They will go to the competition.
- It could impact employees' tips.

SAY: Sometimes we may not feel that the guests' concerns require a "Sense of Urgency." We tend to look at it from our own point of view; we may be thinking that it is no big deal. You need to remember that everyone looks at things differently.

What may not be important to you may be very significant to the guest. There are times when what happened to the guest has nothing to do with you. This should in no way impact you helping the guest. If a guest concern comes to you, it's now your concern.

ASK: When a guest comes to you with a concern or problem, what can you do to handle the situation?

(Listen for):

- Maintain a positive attitude.
- Apologize for any inconvenience.
- Listen to the guest.
- Empathize, and ask questions.
- Fix the problem quickly.
- If you can't resolve a problem, immediately find someone who can.

ASK: What are some things you can say to let the guest know you understand?"

(Listen for):

- I'm sorry that happened to you.
- I understand how you feel.
- Please give me the opportunity to help you.
- Thank you for bringing this to our attention.
- I'll get on this right away.

Notes...

Notes...

Thought for the day...

"To my Guest... I may not have the answer, but I'll find it. I may not have the time, but I'll make it."

MODULE SUMMARY

SAY: Today we talked about the importance of showing our guests a "Sense of Urgency" in resolving their concerns or problems.

Sometimes we may not think the guest's concern is such a big deal. However, what we need to keep in mind is that it isn't happening to us right now, but is happening to them.

The subject for next week's module is "Going Beyond Average" to "Exceeds Expectations" and "Knocks Their Socks Off". We will talk about how to get a service grade from a "C" up to a "B" or an "A."

CHALLENGE YOURSELF

- Own the guest service standards.
- Use the skills from today's module to show your guests a "Sense of Urgency" for a concern or problem.
- Prepare to share your success with your team next week.

DO: Discuss with employees when the next session will be and motivate them to continue using the best guest service skills today and every day.

Ask them to write down or be ready to share experiences with everyone in the next training session.

Thank your employees for their participation today and for their hard work each and every day!

Beyond the Best Guest Services Training

Phase 2 — Module 7

The Service Scorecard

Getting From "Average" to "Exceeds Expectations" or "Knocks Their Socks Off"

PREPARATION

- Review this module prior to class.
- Have all supplementary materials ready and available for display and/or to hand out to employees.
- Think of possible responses to the questions you will be asking. This preparation helps in case employees have difficulty coming up with their own answers. (Write your own questions or sample questions in the Notes section or fill in a worksheet if you wish).

TIMING

- This module generally lasts 40 minutes. Your timing may vary depending upon the amount of discussion from your employees. Suggested times for presentation of this module follow:

Introduce Module	5 minutes
Group Discussions	20 minutes
Module Summary	10 minutes
Challenge Yourself	5 minutes

Notes...

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INTRODUCE MODULE

SAY: Welcome to the seventh module of our continuing Guest Service Training. Last week we discussed "A Sense of Urgency" "What Our Guests Expect."

Remember that our guests need to feel that we think their problem is just as important as they do and that we need to act quickly to get it resolved.

The objective of this module is to learn how to get from Average to Exceeds Expectations or Knocks Their Socks Off on the Service Scorecards.

ASK: Who can tell me about the Service Scorecard? How do you get these scores?

- A = Knocks Their Socks Off
- B = Exceeds Expectations
- C = Average
- D = Below Average
- F = Fails

ASK: Who would like to talk about a time when you received "C" level service as a customer? What did the employee do or say that made you feel like they were just providing average-or minimal-level service?

(Listen for):

- The person did what I expected.
- The person did not do anything extra.
- The person told me there was nothing else they could do because of the policy.

ASK: How many of you think it is ok to provide "C" level average and as expected service? Why?

(Listen for):

- We are doing what the guest expects.
- We are doing what our managers expect.
- That's what I get paid to do.
- It is easy to get a "C" because it doesn't take too much effort.
- That's what everyone else is doing.

SAY: Every time a guest interacts with us, they form an impression. The Service Scorecard is a tool to help you visualize how guests rate the service they receive.

