

Service Quality for Increased Sales

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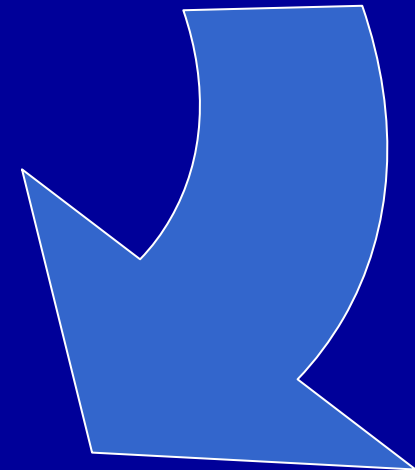
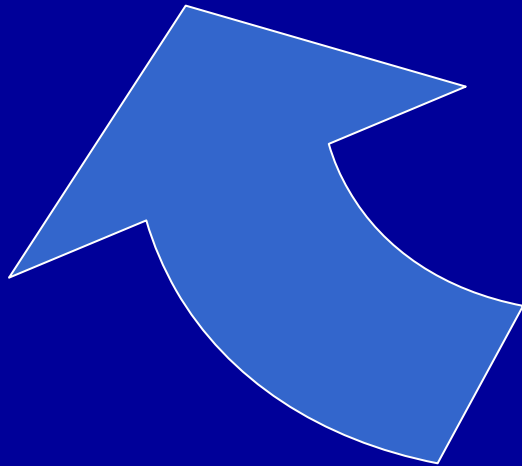
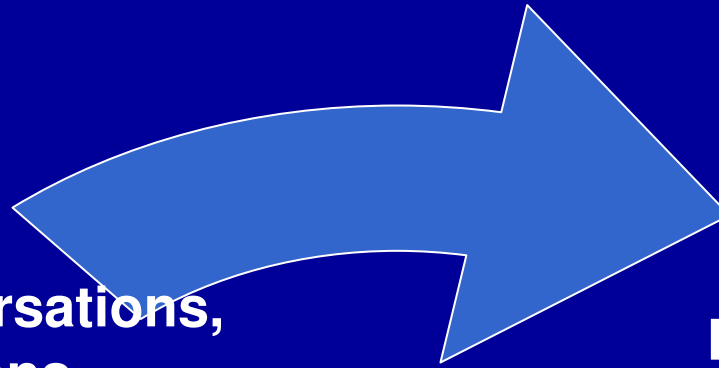
Service

- Let's dig a little deeper and understand this stuff about Service
- Visitors get impressions, build understanding through a journey
- It has many elements

**Touch points: Conversations,
Recommendations,
Interactions, Gestures,
Tone of Voice, Posture**

**Expectation : Web,
Brochure, what
people say,
Guidebooks**

**Arrival:
Station, Taxi Journey,
Hotel exterior,
Reception**



Display some Passion

- **The Opener is really easy**
- Its called the 3 S Approach

The 3 S Approach

- S – SMILE (you smile first)

The 3 S Approach

- S – SMILE (you smile first)
- S - SPEAK (you speak first)

The 3 S Approach

- S - SMILE (you smile first)
- S - SPEAK (you speak first)
- S – SELL (you are now much more likely to SELL something)

