

# Service Edge™

## Ensure Guest Satisfaction

Today's hospitality professionals agree that hiring and retaining the highest caliber of service representatives is a top priority to ensuring guest satisfaction. These representatives play a vital role in generating repeat business and boosting service scores, which is why the **Service Edge™** training program was created.

**Service Edge** is a fun, unique and empowering training solution. Our two-part training focuses first on giving frontline and support staff the training, motivation and confidence they need to make every guest encounter a positive one.

Through a variety of techniques, including mystery shop calls, staff will learn how to:

- Help the customer and create immediate and lasting satisfaction
- Act on customer requests in a service-honoring way
- Handle challenging situations with winning results

By using **Service Edge** to improve guest impressions from arrival to departure, your employees, your guest and your business will benefit.

Our second phase of training engages supervisors and managers and builds on the service training. The primary focus is on communication and feedback. Supervisors and managers learn how to:

- Recognize great behavior
- Deliver constructive feedback
- Reinforce training initiatives

### Description

Signature will teach your staff our proven "Magic Formula" and nine non-negotiable service skills to help associates more consistently delight your guests. Training focuses on the four concepts of connect, discover, deliver value, and provide a legendary close. With this program, participants learn to impact guest impressions, while increasing repeat business and service scores.

### Who Should Attend?

#### Service Staff

- Reservationists, Front Desk Associates, and Guest Service Representatives
- Bellman and Concierge
- Housekeeping and Maintenance Staff
- Food & Beverage Staff

#### Supervisor and Management Staff

- Service Supervisors
- Front Desk Managers
- General Managers

### Program Outcomes

- Increased employee commitment to delivering legendary service at every customer touchpoint
- Greater staff confidence to build rapport with guest during check-in and check-out
- Consistency in customer service standards/skills
- Enhanced customer experience resulting in increased customer loyalty
- Improved ability of the staff to handle guest requests in a way that guarantees guest satisfaction



# Training Agenda

**Introduction** Welcoming activity and an overview of the session

**Legendary Service** Characteristics of exceptional service are reviewed and ways to create a legendary impression are discussed

**Power to the People** Tips on providing the customer value. Define the four key concepts of service

**Reality Trip** Listen to prerecorded phone calls and identify the customer service skills that were effectively used and areas where improvement is needed

**Calling the Competition** Make phone calls to competitors and critique the service and sales skills used

**Connecting with the Customer** Insuring that the interaction starts in a positive and professional manner

**Discovering and Gathering Information** Tips and process for ensuring understanding of prospective customer's needs

**Skill Practice** Practical role plays and other activities to apply the skills

**Delivering Value** Identify key behaviors for delivering value during prospective customer interactions and which set your organization apart from the competition

**Skill Practice** Practical role plays and other activities to apply the skills

**Closing Strategies** Tips on showing appreciation and setting expectations which further customer relationships and create legendary lasting impressions

**Skill Practice** Practical role plays and other activities to apply the skills

**Next Steps** Opportunities to deliver additional legendary service are introduced. Discuss the components of Signature's ongoing reinforcement program

## **Ongoing Reinforcement and Measurement**

The success of any skill-based training program is directly dependent on the quality of support offered to trained employees after the initial event. Employees must be continuously measured, evaluated and coached to help them integrate new skills into their replicable behaviors. Our reinforcement programs are designed to do just that, and your personalized program will include some, or all, of the following components:

### **Regular Onsite Reinforcement Sessions**

Your Signature Training Account Manager visits several times per year to continuously build the performance of your employees. New employees will be "brought up to speed," while your seasoned veterans will be coached on the development of new techniques and tailored to the most pressing needs at your hotel.

### **Mystery Shopping**

Experienced shoppers will visit your property periodically for on-site evaluations of your employee's skill development. Additionally, monthly mystery shop calls to your property will measure guest requests and utilization of the Magic Formula. Shopping interactions are recorded and scored based on the employee's mastery of the non-negotiable skills and magic formula.

### **Program Driver Web Sessions**

One on one sessions with your key managers are conducted quarterly with your Signature Training Account Manager to review their coaching action plans. We help you hold your managers accountable for continuing to focus on delivering legendary service throughout your hotel.

### **Signature Service SkillKit™**

Signature provides a set of 9 books, full of 5 to 8-minute activities that managers can discuss with their teams during daily briefing meetings. Each book is centered around individual non-negotiable skills, such as why it is important to be knowledgeable about your property and amenities and how to convey a level of competence to your customers.

### **Web-based Management Reporting**

To help managers and supervisors monitor performance efficiently, results from your mystery shopping program are available at the click of a mouse. Signature's web-based management reporting tools will help your team gather and use meaningful data about the performance of your employees—from the company-wide level on down to a specific employee.