

# Five Diamond Hospitality

The American Club at  
Destination Kohler

# Hospitality

Hospitality is a set of skills that make people feel welcome and comfortable

Skills can be taught, practiced and honed

Caring cannot

# It's all about people

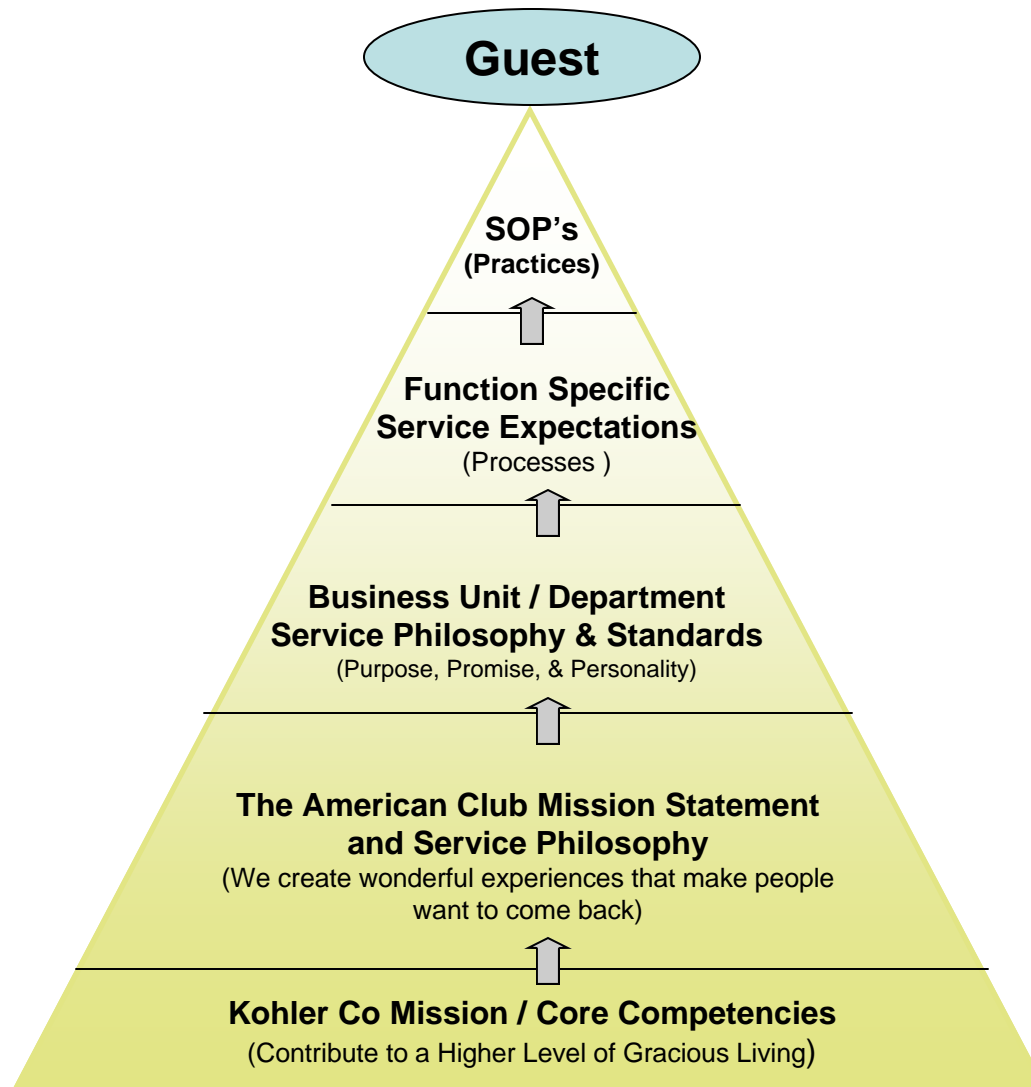
- Selection
- Orientation
- Training and development
- Motivation and recognition
- A culture of service
- A culture of growth
- Understand associate needs and benefits

# Quality

For quality guest service to happen consistently, management needs to provide their associates:

- ◆ **Direction** - a solid business philosophy, along with establishing key results for staff to be measured.
- ◆ **Knowledge** - a training process to develop consistent guest service skills
- ◆ **Resources** - proper work environment; materials and tools to do the job well
- ◆ **Support** - encouragement, approval, feedback, rewards

