

# Visitor Hospitality

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Helping Visitors to Have the  
Best Experience Possible!

## **Here's How**

### *You Fit In...*

You are an Ambassador and since you may be the front line person, the first contact, you have a profound effect on a visitor's first impression of the NWT, your community and your business.

First impressions are lasting ones.

The real key to success is to encourage tourists to return and to bring their friends.

If visitors have not enjoyed themselves, and have received poor hospitality, all the advertising in the world won't bring them back.

Repeat business, built on positive first impressions and good service, is the key to business success.

**Each of us can make a difference to the visitor's experience!**







*The secret is simple:*  
***Put yourself in the visitor's place***

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**Pretend you've gone through a year of scrimping, saving and planning...**

Three months of debating  
Two months of planning  
One month of budgeting  
Three weeks of preparing  
Two weeks mapping and packing  
Two to three weeks travelling

**What if, once you finally arrive in the Northwest Territories...**

-  Your guaranteed room reservation is gone
-  You wait at the full serve gas pumps for service
-  You get ignored in the restaurant while the server finishes chatting with other staff
-  You ask for directions and are told they don't know where the place is
-  You ask what there is to see and do, and you are met with "nothing" or "I don't know"
-  You come to visit the Northwest Territories and you are sent to the Yukon

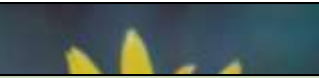
**Recognizing Your Professionalism**

The tourism industry is made up of dynamic, professional people. These people exhibit pride in their work, are committed to providing outstanding service, and serve as ambassadors to the world.



***Did you know...***

Most people work approximately 10,000 days during their lifetime.  
44% of our waking time is spent working.  
**So it makes sense to develop attitudes to enjoy it!**




*Attitude contributes  
100% to success!*



*Attitude is your  
success.  
Your success is  
your attitude!*



*Our attitude in life  
colours everything  
we do.  
It's the way we talk  
to our boss, how we  
serve our  
customers, the  
clothes we wear or  
the food we eat.*



*Positive attitude is  
seen, heard, and  
felt.  
Our attitude  
colours everything  
we do.*



**Why is a positive attitude important?**

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**How can you show that you have a positive attitude?**

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**How does a positive attitude benefit you, your employer and the tourism industry?**

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**Quality Customer Service**

Studies have shown that customers have very definite ideas on what they view as good service.

**What does good customer service mean to you?**

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Service providers have their own unique style and approach. It's this personal effort that makes every customer service experience special and memorable.

**What would you see as the benefit of quality customer service?**

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**What can you do to provide good customer service?**

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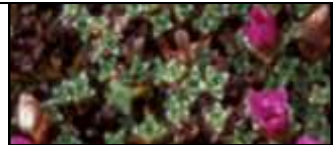
**Give five reasons why being a team player is important:**

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*Benefits of a positive attitude:*



*People like being around others who are positive.*



*It is more fun and makes unpleasant tasks seem more pleasant.*



*Besides that, positive energy is contagious, helping to create a pleasant atmosphere for staff and guests.*



*A positive attitude can also contribute to better results for your business.*

## *Good Service Behaviour Means...*

- Being friendly, helpful and courteous when dealing with customers
- Aiming to meet or exceed customer expectations
- Treating guests and co-workers the way you'd like to be treated
- Considering all contacts as potential customers
- Listening carefully to be sure you understand customer needs
- Trying to find an answer to a question for a guest, or directing him to an alternate source
- Referring customers to other businesses which may be able to meet customer's needs only if you are confident that they can help
- Taking responsibility and being accountable for your action
- Making sure that a request made to you is met by you, promptly and appropriately
- Treating people with respect
- Being sensitive to cultural, ethnic and religious differences
- Showing pride in your establishment and yourself
- Handling potentially embarrassing situations with tact
- Handling challenges or situations to the best of your ability
- Not complaining to customers



## **Seven “C’s” of Effective Customer Service:**

**Caring** - effective service means taking care of the customer, your organization and yourself.

**Confident** - know the technical and interpersonal aspects of your job.

**Considerate/Courteous** – treat others as you would like to be treated.

**Committed** – go the extra step.

**Creative** – find new ways to solve recurring problems.

**Controlled** – take criticism professionally, not personally.

**Contagious** – what goes around, comes around.

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## *Sins of Customer Service:*

**Apathy** – ignoring customer needs

**Not My Responsibility** – saying “it’s not my job”

**The Brush Off** – not really listening to customer needs

**Condescension** – “I’m better than you” syndrome

**Coldness** – not placing yourself in your customer’s position

**Inflexibility** – saying “That’s the way it is done – take it or leave it”



*Professional ... and PROUD OF IT!*

Being professional in your attitude and approach enables you to deliver exceptional customer service.

