

Connecting to the Guest



Dr. John L. Avella Ed.D
Cal State Monterey Bay

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graph TD; A[Connecting to Guest] --> B[Developing Relationships]; B --> C[Create Loyal Guests];
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Developing Relationships

Create Loyal Guests

Role of Guest Service Provider

- To create a unique emotional experience for the Guest
- We are in a service economy but we are really in a “experience economy”. What does that mean?



As a professional “*Owner*,”
what’s important to your
Guests should be
Vital to you!



After all people buy from people
they trust and like!!
Let's discuss this



“Regardless of how high a company’s satisfaction levels may appear to be, satisfying guests without creating an emotional connection with them has no real value.”

Gallup Organization, 2003



Lets look at some facts from “The Loyalty Effect”

by Frederick R. Reichheld,
Bain & Co.

✿ Raising Guest retention rates by **5%** could increase the value of an average Guest by **25 to 100%**.

❁ Loyal Guests *always* return and become a *dependable lifetime* sales stream.

❁ It costs *Five* times more to acquire a new Guest than to keep an existing one.

- ❁ Loyal Guests ***brag*** about you and create the most effective advertising strategy—word of mouth and it's ***free!***
- ❁ Referred Guests tend to be of ***higher quality***—that is, to be ***more profitable*** and stay with the business longer, creating more revenue and profits.


- ❁ Loyal Guests are willing to *pay more* for your product or service.
- ❁ Loyal Guests are *more forgiving* when you make a mistake.



Objective

To increase participants' skill recognizing, handling and managing emotions in the Guest interaction experience *to create positive relationships with the Guest.*

Think of a recent experience where you were the Customer

- ✿ What was memorable about it?
 - ✿ Was it positive or negative?
 - ✿ What made it such?
 - ✿ How did you feel about it?
 - ✿ What emotions were involved?
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Why Emotions Matter in the Customer Service Experience

- ❁ Would you rather deal with a company you like or dislike?
- ❁ How many purchasing decisions are based on emotion instead of need?
- ❁ Would you rather deal with an restaurant that was highly recommended by someone you know or through the yellow pages?

WHY EMOTIONS MATTER

Continued

- ✿ The fact is Customers and Staff are always emotional, and in service industries, because it is so personal and stressful, the emotions of the Customer and Staff are more intense.

WHAT DO EMOTIONS TELL US ABOUT Guests?

- ❁ More concerned a Guest is about an experience, the stronger the emotional response. ???
- ❁ Many times we are forced to deal with an intense emotional reaction that has nothing to do with the present situation.
- ❁ These emotions are influenced by memories, life circumstances, Guest and Staff emotional state, etc.

EMOTIONS AND HOW WE RELATE TO STAFF & GUEST

- ✿ There are many verbal and non-verbal cues. If those cues are not read properly, the interaction could turn negative and spin out-of-control.
- ✿ By reading these cues, we can control the interaction and turn a negative situation into a positive one.

VIEWING EMOTIONS

- ✿ A healthy way to view emotions is not as a problem to be solved *BUT* rather as the basis for forming relationships – this is how we develop *Loyalty!*


Guest Emotions

- ✿ Guest emotions are influenced by memories and a wide variety of factors?
 - Life circumstances, expectations from advertising and from their host, unpleasant things that have affected the already.
 - Example-Couldn't find parking place.

✿ **Bottom line** - When there is a strong emotion from the Guest there is something happening that needs to be dealt with!



Core Criteria Customers use to Evaluate:

- Where are your opportunities?
 - ✿ Responsiveness-willingness to help Customers and provide prompt service
 - ✿ Assurance-knowledge and courtesy and ability to convey trust and confidence
 - ✿ Tangibles-appearance of physical facility and staff
 - ✿ Empathy-approachability, sensitivity and effort to understand Customer's needs
 - ✿ Reliability- service is accomplished on time, in the same manner and without error every time
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Connection Points

Anytime a Customer comes in contact with ***anything*** that represents the company, the Customer will make a decision whether that contact was positive or negative. As a deposit or withdraw from the Emotional Bank Account.

Identify Connection Points in your Customer experience!



Facts About Customer Complaints

- 96% of Customers don't complain when they have a problem. 25% of those have serious problems
 - The 4% who complain are more likely to stay with supplier than the 96%
 - 60% of complainers would stay as Customers if their problems were resolved and 95% would stay if problem is resolved quickly
 - Dissatisfied Customers will tell 19-20 people about the problem
 - Customers who had problem resolved will tell approximately 5 people
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The Complaint Letter

- Read and discuss



Simple Way to Handle Complaints

- Apologize for the situation that created the complaint
- Thank person for bringing it to your attention
- Assure person problem will be resolved and take action



Suggested Complaint Policies

- Every complaint is treated as a gift
- We empower our Staff to handle complaints
- We make it easy to complain
- We handle complaints fast and fair- never let them leave with a unresolved complaint



Amy's Ice Cream

- Case Study- Amy's Ice cream. Answer the questions individually and then we will discuss as a group



Reading the Customer

Observe the Customers as they approach, if possible. Are they happy, excited, fidgety, sad, angry, glad to be together, not exactly getting along. Take those nonverbal cues into account when deciding how to approach, greet and interact with them.



