

Hello and Welcome to Track Training Tips Number 35

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Imagine the scene – its 6.30 in the evening and I have just arrived at a hotel in Bath, prior to delivering a course on Change Management the next day. Great – there is no one else in reception so no queues after a long journey.

I head straight for the receptionist who has her head down looking at a PC screen – I wait – its clear that I am there – no response – I wait - the suddenly “Can I help you” – still no eye contact, no smile.

So here’s the question – “What is missing from this scenario that might classify it as great Customer Service?”

How about the following:

- Train your front of house staff to smile and give eye contact as soon as a customer enters the building

- Ensure that they understand the importance of empathy and rapport and how to do it

- Check that it happens every time

- Make sure that they know that ‘you only get one chance to make a great first impression’

- Stop whatever else you may be doing and deal with customer

- Find out the customer name early on in the transaction and use it frequently

- Ensure that your staff look professional

- Spell out the behavioural norms that are acceptable – and those that are not

- Body Language provides 55% of your interpersonal communication – it must say “welcome” – not “you are an interruption”

- Ensure that the tone of voice is warm , clear and welcoming

- Use Mystery Shoppers on a frequent basis to ensure that standards are embedded in to your organisation

- Remember that does not just apply to hotels – if you have a formal receptionists insure that they are fully competent to present your organisation in a professional way – you never know who that next customer might be

Still, we got as far as booking a wake up call the next morning – just a pity that it happened at seven instead of seven thirty.

Never mind eh! He was only a customer and there are lots more where he came from – so loosing one does not really matter does it?

Best Regards

Grumpy Old Dave