Guests rate our organization's performance based on expectations. To earn a good grade, you must surpass the guests' expectations, particularly if we make a mistake.

When you surpass our guests' expectations, you create a positive and memorable experience. Even if there is a guest opportunity, we have the chance to surprise the guest and turn it into a positive experience.

SAY: We all have discretionary income (any money that is left over after we pay our bills) and time off from work. Our discretionary income can be $10 or $10,000. The amount may be different, but we all want the same thing, a value for our money. We want to be treated well and we want service to be better than we expect.

There are a lot of other things that people can do in our city and many other casinos where people can go to spend their money and free time. Why should they come here?

ASK: If we are giving a "C" as expected or average level of service, how can we keep our guests from going somewhere else to get the "As" and "Bs" that they really want?

(Listen for):

- Consistently give better than average service.
- Go the extra mile to make the guest feel good about making the decision to come to our property.
- Show our appreciation.
- Surprise the guest by doing something extra.
- Speak well of the organization and let them know how happy you are to work here.

ASK: What can you do in your work everyday to get better than a "C" grade for your service?

(Listen for):

- When a guest asks for directions, if at all possible walk them to their destination.
- When a guest asks about one of our promotions, be ready to explain it in detail.
- Always ask the guest if there is anything else you can help them with.
- Never say no. Always offer options and suggestions.

SAY: Getting "As" and "Bs" on the Service Scorecard helps to create and maintain guest loyalty because it leaves them with a good feeling about the company so they willingly continue to do business with us.

ASK: What can you do in your job everyday to:

- Earn a "B"?
- Earn an "A"?

Notes...

Notes...

Thought for the day…

"Do what you do so well that they will want to see it again and bring their friends."

MODULE SUMMARY

SAY: Today we talked about the Service Scorecard and the importance of providing more than average or as expected service to our guests.

We talked about the danger of always getting "Cs" because that provides a window of opportunity for our guests to go elsewhere to get the "As" and "Bs".

We discussed how receiving "As" and "Bs" helps promote guest loyalty."

In module eight we will be discussing how we can use Service Recovery as a way to make our guests happy and bring a below average "C" grade to an "A" or "B."

CHALLENGE YOURSELF

- Own the guest service standards.
- Bring at least two examples of what you did during the week to get a score of "A" or "B".
- Prepare to share your success with your team next week.

DO: Discuss with employees when the next session will be and motivate them to continue using the best guest service skills today and every day.

Ask them to write down or be ready to share experiences with everyone in the next training session.

Thank your employees for their participation today and for their hard work each and every day!

Beyond the Best Guest Services Training

Phase 2 — Module 8

Service Recovery

PREPARATION

- Review this module prior to class.
- Have all supplementary materials ready and available for display and/or to hand out to employees.
- Think of possible responses to the questions you will be asking. This preparation helps in case employees have difficulty coming up with their own answers. (Write your own questions or sample questions in the Notes section or fill in a worksheet if you wish).

TIMING

- This module generally lasts 40 minutes. Your timing may vary depending upon the amount of discussion from your employees. Suggested times for presentation of this module follow:

Introduce Module	5 minutes
Group Discussions	20 minutes
Module Summary	10 minutes
Challenge Yourself	5 minutes

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INTRODUCE MODULE

SAY: Welcome to the eighth module of our continuing Guest Service Training. Last week we discussed the Service Scorecard and how to increase your score.

ASK: Who would like to give an example of how you did this last week?

SAY: This week we are going to talk about Service Recovery, an important way to get a bad service grade of "D" or "F" to at least a "B" or perhaps even an "A."

GROUP DISCUSSIONS

SAY: The objective of this module is to understand the impact that service recovery can have on our service grades and guest loyalty.

SAY: Service Recovery is a focused effort by a service provider to return upset guests to a state of satisfaction within our organization after a service or product breakdown. Basically, it's a way to turn a poor situation around to have a positive outcome.

An effective Service Recovery is more than an apology or a monetary make-good effort.