# Service Model



# Mission Statement

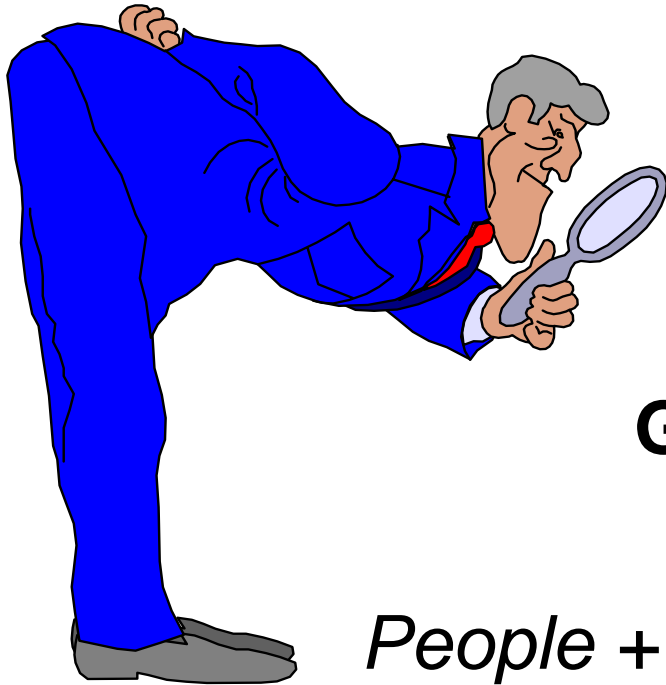
We create wonderful experiences so that every customer wants to come back.

We always provide the finest personal service, warm hospitality, exceptional products, and distinctive, comfortable surroundings.

# Standards of Excellence

- AAA = 363 Points of Service that dictate which tasks are performed and how they are executed
- Kohler Hospitality and Real Estate Basics
- We never say no
- Verbiage makes a difference – telephone etiquette
- Fulfilling unrequested requests

