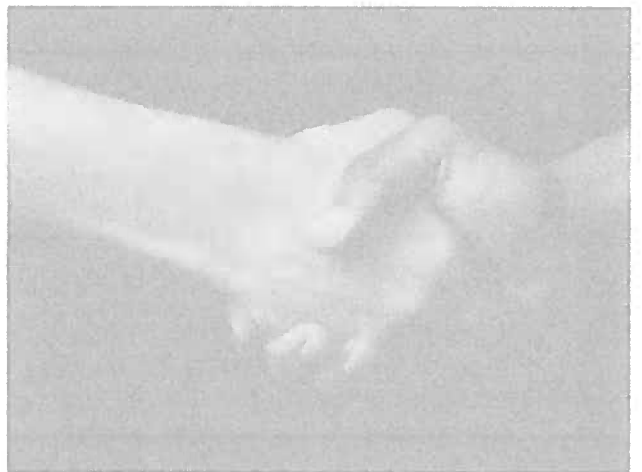




guest care track

inyu training™
training for salons and spas

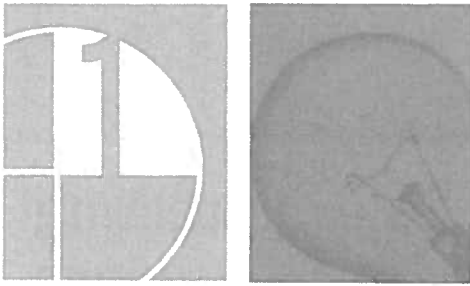


role of the guest care coordinator

[participant guide]

intended outcome This workshop is designed to introduce you to the key responsibilities of the role of a Guest Care team member.

role of the guest care coordinator



Memorable Experiences

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

- Walt Disney

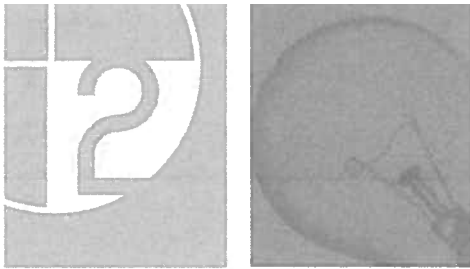
Think of a fond childhood experience. What made the experience memorable?

Think of an experience you had as a customer that made you want to come back and tell your friends about it. What made the experience unique and special?

ex·pe·ri·ence -
the conscious events that make
up an individual life

role of the guest care coordinator





Your Role in Creating a Memorable Experience

As a Guest Care Team member, you play an essential part in creating a nurturing and memorable experience for our guests.

- Your friendly voice creates a positive first impression of the experience in the initial phone call.
- Your warm greeting makes the guest feel welcome.
- Your attention to the guest's comfort, while they anticipate their service, makes the guest feel nurtured.
- Your thorough knowledge of the products assures the guest that they are choosing the right take-home products.
- Your help in reserving a future appointment, at a time and day that is convenient, makes the guest feel cared for.
- Your commitment to ensuring their satisfaction after the visit, creates a loyal relationship.
- Your service creates satisfied guests that are eager to experience the service again and to tell their friends.

By providing exceptional service to the guest, you also provide a valuable service to the Service Provider. When you create a memorable experience for the guest, you support the Service Provider in retaining and attracting guests.

The Guest Care Team Experience Wheel

The Guest Care Team Experience can be broken into six key parts: booking the appointment, checking-in, waiting, receiving the service, choosing take-home products and checking out. In each part of the Guest Experience, you have the opportunity to touch the guest and create a memorable experience. We call these opportunities, "touch points."

On page 8, we will take a look at the touch points you have with the Guest within the overall Guest Experience.



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The Guest Care Team Experience Wheel



On the following page (page 9), you will find a detailed job description that describes the key functions of the Guest Care Team member role.

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Guest Care Team Member Key Functions

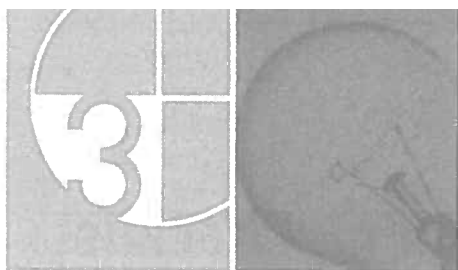
Guest Experience	Functions
Booking the Appointment	<ul style="list-style-type: none"> • Complete re-book calls to offer available services to guests. • Complete confirmation calls to remind guests of their scheduled service. • Make guests aware of available services convenient to their scheduled appointments. • Answer all calls in a timely manner. • Check and return voice mail messages frequently.
Checking In	<ul style="list-style-type: none"> • Greet the guest immediately. • Check the guest into the appointment system. • Update Guest information to ensure they receive all communication. • Offer tours to first-time guests. • Escort guests to the changing area.
Waiting	<ul style="list-style-type: none"> • Offer beverages to the guest. • Perform product experiences on waiting guests. • Communicate Service Provider status to guests, if needed.
Service	<ul style="list-style-type: none"> • Introduce the guest to the Service Provider.
Choosing Take-Home Products	<ul style="list-style-type: none"> • Follow-up on Service Provider's product recommendations by retrieving recommended products. • Complete the product sale by asking which products the guest would like to take home. • Recommend product to walk-in guests. • Clean shelves and maintain a full inventory.
Checking Out	<ul style="list-style-type: none"> • Pre-book appointments at completion of service. • Thank the guest and give them a warm farewell. • Complete follow up calls.