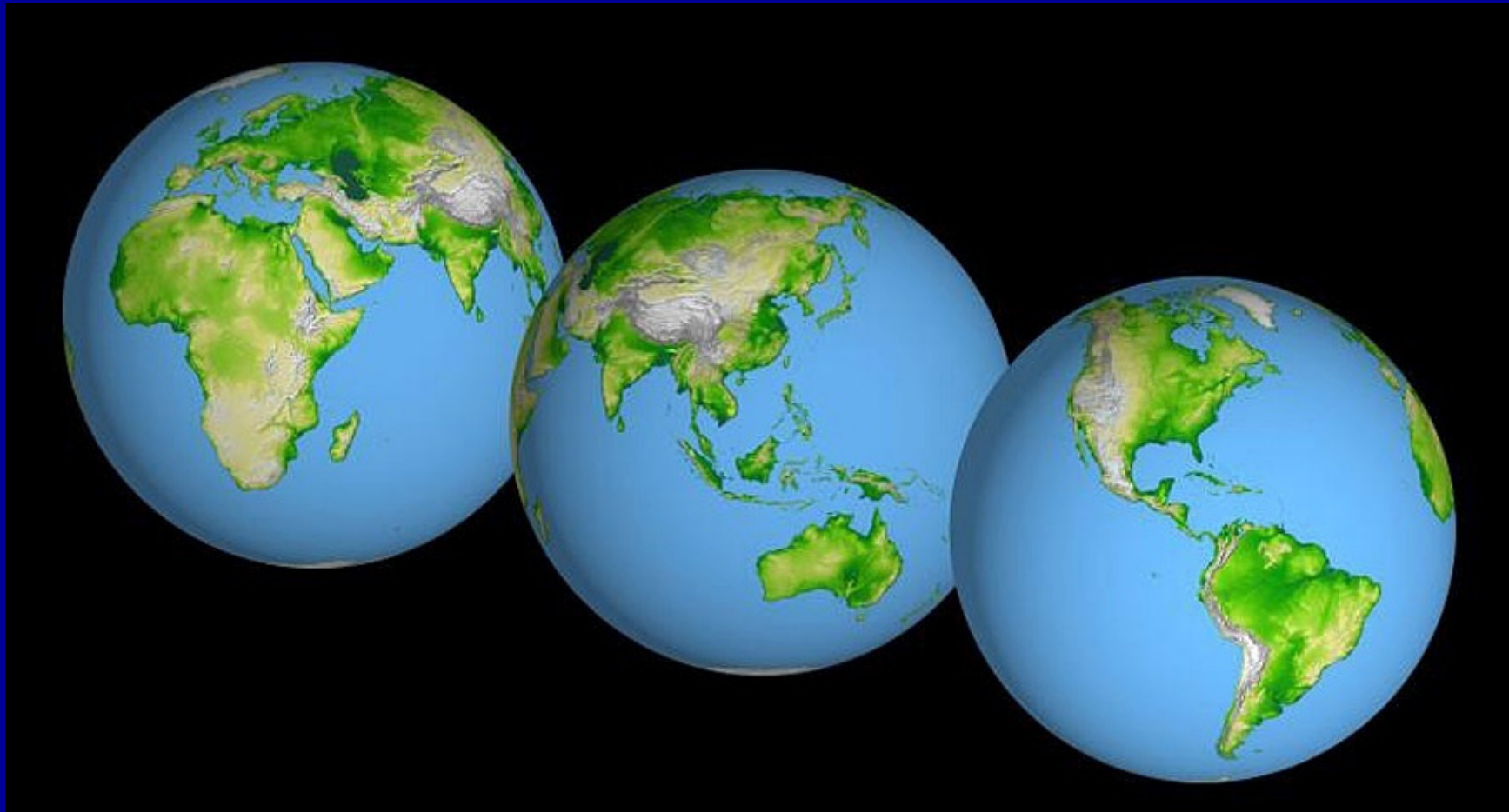
The Alternative

- Don't - SMILE
- Don't - SPEAK
- You are unlikely to – SELL, MAKE FRIENDS, BUILD INTEREST IN THE PLACE, ENCOURAGE PEOPLE TO RETURN

Quality Service

- Good Service...is essentially about something **People Do**
- A conversation, a gesture, a recommendation
- A willingness to help and understand the needs of our visitors
- If we don't do this the competition will

**You can now take a holiday almost
anywhere in the world – can we really
compete ?**



Let think about Hotel Check In

- Travel and Queues
- A Check in story from Dublin
- The Armchair and the Pint of Guinness



And the old lady behind me...

- She was seated and given a cup of Tea
- So what was that member of staff doing
- He was intervening in service process, consumer profiling, anticipating requirements, realising reputations...
- No this is just ;
Hospitality, Care, and Kindness

It is easy to get service right

- Its about surprising people
- Carry a bag
- Speak to a child
- Give some advice
- Go the extra mile
- Then you are to 'sell'
- more

And service failure...

- Where it just doesn't work
- The Banks (where staff only smile as they close their desk at lunch time – when you have rushed to get there)
- Where the opening hours are 10.00-3.30 and closed on Wednesday afternoon
- Or my favourite sign...