# Guest Perception

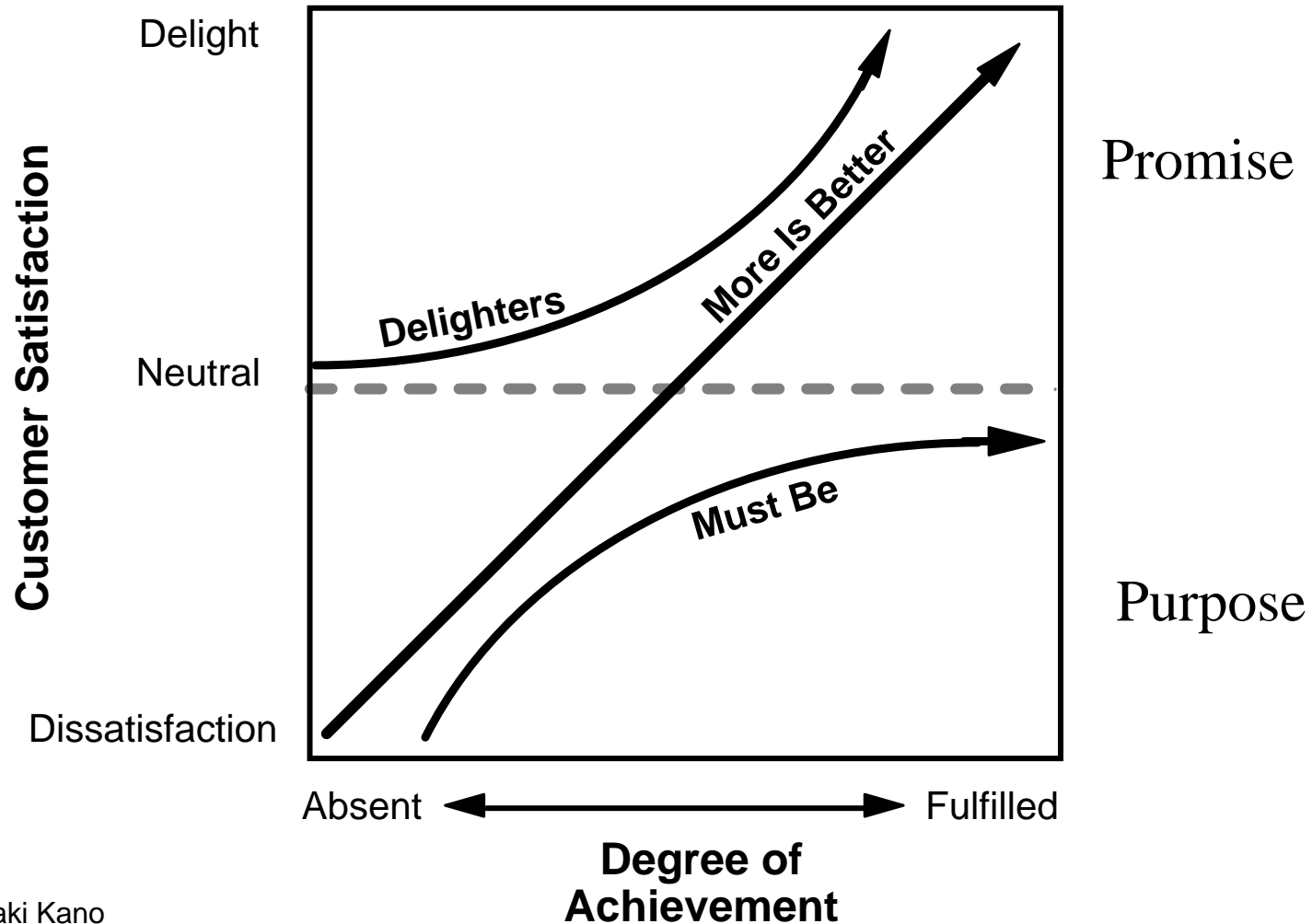


**GUEST PERCEPTION=**

*People + Process + Product/Service*

# Total Quality Management

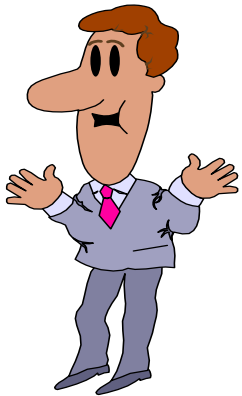
## The Kano Model\*



\*Noriaki Kano

# The Critical Moment

**An episode in which a Guest comes in contact with any aspect of the Organization and has an opportunity to form an impression.**



# Moments of Truth

**Service Opportunity  
Moment of Truth**

**Moment of Magic**

**Moment of Misery**

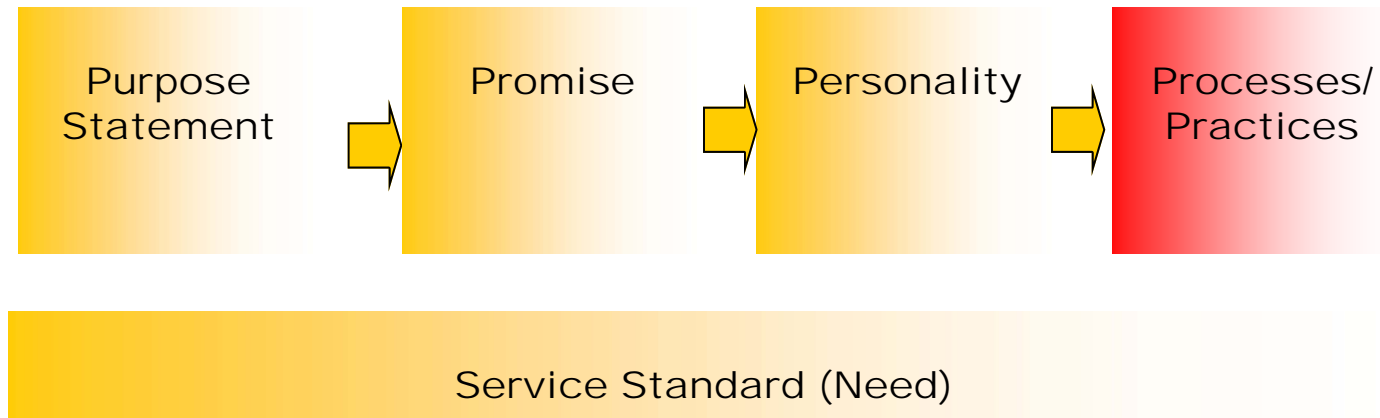
An example ...



