IBTTA Customer Service Conversation

11/15/22

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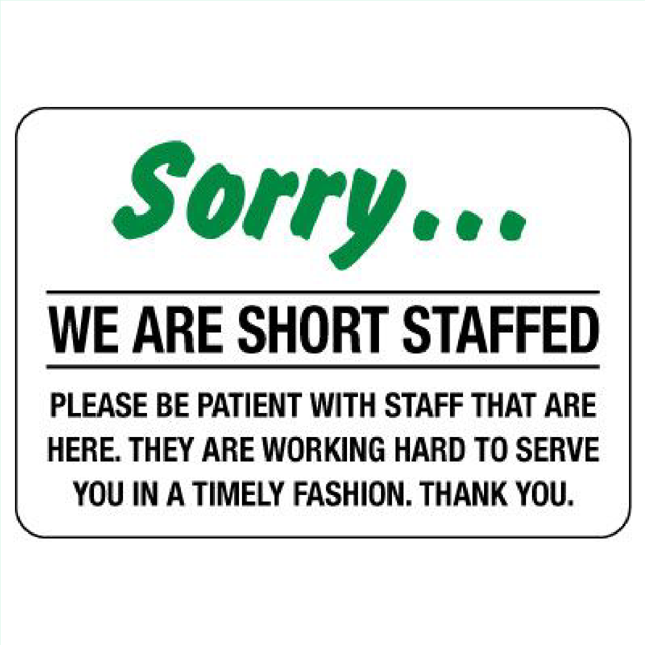
The World is Short Staffed

The whole
world is
short staffed

Be kind to
those that
Showed up



Sorry...

WE ARE SHORT STAFFED

PLEASE BE PATIENT WITH STAFF THAT ARE HERE. THEY ARE WORKING HARD TO SERVE YOU IN A TIMELY FASHION. THANK YOU.

- Hire For Attitude
- Look for people that provide you great service

When things go wrong

LEARN model

L E A R N

Listen

- Content
- Emotion
- Body Language

LEARN

When listening, remember…

- Never interrupt
- Manage internal distractions
- Manage external distractions
- Keep listening
- Ask clarifying questions

L E A R N

Empathize

To identify with another person's feelings

Empathy

- Avoid using “I”
- You are not putting yourself in the other persons shoes
- Use feeling words
  - Upset
  - Angry
  - Happy
  - Frustrated

Demonstrating Empathy

- Reflect the feeling
- Paraphrase the reason for the feeling
- Pause and wait for a reaction

L E A R N

Apologize

LEARN

Apologize

- Use ‘I’ statements
- Use appropriate body language and tone
- Use professional words

L E A R N

Ineffective apologies	‘Sorry’
	‘Oops’
	‘Oh that happens all the time!’
	‘I’m sorry, but…’

Putting it into practice

LEARN

Listen
Empathize
Apologize

Scenario #1

“There was a lot of traffic so I want my toll refunded”

L E A

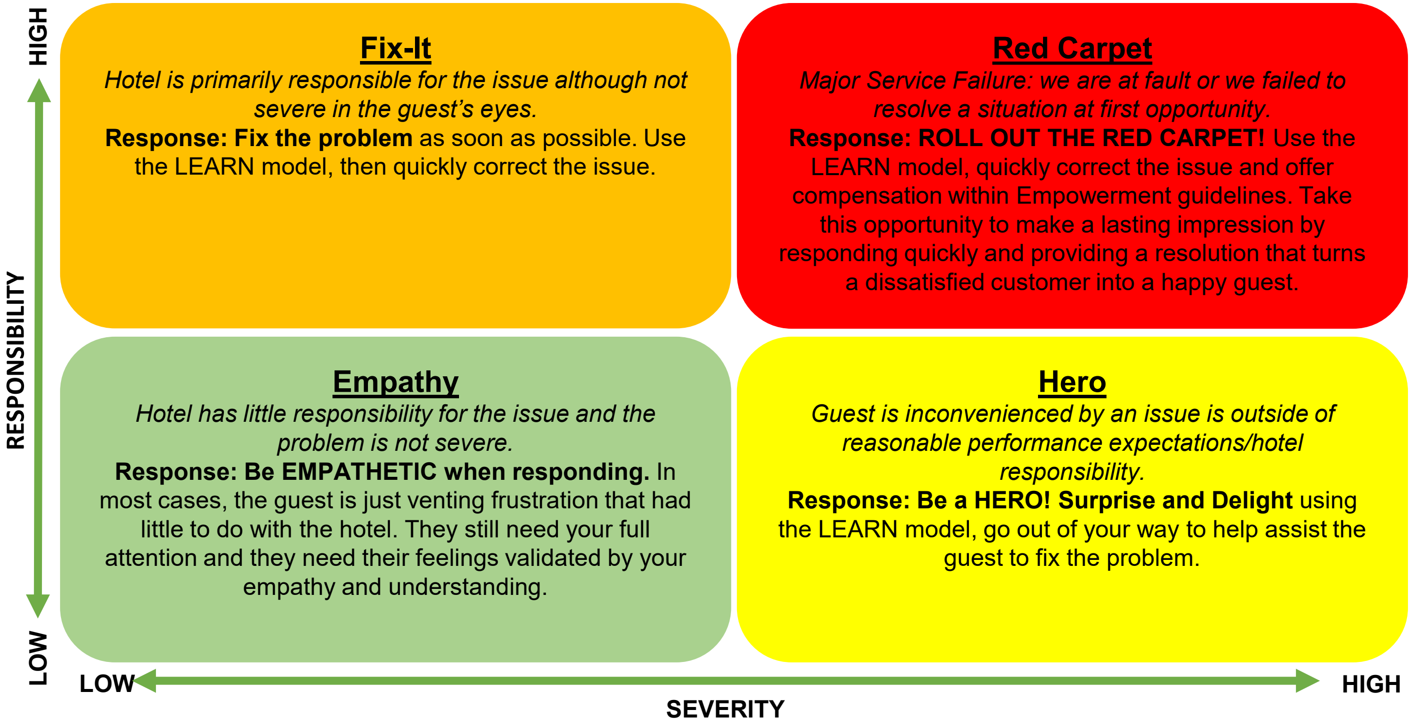
Scenario #2

“It has been a year since I have been using the lane and am just now calling because DMV won’t let me register my car until I pay my toll bill”

L E A R N

Resolve

SERVICE RECOVERY MODEL



Fix-It

Hotel is primarily responsible for the issue although not severe in the guest's eyes.

Response: Fix the problem as soon as possible. Use the LEARN model, then quickly correct the issue.

Red Carpet

Major Service Failure: we are at fault or we failed to resolve a situation at first opportunity.

Response: ROLL OUT THE RED CARPET! Use the LEARN model, quickly correct the issue and offer compensation within Empowerment guidelines. Take this opportunity to make a lasting impression by responding quickly and providing a resolution that turns a dissatisfied customer into a happy guest.

Empathy

Hotel has little responsibility for the issue and the problem is not severe.

Response: Be EMPATHETIC when responding. In most cases, the guest is just venting frustration that had little to do with the hotel. They still need your full attention and they need their feelings validated by your empathy and understanding.

Hero

Guest is inconvenienced by an issue is outside of reasonable performance expectations/hotel responsibility.

Response: Be a HERO! Surprise and Delight using the LEARN model, go out of your way to help assist the guest to fix the problem.

L E A R N

Notify

Supervisor or Manager

Person with the Problem/Concern

Tracking system

Questions?