In order to provide you with a Better Service the Bank will open 45 minutes later on Mondays for staff training

There is a simple explanation...

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- **Most big organisations and companies don't like you very much**

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- **Apart from Hotels, Airlines and Banks which don't like you at all.**

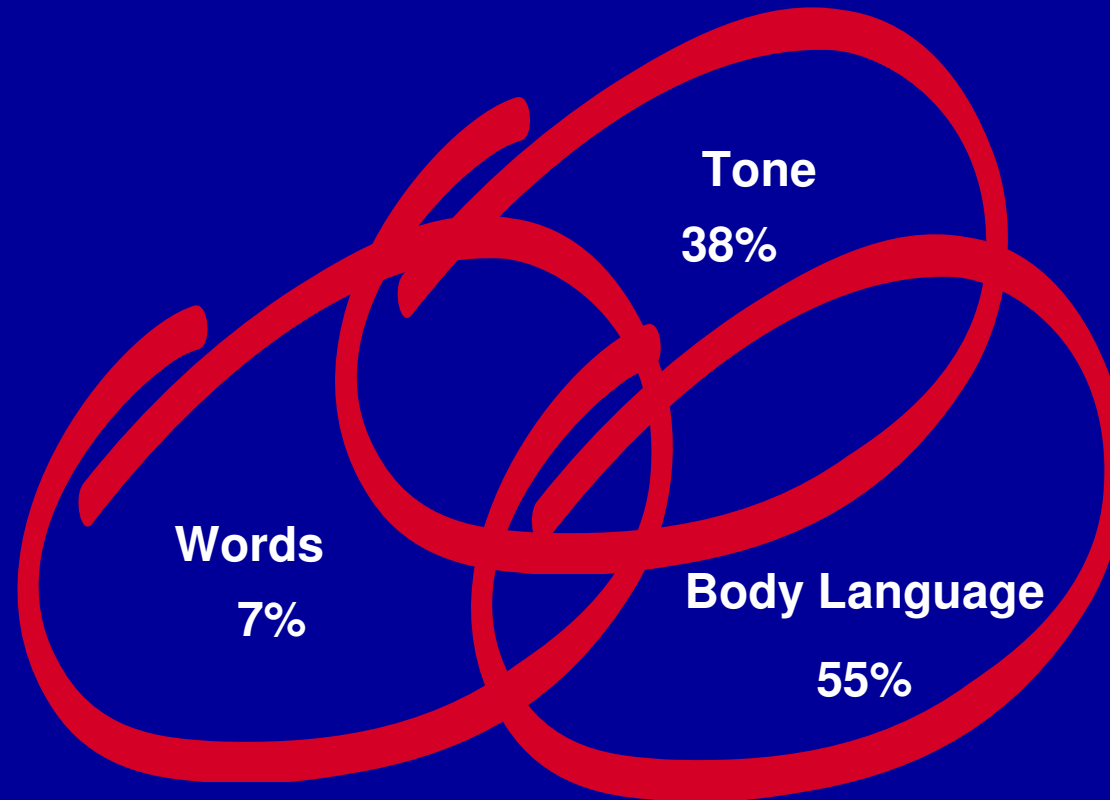
Service with Passion

- Its 100% attitude
- You must be positive, enthusiastic, upbeat
- Be at ease with customers
- Seek to help
- Build a relationship
- Help them enjoy what we have to offer

Its all about you

- It's how you communicate
- It's how you look
- It's how you stand
- People will listen with their eyes

How Communicate Our Attitude



It's all about you

- From Folded arms
- To Open arms
- From touching your mouth as you speak
- To Shaking hands when you meet
- Signs that speak of friendship, warmth and genuine interest

If in doubt smile...

- A customer will forgive an awful lot with a smile
- A frown or an exasperated sigh helps no one

Anita Roddick knew this

- Bodyshop was set up to be passionate about service
- However there are many aspects of the job that are dull and repetitive
- The refilling of shelves was normally not a reason to smile or feel upbeat

The Answer

- A poster on every stock room door that said:
- SMILE DAMMIT SMILE
- Staff represent an organisation, they create or destroy a possibility of buying with their behaviour, appearance and attitude
- Particularly the most junior member of staff

Lets think about Great Service

- The best pub I ever visited
- It was not about the quality of the beer, the food, the open fire
- It remains in my memory because of the actions of the Landlord
- The end of the evening, last orders, leaving the company, the fire, facing the walk home...



