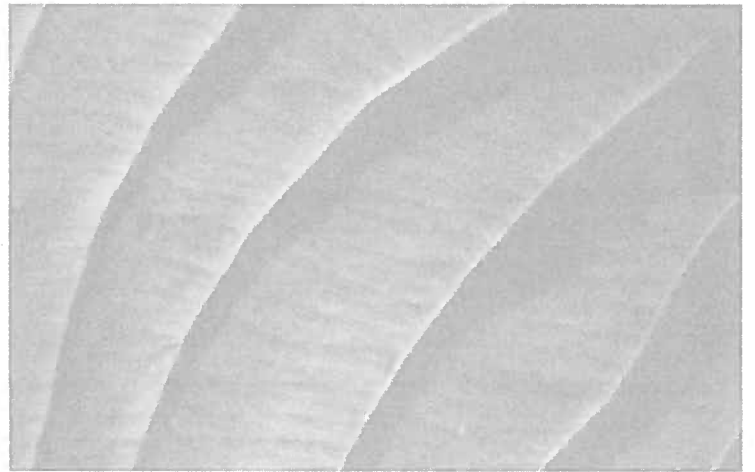
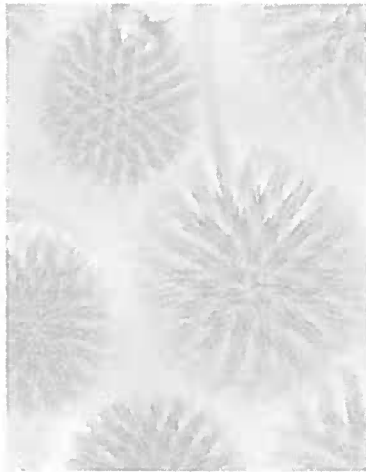
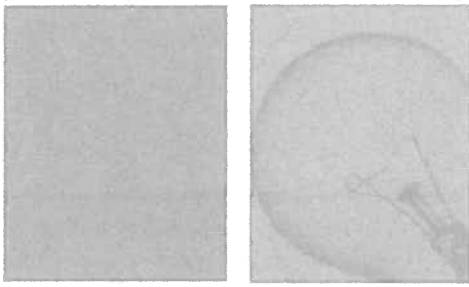


inspiration track



putting the “care” in guest care

[participant guide]



“We should give as we would receive, cheerfully, quickly, and without hesitation; for there is no grace in a benefit that sticks to the fingers.”

— Seneca
Roman statesman, dramatist and
Stoic philosopher (5 B.C.-65 A.D.)

intended outcome This experience will create an opportunity for you to explore the elements that contribute to exceptional customer service. This module focuses primarily on the “Care” element of customer satisfaction.

You will:

- Define the elements of exceptional customer service
- Identify unique elements that move good service to exceptional service
- Identify specific ways that your customers evaluate the level of “caring” received

putting the “care” in guest care



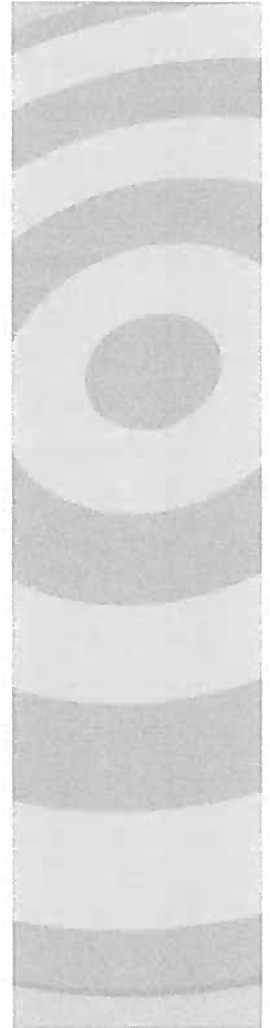
Engage: Your Experience of Service

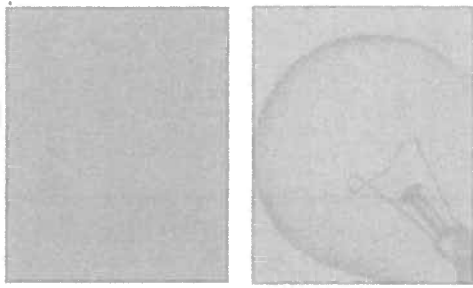
In your group, share one example of great customer service and one example of not-so-great customer service that you experienced recently. After everyone has had an opportunity to share, discuss the common elements of both the great and the not-so-great experiences.



Here's what the great experiences had in common:

And, here's what the not-so-great experiences had in common:





“I expect to pass through the world but once. Any good therefore that I can do, or any kindness I can show to any creature, let me do it now. Let me not defer it, for I shall not pass this way again.”

