

## The Ultimate Guest Experience

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- Explain to the group that we will all participate in The Ultimate Guest Experience.
- Select 4-12 participants to be the “actors.” Depending on the size of the group. Ask them to step into the other room where you will be doing the activity.
- For the remaining participants in the room: Give everyone a sheet of paper and have them write one question they think a guest will ask when visiting our hotel.
- While that group writes their questions, go to the other room with the “actors” and explain their roles.
- Explain that we are creating a hotel experience, and each corner will be a different department.
  - Assign the “actors” to each department.
    - Corner A: This actor ignores the guests, is rude, on his/her cell phone, Hey, “I’m on a break, etc.”
    - Corner B: Everything is no, unfortunately, I’m sorry... we don’t, we can’t, no - Weak and abrasive
    - Corner C: Are SUPER Friendly, greets guests, welcomes them, compliments, but they have no clue – they cannot answer one question, “I don’t know!” but very nice.
    - Corner D: The Ultimate Guest Experience - Great guest service – greets guests, uses names, knowledgeable, helpful, and professional.

Tell the group in the other room that they are visiting our hotel, and they will be playing the part of our guests. Explain that they need to go to each corner (department) and ask associates one question.

- When they have asked each department their question, they are to meet in the middle of the room. (Or determine where the group will meet up.)

### DEBRIEF EACH GROUP:

#### Corner A: Ask how did you like this service in this department?

What did you think?

- Do you think any of our associates have ever come off like this?
- How can we avoid appearing this way to our guests?
- Give examples of being in uniform even at a gas station; if you’re in uniform, you still represent our hotel/company.
- That one associate represents over 5700 hotels, 30 brands, and hundreds of 1000s of associates. How we show up matters, and who decides how we show up? Do you think this associate loves his guests?
- As a leader, have you seen this and were afraid to address it because you’re scared they will quit, and you need a warm body?

#### Corner B: Ask how did you like this service in this department?

- How did it feel to get No answers?
- Did you feel loved and cared for?
- What was your impression of the associates?

#### Corner C: Ask how did you like this service in this department?

- Wait, they were SO lovely and complimentary! Why wasn’t this a positive experience?

Who on our teams might look like this, really friendly, but not a lot of knowledge?

- (New Hires)
- What can you do to change this appearance?

#### Corner D: Ask how did you like this service in this department?

- Why was this department such a great experience? Did they give you cartwheels and \$100 amenities? It was the basics done 10% better every time!
  - Is this how you want your co-workers, guests, and leaders to view you?
  - What do you need to make this happen – friendliness, knowledge, great attitude, etc.
  - Did you feel loved and cared for?
  - Do you think it would be challenging to deliver this service if you started your day hating your customers?
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