GUEST EXPERIENCE
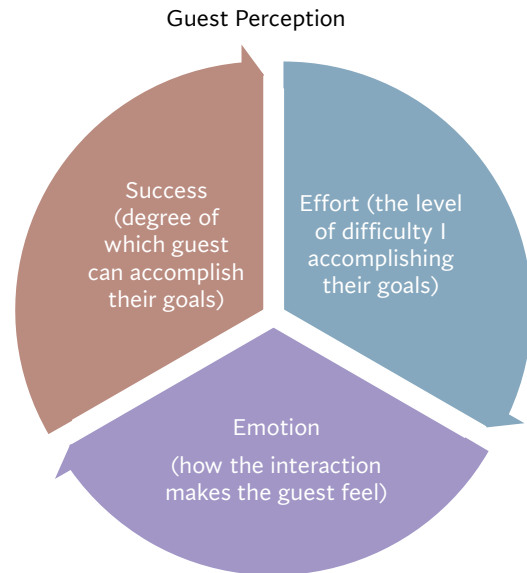
What is guest Experience?

Why is Guest Experience an important weapon for service industry?

Guest Perception

Success (degree of which guest can accomplish their goals)

Effort (the level of difficulty I accomplishing their goals)

Emotion (how the interaction makes the guest feel)

Guest experience is generally **how a guest thinks after considering their interactions with organization**. The interaction from the website for information, or reviews, to the parking lot, to the table and follow-up after service. In other words, Hotel's profitability directly correlates to the guest experience and customer service.

Guest experience include the degree of which how successful their objectives are being met and the level of difficulty in achieving it. During the process how the interaction makes the guest feels.

Why Guest Experience is so Important. According to a research by McKinsey, 70% of experiences are based on **how the guest feels and how are they being treated**. With knowing that more than half of the guests coming into your hotel or many of your hotel properties are influenced by their experience. Besides guests share their opinions (negative or positive) about their experiences into the social media platforms or with their friends. These aggregated feedback will affect the hotel's reputation and creates perception for the potential guests.

Back to Basic – Creating First Impression and Grooming Standards

Hygiene and grooming standards are mandatory and top priority in the hospitality industry. All employees must be well groomed and maintain good personal hygiene. It not only helps with the health and wellbeing of the employees, but it is imperative to create a good image for the hotel. Presentation and manner include:-

- Uniforms and badges etc
- Personal hygiene
- Clothing that is appropriate
- Hair – cleanliness and style
- Accessories – jewelry earrings watches tattoos etc
- Expression – facial expression
- Tone of voice
- Body language
- Surrounding (ie. Messy desk, dried flowers, eating/ lunch etc)

Positive 1st impression includes
- Confident
- Knowledge
- Confidentiality

- Follow up

– how to magnify guest experience?
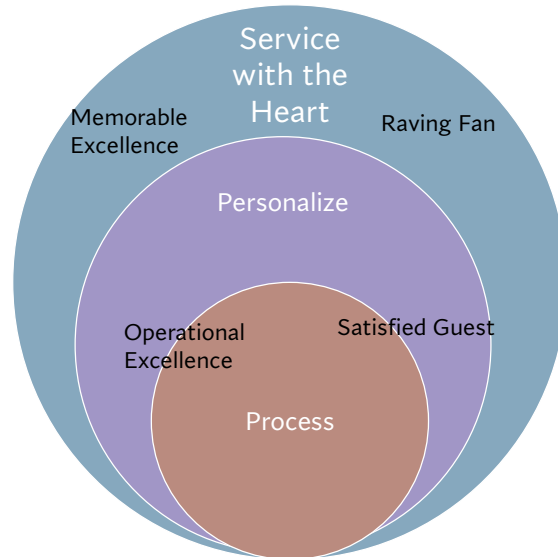
In order to magnify guest experience, the food and beverage server should ensure that all processes in accordance with the SOP are followed accordingly.

Besides providing product and services, guest experience is a basic reflection of the brand standard including the values and key differentiation. Once these standards are being met, the server can provide personalize services to the guest such as serving warm or cold (preferred) drinks to the guest.

The transactional activities demonstrated by the server is at the process level where emotional approach was not established. While process is an essential to ensure quality and consistency, it is important to provide personalize services by interacting with guest.