# Debrief Video

- ✓ What is the source of the energy we feel in the fish market?
- ✓ This is a highly successful market. To what do you attribute that success?
- ✓ What do you see in the fish market that you wish you had at your place of work? Why?
- ✓ If your department decided to be more like FISH, what would you find most appealing?

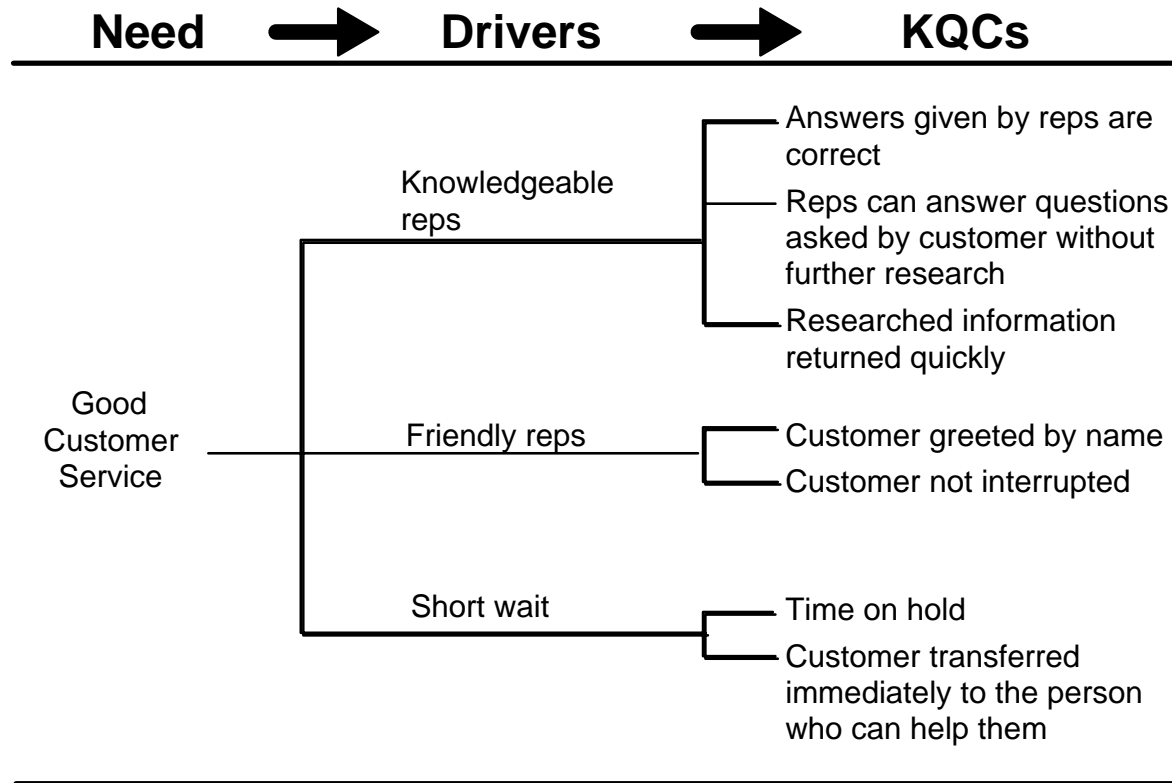
# Service Philosophy & Standards



FISH PHILOSOPHY EXAMPLE

# Key Quality Characteristics Tree

(Standard)                      (Promises)                      (Personality & Behaviors)



General ←-----→ Specific

Hard to measure ←-----→ Easy to measure

# Define Purpose

- How would you define the Purpose of your department?

**“The purpose we have in our department, is to create an experience that is . . . . .”**

- Small Group Activity
  - 10 Minutes
  - Brainstorm!

# Promise & Personality Exercise

- ✓ How would you define the promises of your department?

## Promise Statement:

“We promise to (action verb) . . . . .”

## Personality (Behaviors)

“To fulfill our promise, we need to (action verb) . . . . .”

- Small Group Activity
  - 10 minutes
  - Brainstorm

Questions?