

How to Build a Hospitality Culture in Your Community and Why You Should

Presented By:

David Koelling/Founder
Strategic Dining Services

Phillip Dopson/SVP
The Hub Design, Innovation and
Hospitality Service



1



KFC or Chick-fil-A?

2



3

Objectives for Today...

1. Discuss the key standards, and physical attributes of a successful Hospitality Culture.
2. Discuss the initial guidelines on how to build a service recovery culture, and the steps to get there.
3. Explore the financial impact that a hospitality culture can bring to your operation.



4

A clip from the movie *Meet the Parents*



5

Customer Service vs. Hospitality

Customer Service – The delivery of goods and services between two parties.

- Expected procedures to be followed, trained
- Our "Function", our day-to-day responsibilities

Hospitality – The delivery of goods and services between two parties with the intent of making them happy.

- How you make someone feel
- Our "Purpose", why we are here
- Built through intention, connection, and daily gestures



6



Hospitality is not a Program...

Hospitality is a Culture that is to be nurtured enthusiastically *on a daily basis.*

7

Why Build a Hospitality Culture?

- Builds Loyalty – Resident and Staff
- Creates Resident and Family Advocates
- Creates *Luxury*
- Creates Positive Word-of-Mouth Stories

8

Standards of a Hospitality Culture

- Warmth and Friendliness
- Anticipate Needs
- Attention to Detail
- Personalization
- Active Listening
- Consistency and Standards

9

Practical Strategies for Fostering a Hospitality Culture

Cultivating a hospitality culture is not an abstract idea, but a daily practice woven into the fabric of every interaction, with intention.

But requires foundational documentation to establish expectations.

What is your company's purpose beyond making money?

10

Practical Strategies for Fostering a Hospitality Culture

- Begins with Staff
 - Recruitment, Hiring, Onboarding, and Training
 - Where the "Listening Begins"
- Onboarding Immerses Employees in Values From the Start
- Staff Workshops and Recognition to Reinforce Culture, Continuous Reinforcement

STRATEGIC DINING SERVICES

11

Hit or Myth?

Guests who are highly satisfied with resolutions to their problems are more loyal than guests who did not experience problems in the first place.

Metric	No problems experienced	Highly satisfied with problem resolution
Overall Satisfaction	71%	11%
Likely to Recommend	68%	17%
Likely to Return	74%	23%

TRUE: Guests who are happy with how problems have been solved are more likely to return to or recommend a restaurant than those who did not experience glitches. That means restaurateurs who turn a bad situation into a good one are creating even more loyal guests.

SOURCE: SMG BENCHMARK DATABASE

12

Using Service Recovery to Build a Hospitality Culture

Mistakes...a part of every service organization.

- Error on monthly statement
- Over cooked vegetables
- Mis-scheduled or cancelled resident activity

13

Using Service Recovery to Build a Hospitality Culture

- Identify Service and Operational Mis-cues
- Discuss Reactions and Solutions to Those Mis-cues
- What Do We Do When _____ Happens?
- Empower Staff with Tools and Authority To Act Quickly
- Examples – personal to each recipient:
 - Special Meal – Favorite Entree
 - Flowers - Favorite Color/Flower
 - Chef’s Special Dessert
 - Hand-written Apology Note

STRATEGIC DINING SERVICES

14

Service Recovery Process...

To get started...meet as a team or department and discuss these questions:

- What is the issue? Start with the most common service issues you deal with in your department.
- Brainstorm about what should be your standard response.
- Take that response and push beyond that to an even better response.
- Then, push beyond THAT to say, “Is there something beyond that we could or should do?”
- Build that answer into your standards of hospitality for that department.

15

Using Service Recovery to Build a Hospitality Culture

Anticipate Needs and Act Fast

Set parameters for appropriate customer service recovery solutions:

- Flowers
- Hand-written delivered notes
- Chocolates
- Books by favorite authors
- Special dinners



16

Using Service Recovery to Build a Hospitality Culture

Anticipate Needs and Act Fast

- These extraordinary efforts require extraordinary preparation at every organizational level.
- You must meet, discuss, and plan for any potential situation.

17


Using Service Recovery to Build a Hospitality Culture

Train Employees – Then Empower Them

Give Employees the Authority, Responsibility and Incentives

To

Recognize, Care About and Attend to Residents Needs



18

Using Service Recovery to Build a Hospitality Culture

Train Employees – Then Empower Them


- Service recovery ultimately rest on the shoulders of the employees on the front line.
- This implies a very different role for employees who have direct resident contact.