**Be punctual:**

- Be prepared for work before guests arrive
- Arrive for work about ten minutes early

**Be conscientious:**

- Care about your work
- Offer a consistent level of quality service

**Be flexible and adaptable:**

- Respond positively to unexpected changes
- Be helpful and accommodate customer requests

**Be patient and positive:**

- Take time to explain information carefully and be prepared for questions
- Approach your work with a positive attitude

**Be accountable and ethical:**

- Treat people with respect
- Be honest and open in your dealing with others
- Do what you say you are going to do

**Be responsible:**

- Show genuine concern and interest in customer needs
- Follow up any requests quickly and efficiently

**Be friendly and enthusiastic:**

- Greet customers upon arrival with a smile
- Give customers your full attention when dealing with them
- Make eye contact when speaking
- Show interest in your work and your customer's needs



## Quality Service Skills for Success:



*Help each visitor  
experience the best of the  
NWT!*



*Offer a warm welcome every time!*

### **When a customer enters your business...**

Smile!

Acknowledge your visitors and customers with a friendly gesture even if it is only a nod of the head.

Make eye contact.

Try to have a positive response to frequently asked questions.

Remember you may have heard the question many times, however, it is the first time this person is asking it.

So you've given your customer a warm NWT welcome.  
What next?

### *Communicate with your customer!*

An important aspect of quality customer service is the ability to converse with your customers so that you can determine their needs and wants.

How can we do this?

**Begin a conversation by asking open-ended questions.**

What attractions have you seen today?

What did you enjoy most about the show?

**Open with a question that is relevant to the situation or environment.**

What size shirt do you think your grandchild wears?  
Are you looking for a particular NWT product?

**People enjoy talking about themselves. Discover the customer's interest. Ask a question to get them talking.**

Where are you folks from?  
What brought you to the NWT?

**Remember:**

Effective communication with your customer can become your biggest asset.

A conversation is shared.

Communication is a two-way process, speaking and listening.

The customer wants to be regarded as an individual. There is no greater way to accomplish this than to personalize your conversation.

*Make sure you send a positive message!*

**How do we do this?**

Less than 10% of what we say comes from our words. The rest is sent by non-verbal messages.

Body language demonstrates our attitude and feelings before we begin to speak.

It is important that verbal and non-verbal messages do not contradict each other. It is your non-verbal message that your customer will receive!

Give some examples of body language - good and bad:

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## Listening

*An important skill is listening to our customers.*

### We must listen ...

- For information
- To fill orders
- To give directions
- To solve problems
- To offer advice

### How to be a good listener ...

- Hear what the customer is saying
- Listen for key words and ideas
- Make direct eye contact
- Ask questions to clarify what the customer means or wants
- Summarize the main idea of what the customer has said to you. This ensures that you understand what the customer means.



### Sample questions:

- ◆ Do you need ...
- ◆ Do you mean ...
- ◆ Are you saying ..
- ◆ So what you are most concerned about is ....

## Telephone Etiquette

*Customers form many impressions about a business and its employees by the way they are treated over the telephone.*

The telephone is an important part of your job.

When answering the telephone, state the business name, your name and a greeting, such as, “Good morning, how may I help you?”

Communicate with a friendly, patient voice.

If you cannot respond immediately to the caller, offer to call back as soon as you can.

Call back as soon as possible if you promised to do so.

If you have to put someone on hold, ask him/her first, and wait to hear their answer before returning to the task at hand.

Whether the call resulted in business or not, thank the caller for phoning.

## Customer Complaints:

**When you first encounter a complaint, what emotions do you feel?**

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**How can you properly handle difficult situations?**

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*The most important thing is to stay calm.*

**Why do some customers not complain?**

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**Outline the consequences of customers not expressing complaints.**

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*If you don't take care of your customers...*



*Someone else will.*



*Customers don't expect you to be perfect...*



*They expect you to fix things when they go wrong.*



# Service Recovery Skills

## L-E-A-R-N

### *Listen*

- Listen actively and sincerely to the details of the complaint.
- Stop what you are doing and establish eye contact.
- Remain open-minded and non-defensive.
- Allow the individual to vent.
- Maintain appropriate body language.

### *Empathize*

- Acknowledge the concerns and feelings of customers.
- Let customers know you have heard and understood their concerns.
- Show you care about fixing the problem and reducing any inconvenience.

