

# Pineapple Pro Tip

## Be Confident-Tips to Use & Remember Guest Names

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Dale Carnegie said it best: "A person's name is, to that person, the sweetest, most important sound in any language." When we hear our name, it makes us feel unique, valued, and like we belong. It creates a connection with the person addressing you and is interpreted as demonstrating more care and empathy. Not to mention, it builds loyalty, and people return to where they're known and liked. Here are a few tips for using and remembering names.

1. **Name Game:** As mentioned in **Yes Is the Answer**, one of my favorite ways to remember names is to play my name game. I think of something about that person that begins with their first name. This works especially well with children—for example, Kool Mr. Kirkland or Awesome Annie.
2. **Stay in the Moment:** The main reason we forget a name is because we are not focused on the person, we are focused on the task we are doing. Choose to care—it's more about the person, not the task.
3. **Meet and Repeat:** When getting someone's name, repeat it immediately. For example, if a guest says, I'm Mr. Jones, say, "Hi, Mr. Jones, it's nice to meet you! Try to use the name three times in an interaction, as long as it doesn't come off forced—you could also repeat the name in your head to not overuse it.
4. **Rhyme Time:** Rhyme the name you're trying to remember, Mike-Like, I like Mike!

### Use Your Tools: These are mainly for hotels, but restaurants and other service providers may have similar tools.

1. **Arrivals List:** Many of us have our regulars, and we might remember their faces but not their name. I would review my arrivals list in the morning. That way, when the guest came in, I remembered his face, and it clicked! This was one of my most helpful ways to remember my regular guests' names!
2. **Credit Cards:** We might remember a face over a name. When this happens at check-in, welcome them back, and let them know we have you all set, we need to run through your credit card, when you get the card, you've got the name! Close the transaction using the guest's name. Many businesses have the chip reader sitting out for the guest to swipe or insert. When you do this you, 1. Little by little, you continue to eliminate ways to serve our guests, and 2. Eliminate the opportunity to use the guest's name, connect, and build a relationship.
3. **Luggage Tags:** Bellmen, Van Drivers, and Housekeepers can take advantage of luggage tags! When removing bags from the hotel van, taxi, or Lyft, look at the tag and get the guest's name. Be a *Wise Pineapple*—escort the guest and introduce them to the Guest Service Host. Take it even further and if they are on the concierge level, call your concierge and let them know that Mrs. Smith is about to step off the elevators! *Cool or Cool?!* Housekeepers can use the luggage tags to learn names and write stayover notes!
4. **Phones, Computers, and Micros:** When you put a room number in the computer, you get their name, and when a guest calls the front desk or an outlet, their name pops up on the phone. Ensure you use the support systems around you to build loyalty and impress your guests! If a guest comes down to check-out, use their name as you enter their room number. Here is an excellent example of legendary service for a quick-serve restaurant. After ringing the guest, you will get their name in Micros. At that time, you can use their name AND recognize their loyalty status; then, you can write their name and status on the server ticket. When they deliver the entree or beverage, The server can also use their name when they deliver the entree or beverage! Get it? Got it? Good!
5. **Ask Them:** The easiest way is to simply introduce yourself and ask the guest for their name. 😊