

Service Edge™



Ensure Guest Satisfaction

Today's hospitality professionals agree that hiring and retaining the highest caliber of service representatives is a top priority in order to ensure 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 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 guests, 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. Our 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 and Managers
- 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



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 skills tailored to the most pressing needs at your hotel.

Program Driver Leadership Sessions

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

Customer Experience Training Refresher Sessions

These short and interactive training sessions focus on one specific skill or concept from the training course and are facilitated by a Signature instructor. The sessions are 30 minutes in length and employees need only a phone to participate. Providing your staff with these monthly updates ensures retention of skills and behaviors while driving ongoing engagement.



Training Agenda

Introduction	Welcoming activity and overview of the course
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 recorded 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 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 which set your organization apart from the competition
Skill Practice	Practical role plays and other activities to apply the skills
Strategies to Close	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