### *Ask open, positive questions*

- Focus on clarifying the issue and solving the problem, not blaming.
- Use open questions to invite customers to provide the information you need.
- Avoid accusations and using sarcastic or threatening language or tone of voice when asking questions.
- Paraphrase your understanding of the problem after you get all the facts.
- Ask what they would like you to do.

### *Reach a mutually acceptable solution*

- Set the goal of a win-win outcome.
- Under promise and over deliver.

### *Next opportunity, follow up*

- Take time to record complaints and identify ongoing problems.
- See where systems and services can be improved and ensure follow-up.

## *Did You Know?*

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- About 50% of the time, customers who have a problem with a product or service are not likely to tell you about it.
- Nine out of ten of these “silent critics” will probably take their future business to a competitor.
- Even when a customer does complain he or she will not be thoroughly satisfied with the company’s efforts to solve the problem.
- An unsatisfied customer typically tells between seven to nine other people when they have an unsatisfactory experience with a company.
- Negative information has twice the impact of positive information.
- Word-of-mouth is one of the most important factors influencing a customer’s decision.
- You can’t please everyone! However, the number of customers you’ll not be able to satisfy is small.
- Complaints have the potential to assist in making improvements.
- Customers want their complaints treated seriously and promptly.
- An unsatisfied customer gives you the opportunity to demonstrate your ability to turn the situation into a positive experience for you and your customer.



## *Steps for Handling Customer Concerns or Complaints*

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Follow these steps when trying to solve a guest's concern or complaint:

### **Be patient, listen attentively and speak in a normal tone of voice.**

- This will help when explaining procedures, rules or how to operate a machine or use a facility.

### **Remain calm and empathize with the guest.**

- Use sentences like “Yes, I understand why you are upset. I would certainly expect my room to have clean towels.”

### **Allow guests to say what they are thinking without disturbing other guests.**

- Listen to the complaint in a private area
- Listen attentively to the details of the complaint
- Don't become defensive
- Remain unbiased and detached
- Deal with the source of the guest's dissatisfaction, e.g., “I'll make sure clean towels are delivered immediately.”

### **Decide whether it is within your authority to deal with the complaint.**

- Don't make excuses
- Reassure the guest that you will help and this problem will be fixed.

### **Investigate the facts by talking to those who were involved.**

- Identify possible solutions with your supervisor and/or guest
- Choose the best solution based on what is realistic, considering the options and resources available
- Verify that the solution is acceptable to the guest





**Tell the guest about any action to be taken.**

Resolve the problem immediately.

Get the guest's agreement on the solution.

Be as flexible as possible without making agreements you can't keep.

If you cannot satisfy the guest, refer the problem to your supervisor or manager.

**Follow up by carrying out what you said you would do.**

Report the incident to your supervisor (even if you believe it's a minor incident).

Record details of the incident, guest's name and telephone number, date and time the incident occurred and action taken.

Suggest ways to make sure the problem does not happen again.

Follow up with the guest to make sure that the problem has been solved.

**Ask for the complaint.**

Only four in 100 people actually tell someone in the company about a complaint.

68% of people who do not return to a place, do not because their complaint was not resolved.

Unhappy customers will tell seven to nine other people about the cause of their unhappiness.

Those individuals will each tell three others, on average, what they heard. That adds up to at least 21 individuals who are aware of one incident alone!

**Northwest Territories Ambassadors...**

***G*ive a warm welcome!**

***O*ffer helpful information!**

***L*isten and respond to customers!**

***D*eliver quality service!**

## Workshop Evaluation

Now that you have completed the workshop, we encourage you to provide feedback. Your comments are valuable and assist in making the workshops better.

Trainer's Name \_\_\_\_\_ Date \_\_\_\_\_

Are you involved in the tourism industry? Yes \_\_\_\_\_ No \_\_\_\_\_

What were some of the most useful things you learned in this workshop?

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In what ways can this workshop be improved?

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Did a topic get left out that you wanted covered? If so, please explain.

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What did you learn that would help you in your job?

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On a scale of 1 to 5, how would you rate your trainer's skill in the following areas.  
1 = Poor and to 5 = Excellent (Please circle one)

Encouraged discussion and comments	1	2	3	4	5
Encouraged practice of new skills	1	2	3	4	5
Presented information in an interesting way	1	2	3	4	5
Answered questions	1	2	3	4	5
Provided encouragement	1	2	3	4	5
How would you rate your trainer's knowledge of the subject?	1	2	3	4	5
How would you rate your trainer's attitude towards the subject?	1	2	3	4	5

Please add any other comments or suggestions:

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