

CONNECTION

(Presenter: To prepare, read through the material. Find your HEART ACE cards. Have some small prizes available, as well as one larger grand prize.)

Connection: The Energy that is CREATED between people when they FEEL seen, heard, and valued. It is a HEART thing!

Today we will focus on how we can make personal connections with our guests. This investment of our time will result in high returns on Arrival and Elite recognition scores, which will, in turn, drive our ITR scores.

Ask: Can anyone tell me the difference between a transaction and an interaction? What are the key differences between the two?

- A transaction is an act of conducting business. It is a business deal.
- An Interaction is a communication or direct involvement with another individual.
- A transaction has little or no relationship or personalization.
- An interaction is an opportunity to connect personally and is the beginning of a relationship.

Ask: Can someone give me an example of a transaction? What about an interaction?

Transaction: Getting money from an ATM

Interaction: A conversation with a server discussing favorable menu options.

Ask: How can we change our check-in experience from a transaction to an interaction?

- We must learn to pick up cues from our guests quickly and establish a personal connection with sincerity.

- Connections don't just happen in person. We need to connect and use the GUEST model on the phone, in person, or via text.

- **This is a HEART thing...** it evokes a feeling. We must make our front desk experience different from the transactional world outside our buildings.

Say: Let's start working on this today by sharpening our connection skills. We will be using our ACE training scenarios to help us. Since we know connection is a Heart thing.... let's pull out the suit of HEARTS.

Say: Each Heart card has a picture you can quickly look at and establish an opening interaction with a guest using the scenario on the card. For example: if the card has a picture of a personalized credit card. Please assume that the guest is checking in with a credit card with a picture of their puppy or favorite team. How could we connect with this guest and make a personal interaction?

We may say: That puppy is adorable? What is their name? (if at RI, you may take the opportunity to explain that we are pet-friendly and would love to have "Buddy" be our guest) Remember, if someone personalizes their CC.... they want you to notice.



Welcome



Daily Service Reminder



Daily Ops and Service Scores



Recognition



Close and Next Steps

CONNECTION

Let's give it a try...

Pair up in groups of 2 or 3 (depending on how many people participate). One person shows the Heart scenario card to their partner to see how quickly they can connect. Practice different ways to make the connection based on the same scenario
Note: for smaller standup training sessions: the facilitator can hold up a card and see how quickly one of the participants can make the connection.

Then, go through all of the Heart scenario cards. Each associate that makes the connection gets a small prize (a piece of candy) at the end of the game, and the associate with the most candy wins the grand prize.

Say: I realize this is not easy for many of us, but I promise it will become second nature. You will quickly become a great conversationalist. Remember, this personal connection must be quick and sincere.

Today's Key Message: Make a connection with each guest. This will move our check-in experience from a transaction to an interaction. We have to make it personal, and we will begin to build a relationship with our guests. Our guests will remember this connection and will be more likely to respond favorably when asked about their experience.



Welcome



**Daily Service
Reminder**



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Recognition



**Close and
Next Steps**

 BUILDING LOYALTY THROUGH

 ARRIVAL  CONNECTION  EMPOWERMENT