To create an opportunity for you to see this role in action, you will have an opportunity to observe the Guest Care team. Begin by completely reviewing the Observation Checklist, found on page 10. During your observation, complete the checklist. For each function, determine if you observed the function in action. If so, place an "x" in the "yes" column. If you did not observe the function in action, place an "x" in the "no" column.

After completing your observation, return the checklist to your team leader.

role of the guest care coordinator



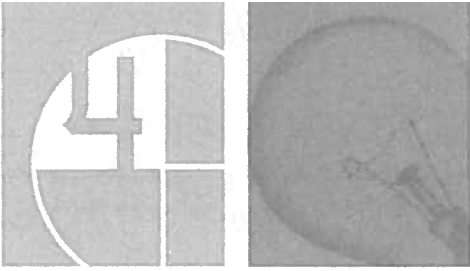


Guest Care Team Member Observation Checklist

Guest Care Trainee/Observer: _____

Date: _____

Key Process	Functions	yes	no
Booking the Appointment	<ol style="list-style-type: none"> 1. Telephone was answered in 3 rings or less. 2. Telephone was answered using the appropriate script. 3. Guest Care team members were extremely friendly, accommodating and more than happy to take the time to give the guests as much information as needed. 4. Policies, prices and options were made available and explained. 5. After introductions, the guests are referred to by name. 6. When booking the requested appointment, the Guest Care team members offered additional services. 7. Appointments were confirmed and the services, date and time repeated back to the guests. 8. Confirmation Calls were made to guests booked for appointments. 		
Checking In	<ol style="list-style-type: none"> 1. Guests were greeted within 8-10 seconds. 2. Guest appointments were immediately confirmed. 3. Guests were escorted to the changing room and shown where the restroom is located. 4. First-time guests were offered a tour of the salon/spa. 		
Waiting	<ol style="list-style-type: none"> 1. Guests were offered tea, coffee or water. 2. Restrooms, changing rooms and relaxation areas were clean and inviting. 3. Guest Care team members referred to the guest by name. 4. When necessary, Guest Care team members alerted waiting guests to the status of their Service Providers. 		
Service	<ol style="list-style-type: none"> 1. Guest Care team members introduced guests to the Service Providers. 2. Guest Care team members alerted the Service Providers to waiting guests and communicated Service Provider status in a timely manner. 		
Choosing Take-Home Products	<ol style="list-style-type: none"> 1. Guest Care team members selected the products recommended by the Service Providers for the guests. 2. Guest Care team members offered additional products. 3. Guest Care team members were knowledgeable about the products. 4. Guest Care team members asked the guest which products they would like to take home with them. 		
Checking Out	<ol style="list-style-type: none"> 1. Guests were offered the opportunity to pre-book their next appointment. 2. Guests were offered additional services when pre-booking. 3. Guests were thanked and given a warm farewell. 4. Follow-up calls to guests were placed. 		



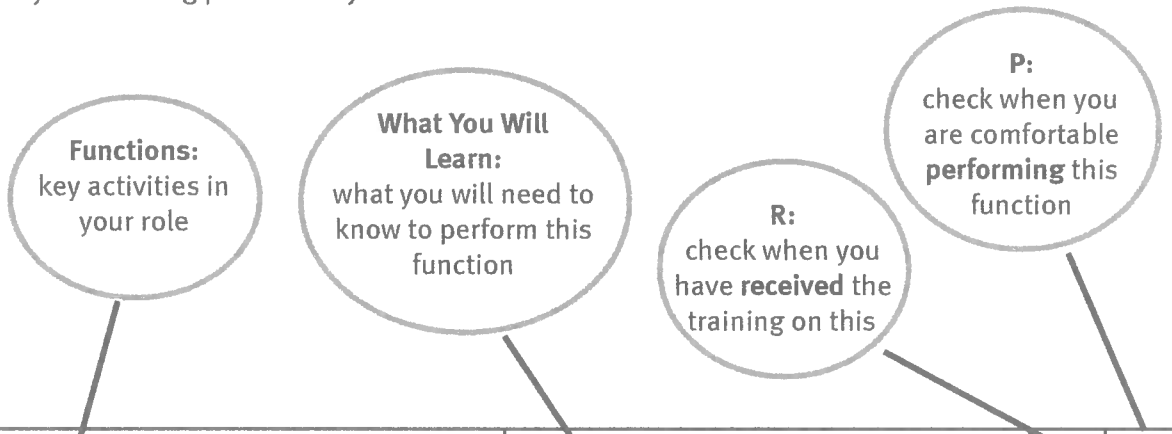
Training Checklist

On page 12, you will find an overview of the training you will receive to support you in fulfilling your role. The Training Checklist is organized around the Experience Wheel. As you receive training on each function, check the columns that apply:

Received (R)- check this column when you have received the training. This may include observation, hands-on training, online training or being given a self-study guide.