Why was the service memorable ?

- Because for the first time in 30 years of visiting pubs
- I was offered a lift home by the new Landlord because it was raining
- Something he has continued to do...
- So which pub do you think I go back to ?

Let's think about Coffee

- Starbucks went into a flat market and created a culture of coffee appreciation and a place to hang out
- An iconic brand
- Very fast growth
- A destination

Starbucks

- A third place between home and work
- A place to relax, meet people, check on email, facebook, listen to music
- ...and buy a Cappuccino at £ 2.50
- But it has to be a good Cappuccino

Starbucks and Passion

- It's all about details
- Howard Schultz Chief Executive Starbucks Coffee Houses (12,000 + units)
- He visits 25 stores per week
- “You sell the product one cup at a time. One Transaction at a time. If you do not understand this you are lost. People lead busy, complex lives – do not forget the basics”

Passion gets Sales

- Its about delivering what you think is a great, often undiscovered product to people
- Share the secret and make useful suggestions
- Most holiday and days out are about compromise
- Different people have different interests

Thinks itineraries

- The stuff they need
- Opening times and prices
- Directions
- A good place for lunch and a walk
- An alternative if it rains
- This kind of effort is unheard of but wows customers when offered

Think itineraries

- Customers love top 5 or top 10s
- 5 Best Pubs for Food
- 5 Best things to do with kids under 10
- 5 Best easy walks
- Its easy –Visitors love personal recommendations
- What viewers do not appreciate...

Understanding Visitors

- They are away from home
- They do not know the area
- They don't have all their stuff with them
- They are easily upset
- All they really want is for you to be nice to them

Given the competition

- It is not enough to be average, to be adequate or even to be good
- The reason 70%+ customers switch providers and destinations is service
- And service is all about details...

And if you don't think details count...remember

- The most disinterested member of staff
- The most litter in the garden
- The paint peeling off the window
- The evidence of a leak
- The member of staff with a dirty uniform
- That smell in the toilet...

Case Study : Children

- For many families the child is the reason for choosing a destination, spending time and money
- Getting the interaction with the children will impact very positively on the parents and the happiness of the group

Case Study : Children

- Let's think what we do for children
- Most kids aren't terribly interested in the journey, the museum, hotels, check in, or even eating

Case Study : Children

- All they really want to do is...
- RUN AROUND AND SHOUT

Case Study : Children

- People ignore them completely or talk down to them
- Their menus are unimaginative, short and usually consist of fried items
- The toilets are too large for them
- The signs are all too high for them
- And then they have to go to bed !

Case Study : Children

- It starts with Posture, Height, Voice, Tone and direction
- It grows with recommendations, prices, times, deals and details
- It is brilliant service when you watch the adults as well as the children
- Then you become the only place for families to stay

Question ?

- Why are Cruise Sales up in a recession ?
- Some of the highest per capita expenditure in travel

Packages and Bundles

- Cruise :range of products, services and options as part of core package
- Inclusive pricing attractive in recession

Making Combined Sales

- You combine Bed and Breakfast
- Why not ?
- Bed and Activities ?
- Bed and Attractions ?

Driving Advance Sales

- Using the internet to advance sell
- Itineraries
- Child Related Activities
- Packed Lunches
- Prices in Euros

Practical Application

- Display 3 S Approach
- S - Smile
- S - Speak
- S - Sell

Practical Application

- Reward Staff for Good Service
- Give people the chance to be millionaires

Practical Application

- Train staff (particularly younger staff in how to deal with children)
- Review menus for children that only offer:
 - Fish and Chips
 - Burger and Chips
 - Chicken Nuggets and Chips

Practical Application

- Open for food service 15 minutes ahead of time and close 15 minutes after
- Always offer all day food

Practical Application: link to reviews

- More than 93% of people now seek an online review before making a purchase
- The average purchase value goes up by about 40% after reading positive reviews
- There is a strong correlation between propensity to purchase and reading a review.

Practical Application

- If you don't have reviews on site then consumers will go somewhere else.
- People buy with emotion and substantiate with fact