ASK: What would you say makes Service Recovery effective?

(Look for):

- Carefully thought out problem resolution.
- Immediate action taken by the service provider.
- Taking responsibility to get the issue resolved.
- Assurance that the issue will be resolved.
- Restitution if warranted.
- Showing appreciation to the guest for their patience.

ASK: Who would like to share an example of an experience where a product or service failed you and the service provider or company used an effective Service Recovery to satisfy you? What did the service provider or company do? What was the impact on you?

ASK: Using the Service Scorecard, what grade would you have given the experience before the Service Recovery attempt? Why? How did it make you feel? What grade did you give the experience after Service Recovery? Why? How did it make you feel?

ASK: I would like everyone to think of a time when you were faced with a guest opportunity and had to get a supervisor or manager involved. What grade do you think the guest gave the experience?

ASK: Why did you seek out the supervisor or manager?

(Listen for):

- Guest asked to speak to supervisor or manager.
- Guest was yelling at me.
- Guest demanded money back.
- Guest was unreasonable.

ASK: What could you have done to resolve the opportunity without having to get a supervisor or manager involved and get the grade to at least a B"?

SAY: Here are some phrases that you can say to help the Service Recovery effort:

- You seem upset about something. How can I help?
- I can see how this must be frustrating.
- Can you describe what your concerns are?
- I'm sorry you were inconvenienced.
- Thank you for being patient.
- Let's see what I can do.
- Is there anything else I can do for you?
- Let me tell you what I am going to do.

ASK: Why is it important to resolve all guest opportunities before the guest leaves the property?

(Listen for):

- To ensure the guest has a positive experience.
- To let the guest know we care.
- The guest will speak well of us to family and friends.
- We want our guests to return often.
- Entertaining and keeping guests is the basic purpose of our business.

SAY: Remember, just like you, the guest expects an apology when there is a problem.

ASK: Why apologize?

SAY: Apologizing is an art! An apology acknowledges that something has gone wrong. By apologizing, we are telling the guest that we are going to take care of the situation. It's important that the apology is sincere.

SAY: When you apologize:

- Use warm, open body language.
- Make eye contact.
- Use a soft voice.
- Use "I" statements, such as "I will", or "I can."

Notes...

Notes…

Thought for the day…

"If we don't take care of our Guests, someone else will."

MODULE SUMMARY

SAY: Today we talked about Service Recovery. There are times when we make mistakes or the guest perceives that a mistake has been made. Service Recovery gives us the opportunity to fix not only the guest's problem, but also to fix the relationship the guest has with our property and organization.

It is also a great way to get those service grades up!

Mistakes happen. Every organization makes them. It's how well they recover from the mistake that makes the difference.

Doing what is expected is easy. It's a "C." Doing the unexpected to make the guest very pleased and looking forward to their next visit is a positive surprise!

The most important benefit from Service Recovery is guest loyalty.

Next week, in module nine, we will talk about how important it is to keep our guests coming back and not lose them to the competition.

CHALLENGE YOURSELF

- Own the guest service standards.
- Use the Service Recovery skills you learned today to help a guest with a concern or problem, and ensure that the guest felt satisfied about it. Prepare to share your success with our team next week.
- Prepare to share your success with your team next week.

DO: Discuss with employees when the next session will be and motivate them to continue using the best guest service skills today and every day.

Ask them to write down or be ready to share experiences with everyone in the next training session.

Thank your employees for their participation today and for their hard work each and every day!

Beyond the Best Guest Services Training

Phase 2 – Module 9

Why We Don't Want to Lose Guests to the Competition

PREPARATION

- Review this module prior to class.
- Have all supplementary materials ready and available for display and/or to hand out to employees.
- Think of possible responses to the questions you will be asking. This preparation helps in case employees have difficulty coming up with their own answers. (Write your own questions or sample questions in the Notes section or fill in a worksheet if you wish).