Notice Body Language and Expressions

- ✿ If Guests are in conversation, wait for an opportune time to speak, always leaning forward towards the Guests. If they are arguing, don't interrupt.
- ✿ If a Guest leans toward you as if looking for help or reassurance...lean towards them and use a reassuring tone of voice.
- ✿ If the Guest's facial expression seems sad or depressed, be ready to help in a sympathetic way.

- ❁ If the Guests seem joyful and celebratory, that's easy. Keep the positive emotions rolling. But don't get too familiar. The occasion is about them.
- ❁ If Guests seem embarrassed or reluctant, perhaps with heads slightly bowed and not making eye contact, be positive and reassure them you are there to help and make the experience a great one.



- ❁ If there is anger or tension, Guests are likely to have arms crossed, be leaning back and have a scowl. Be just the opposite, with your best “happy to see you” expression and body language. Show interest, listen carefully, pick up on cues that might change the mood.

Set the Tone

Use your smile, eyes and body language to establish the right atmosphere for a great Customer experience. If their emotions are negative, your positive emotions can change them to positive or neutral. If Customer is in a positive mood, you can reinforce and enhance their pleasure.



Your Customers won't know how
much you know until they know
how much *YOU* care!



If you don't know yourself physically and emotionally, your system reverts to

Hostility

in stressful situations.

Self-awareness is the emotional foundation of service.



“I can't hear you because your
body language is drowning
out your spoken words”



Start with Yourself

What nonverbal message are you sending to the Guest? Have a friend look at your body language and give you some feedback.



Your Posture, Eyes and Expressions Could be Saying

- Welcome, I value you.
- Talk fast, I have other Guests.
- Don't ask such dumb questions.
- Or, I want to help you have a great experience.



With Every Guest be Conscious of:

- ✿ Your facial expression and attitude as you approach the Customer, to be sure you are focusing on that Guest and no one else.
- ✿ Make eye contact, avoiding slouching or leaning on the desk or counter.
- ✿ Being welcoming, warm and engaging.



Be conscious of... (continued)

- Avoiding any behavior that suggests you are preoccupied or hurried.
- Communicating delight at having the opportunity to serve you.



Some “Nevers”

...roll your eyes, lean away from the Guest, fidget, look around, sigh, show impatience.

The Guest Notices!

Many are too polite to mention it, but your negative non-verbal cues have an instant impact - and not the one you want when it comes a sale and repeat business.



Managing Emotions

- ✿ ***Know your Emotions*** – How aware are you of your own emotions? Much of poor service is unintentional; some people just don't know the impact of their emotions on the Guest.
- ✿ Be conscious of how you feel—good, bad, indifferent ...or happy, sad, concerned ...and ***be sensitive about how your feelings would affect a Guest.***

Self-Awareness of your Emotions

The first rule:

KNOW THYSELF!



Self-Control

Managing emotions isn't the same as hiding them. Ask yourself, "What can I do to be ready, no matter what a Guest says or does, to work for a positive outcome to the Guest experience?"

You have total control over how you react to a Guest!



Self-Motivation

Professionals know how to maintain a high standard of excellence in their work!

Some Guides to help:

- ✿ *Challenge yourself to connect with every guest.*
- ✿ *Articulate your own personal standards of excellence.*



Self-Motivation Continued

- ✿ *Identify what you want to change about you that will make you better.*
- ✿ *Develop an action plan to make that change happen.*
- ✿ *Focus on the benefit(s) to make that change.*



*If your not getting better you are
getting worse!*



Developing Trust

People naturally gravitate towards those they trust. When you've established *trust*, the Guest will be interested in your suggestions and make a point of seeking to be helped by you.



Keys to Trust

- ✿ Be yourself.
- ✿ Give the Guest your full attention.
- ✿ Put the Guest's interests ahead of yours.
- ✿ Be knowledgeable and honest about quality, costs, and repairs.
- ✿ How would you serve this person if they were a family member or friend?

Trust continued


- ✿ Make sure the Guest understands, clear up anything you feel might be confusing.
- ✿ Only make promises you can keep.
- ✿ Don't oversell.
- ✿ Don't put off dealing with an upset Guest. Expressing regret and thanking the Guest for bringing the problem to you will go a long, long way toward building trust.

Let your empathy show!



Individual Reflection Exercise

(Handout)

1. How do I feel about my relationship and interactions with the Guest and other Staff?
 2. How do I want to feel and why?
 3. What do I want to do to improve my relationship with my Guests and other Staff?
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Think about one thing you
can work on that will help
you better connect to the
Guest and make more
money!