19

Using Service Recovery to Build a Hospitality Culture

Empower The Front Line

Training can give our staff the perspective that service recovery requires, but we must empower them to act. We must give employees the **authority**, **responsibility**, and incentives to follow through with residents through a well-established guideline.




20

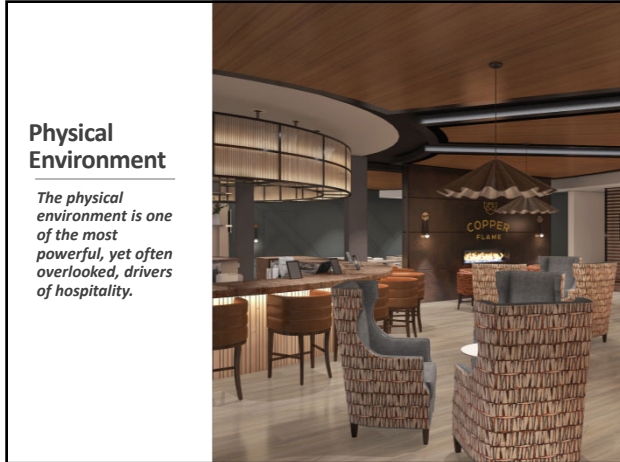
Using Service Recovery to Build a Hospitality Culture

Empower The Front Line

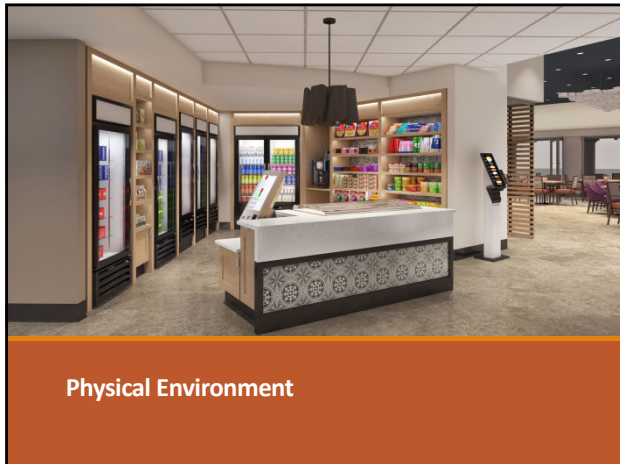
- Develop a defined reward structure
- Provide positive reinforcement
- Publicize good examples to inspire others
- Coach improvements in private



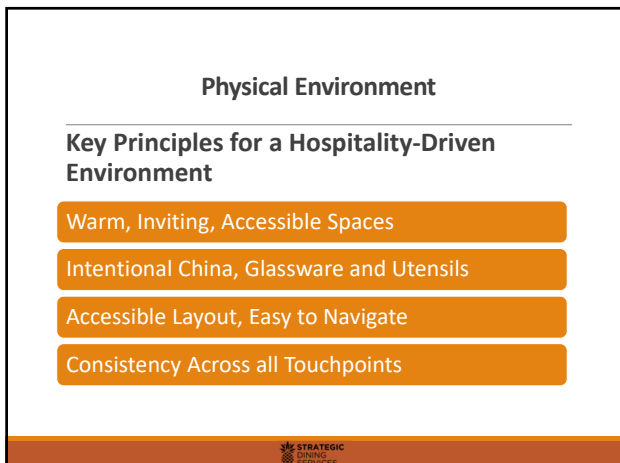
21



22




23



24

Measuring ROI

Increased Resident Retention	Higher Occupancy Rates	Increased Referrals
Reduce Employee Turnover	Increased Inter-departmental Planning & Communication	Communicates our Purpose



25

Next Steps

```

    graph TD
      A[Communicate this outline with community leaders] --> B[Develop Hospitality Standards and training that match your community goals]
      B --> C[Organize training for all departments to discuss and identify standards and procedures for effective Service Recovery]
      C --> D[Outline the items that measure ROI for your community]
      A --> E[Incorporate Hospitality Culture training into new-employee onboarding]
      E --> C
  
```

26



David Koelling – Founder/SDS
 David.Koelling@StrategicDining.com

Phillip Dopson – Senior Vice President
 Phillip.Dopson@TheHubDesign.com

27