Basic Service standard include
- Understand the hotel policies and procedures
- Be prompt and efficient
- Ensure services are deliver in accordance with legislative or statutory requirements
- Maintain accurate records
- Personalize service

The importance of Communication – How to get things done effectively

Good communication at work is essential to ensure productivity and strong working relationship between team members in all of the organization. Clear communication will build trust among employees, leading to increased in productivity, output and morale in general.
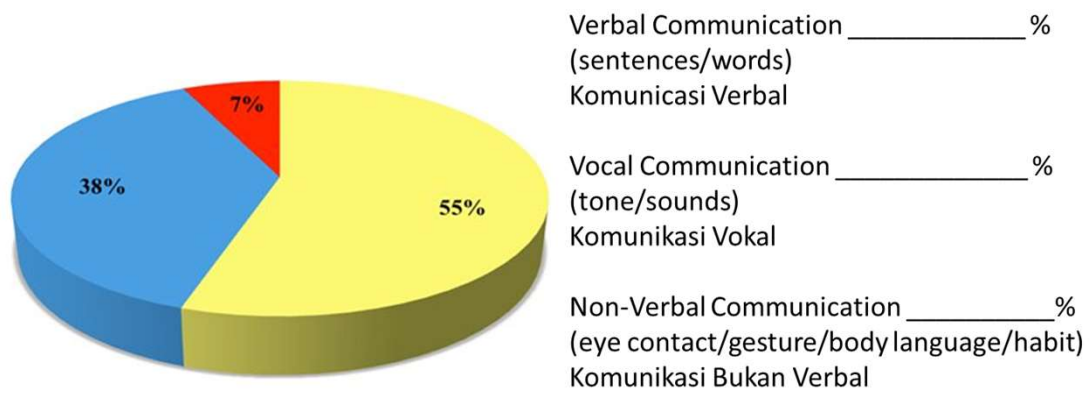
In Food & Beverage operation it is essential to have an effective communication process to ensure tasks are done accurately and avoid any re-do which will be the cost to the organization. This include wrong taking order from guest and placing order to the kitchen or creating an unpleasant experience for the patrons.
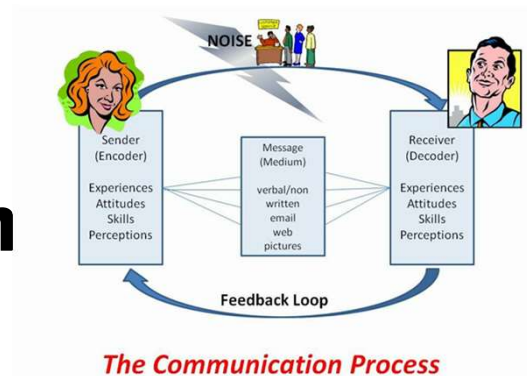
Communication Channel

Communication channels can be categorized as verbal and non-verbal. Each of these channels have different strengths and weaknesses. Sometimes both channels are being used to communicate to ensure message is being delivered to the recipient accurately.

Communication channels that are use in the Food & Beverage operations include verbal communication such as briefing, taking orders, handling guest requests and complaints, taking feedbacks etc. Non-verbal communication includes menu ordering using QR code or digitalization, email, event order or circulation for upcoming functions etc.

Verbal Communication _____ %
(sentences/words)
Komunicasi Verbal

Vocal Communication _____ %
(tone/sounds)
Komunikasi Vokal

Non-Verbal Communication _____ %
(eye contact/gesture/body language/habit)
Komunikasi Bukan Verbal

Face to face communication are divided into 3 categories, words-7%, tone of voice-38% and body language-55%. According to Albert Mehrabian non-verbal communication is the most important information of communication.

Communication Process

There are 8 Stages of The Communication Process:-

•**Sender:** The person who wants to communicate.
•**Message**: The information the sender wishes to communicate.
•**Encoding**: How the message is to be communicated e.g. verbally or written.
•**Channel**: How the message is sent e.g. face to face or by email.
•**Receiver**: The person to whom the sender sends the message.
•**Decoding**: How the receiver understands or interprets the message.
•**Feedback**: The receiver's response to the message.
•**Noise**: Anything that might interfere with communication or reduce the chance of successful communication.

The sender will decide on the aim of their message and who the receiver is. From this, they will construct their message and determine how it is to be sent. To avoid miscommunication, it is important for the sender to keep their audience in mind when constructing their message and selecting their channel.

Decoding begins when the recipient has received the message and starts to

digest it. If the receiver is confused by any part of the message the feedback loop enables them to seek clarification by asking questions. The feedback loop also provides a mechanism for the receiver to provide both positive and negative feedback to the sender.

Anything that happens resulting in the recipient receiving a different message than the one the sender intended is called noise. There are four types of noise:

1.Psychological Noise: This type of noise comes from within us, for example, our preconceived stereotypes, our biases, our beliefs, and our assumptions.
2.Physical Noise: This is any type of noise that distracts us, for example, loud colleagues talking around you or listening to music.
3.Environmental Noise: This type of noise comes from the environment around us, for example, passing traffic.
4.Semantic Noise: This type of noise is created by the sender, for example, using technical language or verbose language. Semantic noise usually happens because the sender has failed to target their message or channel to the needs of the receiver.

Listening Skills

In order to achieve total listening level, the sender should make sure the receiver is interested in the message and a two-way communication is required. There are 4 different qualities of listening as below:-

- Not listening (receiver are not paying attention, ie mute the phone etc)
- Listening to something else (receiver engage on the phone, talking to other people, etc)
- Interrupted listening (noise from the environment etc.)
- Total listening (100% focusing)