

Part
3

HOSPITALITY
TEAM MEMBER

INDUSTRY KNOWLEDGE



WHY MEET AND EXCEED CUSTOMERS' EXPECTATIONS?

Meeting your customer's expectations should be the minimum aspiration in everything you do in hospitality. Anything less than this is a disappointment to your customer. Disappointment increases the risks of:

-  lost business
-  poor reputation
-  reduced market share (as your competitors move in on you)
-  bad publicity

To be truly successful in hospitality, you need to strive to exceed customers' expectations. Meeting them is not enough. Going above and beyond what a customer wants and needs leads to:

- ▶ loyalty to your brand
 - ▶ repeat and return business, often at an increased level of expenditure
- ▶ recommendations to other potential customers
 - ▶ enhanced brand recognition and awareness
- ▶ good customer reviews (Trip Advisor etc.)
 - ▶ enjoyable and promotional social media chat
- ▶ less uncertainty for the customer when buying products and services
 - ▶ fewer complaints
- ▶ a more distinct separation from your closest competitors

In order to exceed expectations, you must know what the customer expects in the first place. If you get all of these things right, there's a good chance you'll have a delighted customer:

What can you add to this list? Do you tick all of these at work?

- ▶ a professional, friendly and welcoming attitude
 - ▶ a clean, tidy and presentable personal appearance
- ▶ a clean, tidy and hygienic environment
 - ▶ good communication skills that enable a clear exchange of information
- ▶ warm recognition of repeat customers
 - ▶ good value for money
- ▶ outstanding product knowledge including a good understanding of ingredients and allergens
 - ▶ an adaptable and flexible approach to customer service
- ▶ patience and tolerance
 - ▶ a prompt and accurate service
- ▶ a rational, calm and non-argumentative demeanor



The general rule of thumb is simply this:

Good customer service improves the hospitality experience.

Reflect on this and come up with your own ideas about how you can improve your own hospitality practice.



We'll talk to you about your ideas during your next coaching session.