



**Falls Avenue Resort  
Guest Service Manual**

*“TO GIVE REAL SERVICE YOU MUST ADD SOMETHING WHICH CANNOT BE BOUGHT WITH OR MEASURED WITH MONEY:*

*AND THAT IS SINCERITY AND INTERGRITY.”*

-Donald A Adams.

## 7 Ways to Real Service

### **1. Be Friendly first**

Be willing to help! When a customer calls with a problem, try your best to solve it.

### **2. Helpful**

Take an active role in helping.

### **3. Enthusiastic**

Enthusiasm comes from the inside. Create and deliver positive first words.

### **4. Knowledgeable**

Your knowledge of what you do is also part of the success equation.

HINT: Study your field of expertise, or stuff about your job, for 15 minutes every day.

### **5. Memorable**

To separate yourself from your competition and everyone else, take the memorable actions. Have creative new ideas.

### **6. Understanding**

Take the time to listen. Be empathetic of the situations of others.

### **7. Confidence**

Confidence is your assurance that you will get the job done. Build rapport first. Use humour!

Everyone has an invisible sign hanging from his or her neck that reads

**“MAKE ME FEEL IMPORTANT”**

Never forget this when dealing/working with people.

## WHY RETURNING GUESTS ARE SO IMPORTANT

### **Customer Loyalty**

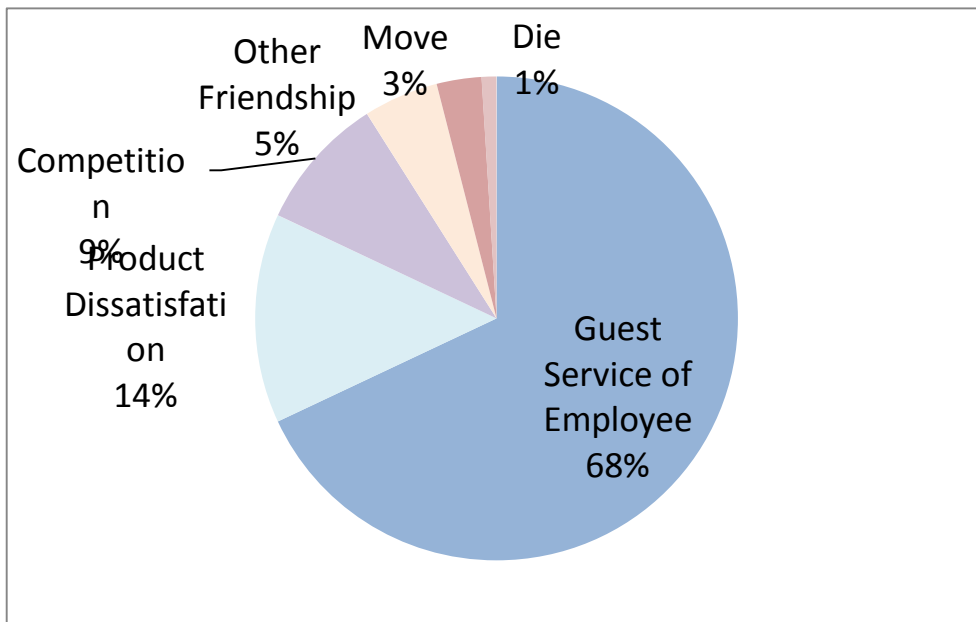
Remember happy customers are loyal customers, go the extra mile if needs be, provide additional items where possible, this always tends to impress. Just remember, customers are the most important part of the business without them what would we have – focus on them at all times – and they will be happy.

### **Feedback is Important**

If a customer is unfortunate enough to have a bad experience, for any reason, you need to make sure it's made easy and clear for them to tell you about it. At the same time be understanding and allow them to get it off their chest to you, so they're not inclined to tell someone else. Try hard to fix the problem – communication is key – and remember keep calm and try to resolve the situation so the customer ultimately goes away happy.

### **Why Guests Stop Coming Back**

68% of Guests who complain and have their complaints dealt with in a caring and timely manner will come back for repeat visits and also tell their friends, family and coworkers of their great time at the resort. Our goal is to turn any negative guest experience into a positive one! This will ensure our guests keep coming back again and again.



