

# Five Star Service™



## AN EMPLOYEE LEARNING SYSTEM FOR ENHANCED GUEST SATISFACTION AND LOYALTY

### Five Star Service Results

Upon completion of **Five Star Service** your workforce will:

- ★ Improve profits
- ★ Be the best they can be
- ★ Increase occupancy rates
- ★ Generate excellent referrals
- ★ Reduce turnover by strengthening loyalty
- ★ Use new attitudes, skills and behaviors



**Service Quality Institute**

*The Global Leader in Customer Service*

# MEASURABLY IMPROVE GUEST SATISFACTION AND BUILD

## Rationale

- ★ Heightened Guest Expectations
- ★ Increased Competition
- ★ Lodging Alternatives
- ★ Financial Factors
- ★ Limited Human Resources
- ★ Cultural Diversity
- ★ Trans-Global Travel Trends

Financial survival in years to come mandates that each of your employees must deliver superior service to every guest at all times. That is what builds guest loyalty and repeat bookings. The “internal” customer is also an integral part of a successful outcome.

Travelers today have higher service expectations than in the past. They also have more price points to choose from and an ever-increasing variety of lodging alternatives. To succeed, **Five Star Service** is not a frivolous luxury, but rather, an essential fundamental.

Affordable personnel resources are dwindling and workforce cultural difference are significant. Each culture may have a different perception of what “superior quality service” should be.

ASTA reports “travel agency sales are up \$20 billion.” Is your property getting its fair share of that volume increase? **Five Star Service** will help prepare you staff to turn this opportunity into bottom line profit.

## Five Star Service Materials

**Five Star Service** is really two training technologies in one.

1. Managers and supervisors must learn how to create and support a work climate that is guest-focused.

That means recognizing, reinforcing and coaching appropriate support team behaviors and attitudes.



2. **Five Star Service** employee curriculum is designed to assure understanding of the valid elements of quality guest service delivery, sharpen service skills for continual improvement, and finally, to learn new ways to create a more guest-focused environment.



Complete system materials include Leader Guides and Participant Manuals, two “edutaining” teaching videos, Performance Standards, Attaining Excellence Pin, pocket reference Technique Cards, and Certificates of Accomplishment. The system is modular in design so that you can select the most effective plan for implementation. All **Five Star Service** materials are available in both English and Spanish.

# CUSTOMER AND EMPLOYEE LOYALTY WITH FIVE STAR SERVICE

## Highlights of Five Star Service

### Objective:

To improve guest satisfaction while increasing employee morale and develop the coaching skills of managers and supervisors for both the “front” and “heart” of the “house” personnel.

### Methods:

Participative learning for employees and managers coupled with ongoing coaching, evaluation and recognition for employees.

### Basic Premises:

Do your best, deliver on promises, communicate positively, learning is unending and is part of the job, communicate positively, and teamwork is critical.

### Outcomes:

Increased guest satisfaction with your property’s service delivery, improved productivity, and a more positive work environment.

### Style:

Five Star Service is known as an “edutaining” learning system. Video is presented with great tongue-in-cheek humor. Since most of your participants have grown up watching and learning from television, it stands to reason that the humorous format of Five Star Service will enhance learning and retention.

### Implementation:

We have “engineered” a truly flexible learning system. The 12 Modules take a between 15 and 60 minutes each to complete. All 12 Modules can be implemented in a one-day session, two half-day sessions, nine shorter sessions by combining elements, or by breaking the system into four sessions of about two hours each.

## Learning Outcomes

Upon completion, your employees will:

- ★ Speak in a more courteous and caring manner.
- ★ Work as a team to satisfy the needs of your guests.
- ★ LISTEN to guests and peers with respect and focus to guarantee understanding.
- ★ Perform jobs more competently through enhanced self esteem.
- ★ Learn to accept responsibility and find new ways to solve problems.

## Five Star Service Modules

- 1 Introduction
- 2 Quality Service Defined
- 3 First Impressions
- 4 The Customer’s Perspective
- 5 What Does the Customer Need?
- 6 Review
- 7 Doing Your Best
- 8 Understanding Your Responsibilities
- 9 Empowerment
- 10 The Power of Collaboration
- 11 The Challenge
- 12 Conclusion and Celebration

Participants use the concepts presented in the Learning Modules and then relate that concept to their respective working environments. Each session is fun, very interactive, and brings important guest service issues to the surface.

# MEASURABLE IMPROVE GUEST SATISFACTION AND BUILD

## Implementation Options

### 1. Turn-Key Implementation:

Manager and employee seminars conducted by an SQI certified professional using our "off-the-shelf," tailored, or custom curriculum.

### 2. Train-the-Trainer:

One day workshop for those who will facilitate the classroom training of managers and employees. Prior training experience is not required, but selected facilitators should be enthusiastic, be peer and guest oriented, and have a genuine passion for superior quality service.

### 3. In-House Facilitation:

Facilitation and participant materials are supplied to your organization for use by your internal trainers. Everything needed to plan, organize and teach are provided for both the Manager and Employee sessions. Each facilitator should have a Leader's Guide.

## To Sum It Up

**Five Star Service** has been created to assist the hospitality and lodging industries in maintaining and enhancing service standards. In the ever-changing arena of the hospitality business, providing good service is essential to survive and thrive.

With Five Star Service, you can address the issues of change at the same time you teach and reinforce service skills for improving and sustaining the service level.

After 28 years of developing learning technologies and services that help organizations keep their customers by delivering service excellence, SERVICE QUALITY INSTITUTE is proud of the fact that we are "THE GLOBAL LEADER IN CUSTOMER SERVICE".

"We have earned that title by our efforts in helping organizations keep customers, build market share and improve the performance of the entire work force so they develop a culture of delivering superior service throughout the world."

***We are ready to do  
the same for you!***

