

School of Business

Course Code : SOBO1001

Course Name: Hospitality Services Sales & Marketing

Guest Service

Reference:

1	Marketing Management: Concept and Cases-Dr. Raj Kumar and Nidhi Goel. Published by UDH Books
2	A textbook of Tourism and Hospitality Management –KCK Rakesh Kadam, VRK Shaifalee and VRK Chainickaa. Published by UDH Books
3	Hotel & Food Service Marketing- Francis Buttle
4	Marketing Hospitality, By Cathy H.C. Hsu and Tom Powers Published By Wiley
5	Hospitality Sales A Marketing Approach by Margaret Shaw Published By Wiley

Defining Guest Service

After reading this chapter, you should be able to:

- Identify and explain the guest service principles.
- List and explain steps involved in providing guest service.
- Explain and apply the concepts of service.
- Identify types of service.
- Illustrate the qualities of service such as perishable, tangible, and nontangible.
- Characterize guest expectations.

(recap)

Defining Quality Guest Service

- ▣ **Definition: Exceeding guests' expectations.**
 - There are many definitions for quality guest service available.
 - The challenge with this definition is that much work goes into consistently pleasing the guest.

Aspects of Guest Service

- ▣ Focusing on serving the guest
- ▣ Consistency in service
- ▣ Efficiency in service
- ▣ Guests defining quality and value
- ▣ Knowledgeable employees
- ▣ Commitment from the top of the organization
- ▣ Processes that allow service to continually improve

Perishability of Service

- ▣ You cannot inventory service.
- ▣ It is not a commodity.

Advice for Providing Guest Service (*cont'd*)

- ▣ Listen to the customers.
 - Empathize with and assess the customers feelings first.
 - Let them know that you care for their needs and have a sincere interest in their satisfaction.
- ▣ Exceed guests' expectations.
 - Be responsible for customers' satisfaction.
- ▣ Treat the customer as the most important part of your job.
 - Notice the specific needs of each customer and provide those extras that are more than what the customer expects.

Advice for Providing Guest Service *(cont'd)*

- ▣ Know your products and services.
 - Know the procedures of your company and the industry.
 - Use this information to make things better and easier for the customer.
- ▣ Be professional.
 - Present yourself well, using verbal and nonverbal communication.
 - Take pride in yourself, your company, and your job.

Top Three Attributes of Customer Service

- ▣ According to MSN:
 - Knowledge of staff
 - Friendliness of staff
 - Readily available staff

Types of Service

▣ Assistance Service:

- Involves basic service and meeting the expectations of the customer. Crucial to any business.
 - ▣ *Example:* Help choosing a good seat for the show
 - ▣ *Example :* Help choosing an appropriate wine

▣ Repair Service:

- Fixing a problem for a customer. It may have been a fault of the business. It is reactive, instead of proactive. It involves “putting out fires.”
 - ▣ *Example:* Repairing a leaky faucet in a guestroom
 - ▣ *Example:* Helping a traveler find an alternative flight in bad weather

Types of Service (*cont'd*)

- ▣ **Value-Added Service:**
 - Involves exceeding customers' expectations.
 - ▣ *Example:* Remembering a guest's favorite drink *Example:* Offering a free upgrade

Tangibles and Intangibles

- ▣ Two of the most common components of guest service:
 - Tangibles
 - Intangibles
- ▣ In hospitality, we sell an entire experience.
- ▣ By breaking down each of the components, they can be:



Monitored



Evaluated



Improved upon

The Customer Ultimately Decides

Q: Who pays the salaries of the management and the employees?

A: Customers

Q: Who pays the rent, the utilities, and the taxes?

A: Customers

- Lesson:
 - They should be treated as the ultimate critic, because ultimately they are.

Meeting Guest Expectations

- ▣ Truly great service is receiving more than you expected.
- ▣ Expectations can also be categorized a few ways.
 - Evaluate the type of signals you are putting out as a business.
 - These signals begin to establish or set the level of expectations.
 - They can be explicit or implicit.
 - They make up the brand or image that you portray.
- ▣ This idea is commonly referred to as **brand management**.
 - All decisions would be related to this central theme, from the wallpaper and décor to service style.

Meeting Guest Expectations (*cont'd*)

- ▣ **Explicit expectations:**
 - Those expectations that are fully expressed.
 - They are set by promises made by staff, contracts, menus, signage, advertisements, and service promise.

- ▣ **Implicit expectations:**
 - Those expectations that are not fully expressed.
 - They are set by prices, décor, location, and service style.

Levels of Expectations

- ▣ Ideal Expectations
- ▣ Reasonable Expectations
- ▣ Minimal Expectations

Order of Expectations

- **Primary expectations** are generalizable to most hospitality settings.
 - They are the main wants and needs of the service experience.
 - Prepared and ready for the guest
 - Attentive, professional service
 - Efficiency
 - Comprehension of the process
 - Knowledge of the times
 - Wants are heard and understood
 - Follow-through of a product that is what it claims

Order of Expectations (*cont'd*)

- ▣ **Secondary expectations** are less important to basic, essential service and may be omitted with a certain level of tolerance by the customer. They are the things that they take away from the guest service. Guests don't usually mind until they become a larger issue, although it would certainly be best to provide all of these expectations in a desirable situation.
 - Knowledgeable, pleasant staff
 - Options made known
 - No transferring
 - Competence
 - Acknowledgment—know the customer. Or, respect their anonymity.

Inputs that Set Expectations

- Every customer is different.
- There are many inputs that determine the individual customer's expectations.
 - Some come from the business while others come from the guests.
 - As a result, the expectations may be low, high, or even undecided.
 - Defined by
 - Marketing
 - Operations
 - Inputs from guests
 - Self
 - Others
 - Occasion

Providing Guest Service Basics

- Become familiar with your customers, survey them.
- Demonstrate your dedication to your customers.
- Tell your customers what they can expect, then keep your word.
- Develop your expertise and maintain consistency.
- Treat all your customers and workers with the same high level of respect.
- Apologize if you are wrong.
 - Remember that credibility is much harder to regain than it is to attain in the first place.

Issues with Exceeding Expectations

- ▣ “Consistently meeting expectations”
 - To give something extra doesn't mean giving away your business.
 - It could mean personalizing a service, giving extra attention, recognizing a familiar face, or giving extra help with bags or the elevator.
 - Using the human touch is what makes hospitality what it is!

Databases

- ▣ “Developing lifetime relationships with the customers”
 - Large database with all of their customers’ information
 - Shared among properties
 - Keeps records of the guests’ profiles:
 - ▣ Name and title preferences
 - ▣ Likes and dislikes
 - ▣ Pictures of pets
 - ▣ Food and beverage preferences
 - ▣ Past issues
 - ▣ Lifetime usage and frequency

Discussion Questions

1. Give an example of empowerment in a counter-service setting.
2. What is the difference between implicit and explicit expectations?
3. Explain how the definition for the term *quality service* can be generalized to facets of the hospitality industry.
4. Define basic expectations of guest service and explain why they may be met but quality guest service may not be perceived in the eyes of the customer.
5. Provide three recent examples of a service experience during which your expectations were exceeded.
6. List five tips for delivering quality service.
7. Explain why expectations differ between customers and establishments.
8. List and briefly describe three types of service.
9. Explain the difference between tangibles and intangibles in a service setting.
10. What does the term *perishability of service* mean in relation to the hospitality industry?