

*Great guest service in hospitality begins with people who are naturally inclined to serve others.*



## The Service Your Employees Provide Is Key to Your Guests' Return

While businesses in other industries may boast, "Customer Service is our middle name," it's actually true for the hospitality industry.

The word hospitality implies customer service. It is interchangeable with words like "welcome," "warmth" and "kindness."

Working in the hospitality industry requires a service orientation. Guests expect excellent service, but providing it can be challenging.

Hospitality employees must be helpful, warm and courteous, particularly when dealing with unhappy and irate guests. Even after working long hours, employees must remain friendly and welcoming to the requests of their guests.

Great guest service begins with people who are naturally inclined to be of service to others. They care, not because they can win an award or get paid more, but because it is just second nature to them. Establishing a first-class guest service program is not difficult when you have the right tool. Profiles International's Customer Service Profile<sup>™</sup> is just that tool.

A scientifically developed assessment, the Customer Service Profile<sup>™</sup> is an effective means for building a staff of exceptional employees. Your employees will be the reason guests return, develop long-term loyalty and recommend your hospitality to others.

In addition to helping you select employees with "be-of-service" attitudes, the Customer Service Profile<sup>™</sup> establishes a comprehensive

customer service perspective that extends throughout your entire organization.

Using the standards typical for the hospitality industry as a guide, you will set your own customer service perspective and measure both employees and job candidates to see how they match your expectations. This serves as the basis for effective training and management.

A clearly defined and understood guest service program aids communication and prevents problems.

The Customer Service Profile<sup>™</sup> helps identify those employees who will build your reputation in the hospitality industry as a place that welcomes guests with great service and a smile.