— Stephen Grellet
French/American religious leader (1773-1855)

Share: How Customers Define Service

Think about any business you enjoy doing business with. Chances are, the reasons you continue to do business with them are that the product they sell is good or, even, great. And, the way they provide the service is good, and maybe even great.

A customer’s overall experience of the service provided by you can be described as:

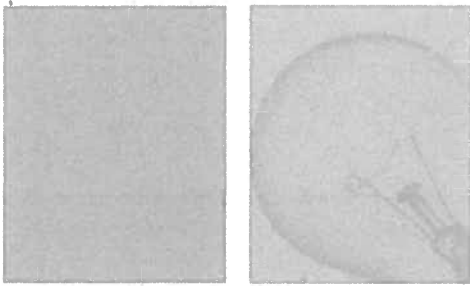
What they Buy—
The actual service

How it is Delivered—
The way the product is received

Care Demonstrated—
The feeling

putting the “care” in guest care





“You have not lived a perfect day, even though you have earned your money, unless you have done something for someone who cannot repay you.”

— Ruth Smeltzer

How Do Customers Define Care?

In this workshop, we are going to focus on the Care factor. When you ask customers to define caring, here is what they say about how they evaluate the degree of care:

Concern: Concern regarding how well my expectations were met

Knowledge: How knowledgeable the provider seems to be

Attitude: How positive the attitude of the provider is

Experience: How much the provider seems to care about my experience and about me

Time: How much value is placed on my time

Atmosphere: The feel-good factor of the environment

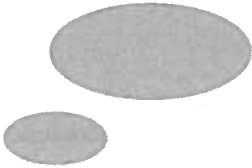
putting the “care” in guest care



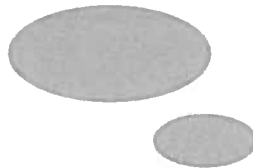
reflection:

Think back to the example of great customer service you shared earlier. Which of the following impacted your experience the most?

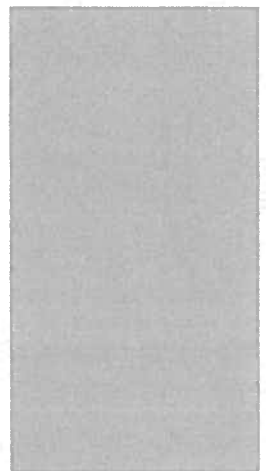
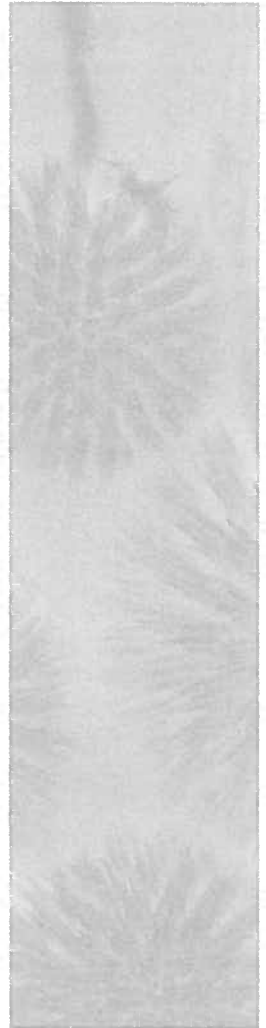
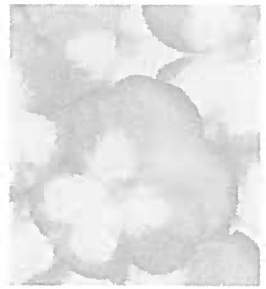
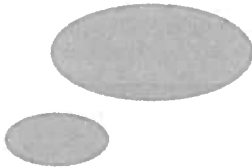
The product was better?

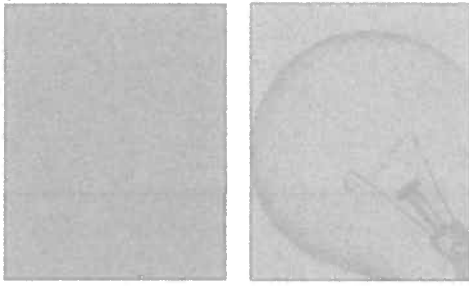


The way they delivered the product was better?



The provider cared more?





“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has.”

— Margaret Mead
American anthropologist (1901-1978)

putting the “care” in guest care

Practice: Demonstrating Care

Take a few moments to make notes on how you demonstrate care to your guests. What else might you do?

What's one thing you will do today that will show your guests how much you care?