TIMING

- This module generally lasts 40 minutes. Your timing may vary depending upon the amount of discussion from your employees. Suggested times for presentation of this module follow:

Introduce Module	5 minutes
Group Discussions	20 minutes
Module Summary	10 minutes
Challenge Yourself	5 minutes

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INTRODUCE MODULE

SAY: Welcome to the ninth module of our continuing Guest Service Training. Last week we discussed, "Service Recovery" and gave you some tools to use to make recovery easier for you to do.

We also talked about how you can raise your service level grade by providing effective Service Recovery for our guests' concerns and problems.

ASK: Who can tell us how they used Service Recovery to fix a guest opportunity this past week?

SAY: The objective of this module is to understand that ultimately, not knowing our competition can have a detrimental impact on our Company and our employees.

GROUP DISCUSSIONS

SAY: People will pay for good service with both their cash and their time. But, there are just so many entertainment dollars to go around. In one of our earlier modules, we talked about discretionary income and free time.

It is truly a competition to attract and hopefully retain guests coming to our properties. If you are not trying to give away your guests to your competition, what are you proactively doing to insure that they are happy and coming back?

ASK: Who is our competition in this area?

(Listen for):

- Casinos.
- Restaurants.
- Bowling centers.
- Retail shopping.
- Bars and clubs.
- Movie theaters.
- Any establishment that offers the same services, products, or forms of entertainment as our organization.

ASK: Of the establishments just mentioned, do you believe they offer better products than us? Better service than us?

ASK: If there are some things you believe our competition does better, how do you think we can improve?

(Listen for their thoughts and ideas and jot them down)

SAY: One way we attract guests to our properties is to listen to what they have to say. Recently we began to market one of our properties under their own brand rather than advertise them under the parent company. Our guests want the variety that we didn't offer before and we listened.

ASK: What are some other things we do to attract guests to our properties?

(Listen for):

- Restaurants.
- Food courts.
- Clubs.
- Bingo.
- Bowling centers.
- Concerts.
- Strong marketing.

ASK: Why do you believe some guests seek out our competitors?

(Listen for):

- Better offers.
- Streak of bad luck.
- Better guest service.
- New property built closer to their home.
- Better relationships.
- More fun.

ASK: What is your role in keeping our guests from seeking out our competitors?

(Listen for):

- Provide Beyond the Best guest service.
- Tell them how great we are and how much you love what you do.
- Take ownership on your property.
- Make them feel welcome, like a guest not a “customer.”
- Make sure they are happy before they leave the property.
- Help provide a safe, clean environment for our guests.

ASK: Many of you visit our competitors for a variety of reasons - to gamble, eat, drink, bowl, etc. If during one of your visits you witness our competitors providing a service we do not, or doing a better job than we currently do, or offering something more than we offer, who would you inform at our property?

(Listen for):

- Supervisor or Manager
- Director
- Marketing Director
- General Manager or Assistant General Manager

ASK: What would be the result if our competitors consistently outperform us?

(Listen for):

- Our property would lose business.
- Our property wouldn’t need as many employees.
- We could lose our jobs.

Notes...

Notes...

MODULE SUMMARY

SAY: Today we talked about our competition. We identified who our competition is, what services our competition provides, and the impact we can have on service to maintain our competitive edge.

We have now completed the ninth module in the Beyond the Best guest services training. It doesn't stop here. Keep these skills alive by using what you have learned each and everyday.

We must always provide a welcoming environment, exceed the guests' expectations, and put our guests' needs at the forefront of all transactions. Never lose sight of our goal to be Beyond the Best!

Our organization, our team, and each of us can reap the benefits of providing exceptional service. It creates loyal guests and generates new business. The Company keeps growing and this provides us with new opportunities. Providing exceptional service makes our workday more enjoyable because our guests and employees are happy.

CHALLENGE YOURSELF

- Own the guest service standards.
- Share your experience with your supervisor, manager, and/or director the next time you visit one of our competitors, and explain what they did that made you feel welcome or turned you off.

DO: Motivate your team to continue using the best guest service skills today and every day.

Thank your employees for their participation today and for their hard work each and every day!