This chart reflects how much of an impact each and every one of our employees has on our guests. 68% guests do not come back because of poor Guest Service!

### Who is a Guest?

- A GUEST is the most important person in our company
- A GUEST is the reason for our work, not an interruption of our work.
- A GUEST is someone who looks to us for service and it is our job to exceed his or her expectations.
- A GUEST is deserving of the most courteous and attentive treatment we can give.
- A GUEST is the lifeblood of our business.

*Every guest who enters one of our properties is a  
“VERY IMPORTANT PERSON”*

*It is your responsibility to ensure that they are serviced efficiently, effectively and professionally.*

### Verbal Etiquette

When greeting a guest, how we say things and the language we use is very important

#### We say:

**Good Morning, Afternoon, Evening**  
**How are you? How is your day?**  
**Madame, Sir, Mr., Mrs., Miss**  
**May I assist you with anything?**  
**Have a lovely day/Evening**

#### We do not say:

Hey, Hi  
How's it going  
Lady, Buddy, Dude  
Do you need help?  
Bye, See ya

### MOMENTS OF TRUTH

A moment of truth is any opportunity for a guest to form an opinion of you and through you - of Falls Avenue Resort. Each guest will go through multiple moments of truth starting with our online booking process right through to our post stay guest evaluation/guest concern processes.

Every guest connection is made up of four moments of truth:

### **Greet Listen Act Thank**

#### **GREET**

- Be attentive, focus on the customer
- Set a positive tone starting with “How” the guest is treated.
- Recognize clues about the guest’s needs, wants and expectations.

## **LISTEN**

- Use listening skills to fully understand the guest's situation.
- Understand the guest's needs and expectations.

## **ACT**

- Inform guests about products and services offered by your company.
- Make suggestions of other products or services that might help the guest.
- Explain information and answers carefully, fully and respectfully.

## **THANK**

- Realize that service success depends on guest satisfaction.
- Check back and ensure that your guest is satisfied.
- Express thanks to guests for choosing your company.
- Take responsibility for your actions.
- Pay attention to details and follow through.

## **CHALLENGES**

*As service providers, it is important that we view every guest complaint as a **serious CONCERN** that, when handled properly, will have a positive impact on our business and on our abilities as a service professional.*

Do not take complaints personally, take them professionally. Remember, often the complaint is with the nametag – not the person!

## **DEALING WITH EMOTION**

### **LISTEN**

- Listen to guests with an open mind. Let them express themselves fully; let them vent!
- Obtain the facts: Ask open-ended questions.
- Confirm understanding.
- Make eye contact, maintain open posture, and be non-confrontational.

### **EMPATHIZE**

- Mirror back feelings and content; i.e. "I see that you are disappointed in your experience this evening."
- Clarify the guest's concerns.
- Repeat/restate use the customers words for clarification of issue.

## **APOLOGIZE**

- Offer sincere apology.
- Take responsibility for the situation.
- Do not give an excuse.

## **RESPOND**

- Acknowledge and respond to concern as soon as possible.
- Investigate facts.
- Identify possible solutions.
- Solve the problem.

## **FOLLOW UP**

- Act upon the solution.
- Ensure concern has been resolved.
- Log concern and action taken.
- Take action to prevent similar occurrences.
- Notify supervisor if necessary.

## **WHEN TO WALK AWAY**

A situation may arise when you are dealing with a person who is extremely emotional; i.e.; a guest becomes verbally / physically abusive.

- Always maintain professionalism (be firm, but do not raise your voice).
- Do not take the situation personally.
- Advise the guest that their behavior is having an effect on your liability to resolve the problem.
- Decide whether the discussion will continue at that point.
- If yes, handle the guest complaint or concern.
- If no, call for assistance; i.e., your manager, security, police.
- Record the details of the incident immediately.

## **The Golden Rules**

1. Do unto others as you would have them do unto you
2. Instill a sense of urgency in helping customers
3. Never argue with a customer
4. LISTEN! Close your mouth and listen. When that doesn't work say "I'm sorry" it will often times reduce anger. So apologize even if it was not your fault.