Performed (P)- check this column when you feel comfortable and proficient in performing the function.

Your team leader will share with you the schedule for completing the training checklist. What questions do you have about your training process or your role?



Guest Experience	Functions	What You Will Learn	R	P
Booking the Appointment	<ul style="list-style-type: none"> Complete Re-Book calls to offer available services to guests. Complete confirmation calls to remind guests of their scheduled service. Make guests aware of available services convenient to their scheduled appointments. Answer all calls in a timely manner. Check and return voice mail messages frequently. 	<ol style="list-style-type: none"> Review the Service Menu Booking an Appointment Script for Re-Book Calls How to use the Re-Book binder Script for Confirmation Calls Script for Appointment Calls Script for specific services and up-selling and cross-selling services. How to identify gaps in the book Script for proper phone greeting Salon-specific phone procedures, including voice mail instructions Product Knowledge 		

role of the guest care coordinator

Guest Experience	Functions	What You Will Learn	R	P
Booking the Appointment	<ul style="list-style-type: none"> • Complete Re-Book calls to offer available services to guests. • Complete confirmation calls to remind guests of their scheduled service. • Make guests aware of available services convenient to their scheduled appointments. • Answer all calls in a timely manner. • Check and return voice mail messages frequently. 	<ol style="list-style-type: none"> 1. Review the Service Menu 2. Booking an Appointment 3. Script for Re-Book Calls 4. How to use the Re-book binder 5. Script for Confirmation Calls 6. Script for Appointment Calls 7. Script for specific services and up-selling and cross-selling services. 8. How to identify gaps in the book 9. Script for proper phone greeting 10. Salon-specific phone procedures, including voice mail instructions 11. Product Knowledge 		
Checking In	<ul style="list-style-type: none"> • Greet the guest immediately. • Check the guest into the appointment system. • Update Guest information to ensure they receive all communication. • Offer tours to first-time guests. • Escort guests to the changing area. 	<ol style="list-style-type: none"> 1. Script and body language for proper Greeting 2. How to check a guest into the appointment book 3. How to confirm guest information 4. Script for checking guest information 5. Script for offering available appointments 6. Flow and script for first-time guest tours 7. Script for escorting guests to the changing area 8. Script for resolving guest challenges 		
Waiting	<ul style="list-style-type: none"> • Offer beverages to waiting guests. • Offer product experiences on waiting guests. • Keep guests informed of their Service Provider's status. 	<ol style="list-style-type: none"> 1. Script for offering beverage 2. How to create product experiences. 3. Product knowledge related to products used in product experience. 4. Script for waiting guests. 		
Service	<ul style="list-style-type: none"> • Introduce the guest to the Service Provider. 	<ol style="list-style-type: none"> 1. Script for introducing the guest to the Service Provider 2. System for making the Service Provider aware that the guest is waiting 		
Choosing Take-Home Products	<ul style="list-style-type: none"> • Follow-up on Service Provider's product recommendations by retrieving recommended products. • Complete the product sale by asking which products the guest would like to take home. • Recommend product to walk-in guests. • Clean shelves and maintain a full inventory. 	<ol style="list-style-type: none"> 1. System for "pulling" products recommended by the Service Provider 2. Script for closing the sale, including up-sizing recommendations 		
Checking Out	<ul style="list-style-type: none"> • Pre-book appointments at completion of service. • Thank the guest and give them a warm farewell. • Complete follow up calls. 	<ol style="list-style-type: none"> 1. Script for closing the sale and offering to re-book next appointment 2. Script for farewell 3. Script for follow up calls 		

Recommended inyu training™ workshops that complement this program:

Up-Selling and Cross-Selling – how to communicate service opportunities to guests

Greetings and Tours – how to create a positive first impression and give tours that increase service business

Speaking the Language – how to use luxury language in guest interactions

Putting the Care in Guest Care – techniques and scripts for creating high care culture

Optimizing Service Productivity – systems for maximizing productivity of the book

Pre-Booking – engaging your team in pre-booking including scripts

Effective Scripting – scripts for building business including up-selling, cross-selling, greetings and guest challenges


Retail 101 – a simple 3-step model for educating the guest on take-home products

Effective Inventory Management – from checking in to re-ordering, best practices in basic inventory management

Excuse the Excuses – how to offer caring solutions instead of excuses to unhappy guests

Subscribe at www.inyutraining.com to access the complete inyu training™ library, or give us a call to learn more: **866.888.4628.**

notes:



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