

Historic Southern Indiana

Interpretation Workshop, March 2-4, 1998

The Customer Is Always Right

Presented By Paula Werne

Hospitality Training

1. "We're Having a Party"

Audio/Visual: Flipchart or Overhead.

Scenario: You're 17 years old, your folks are going away for the weekend, they hand you the credit card and say, "Honey, we trust you. Have a great weekend.

List all the things you'll do to get ready for your PARTY! Everything from inviting people, to cleaning up, getting refreshments, notifying neighbors/parking, personal preparations. And then from the time the first person arrives until the last dog dies, list what is important for you, the host, to take care of throughout the evening.

Then draw the parallel that this is what we're doing at our attractions and sites. Go point by point and draw parallels.

2. How to be comfortable with disabled.

3. "What is Hospitality?"

Group discussion. Give examples. Use flipchart or overhead.

4. "Why Customers Quit"

Group discussion. Give examples. Use flipchart or overhead.

5. "What's Here?"

Talk about how it's important to know about other attractions, sites, restaurants, hotels, etc. in the area.

6. "Moment of Truth"

7. Giving Clear Directions

8. Don't Take it Personally!!

Discuss importance of staying calm when a Guest is unhappy.

9. Discussion

A. Why is being friendly important (what's in it for me?)

You look better

You feel better (endomorphins or something)

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- Helps you to be more outgoing (people want to be nice back)
- Good skills to use the rest of your life
- Will come naturally with PRACTICE (no one wants to be shy!)
- Ask for examples of GOOD service and BAD service
- B. Importance of eye contact
 - Shows interest, sincerity
 - Helps focus emotion you're trying to convey
 - Take off your sunglasses
- C. When you make eye contact, you have an obligation to say SOMETHING:
 - Hi!
 - Good morning!
 - Perfect day, isn't it?
 - Others...
- D. Doubly whammy: compliment children
 - Notice what they're wearing
 - You like the Colts too? They're my team
 - What a cute dress!
 - I've seen all the Batman movies-have you?
 - Compliment looks, behavior
 - Oh, they've been so patient-what good little girls
 - What a good boy-you held on just right
 - His little outfit is so cute!
 - You've got the bluest eyes!
 - You can sure tell they're brothers
 - Listen for childrens names and use them
- E. Be careful about asking questions-make sure you have the time for a conversation
 - You having fun today?
 - What was your favorite ride?
 - Is your family having a good time?
- F. Know the answers-or how to get them
 - Anticipate what Guests may want to ask, but don't (they may assume the wrong thing- all the lockers are rented; it's raining-everything closed;)
 - Read people-when they're lost, look for something-offer help

10. Drills

- Greetings--Just Say Hello!
- Compliments to kids
- Directions to bathrooms
- Lost-and-found help
- "Lost Parent" help
- Work on eye contact-when you make eye contact, you make a commitment to at least

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say "hi"

Work on smiling-constantly

All these rules apply to treatment of fellow employees

When you feel you're acting sickeningly sweet-you're probably almost there. Practice makes perfect-it will come naturally after a while. Don't give up.

Some folks are just grouchy-don't take it personally.

Try no to say, "That's the rule" or "It's our policy" to Guests. They hear that all the time at home and work-let's try to give them a break. Sometimes explaining reasons for the rule helps, other times, the less said the better!

Guest comments? Always recommend to Guests that they fill out a Comment Card at Guests Relations.

If you don't know-find out!

If you can't help-find someone who can!