



Guest Service Professional

13 - 17 Jan 2025
Madrid (Spain)





Guest Service Professional

Ref.: 15418_307217 **Date:** 13 - 17 Jan 2025 **Location:** Madrid (Spain) **Fees:** 4900 **Euro**

Introduction:

Throughout this training, we will delve into the fundamental principles of guest service excellence and explore the various techniques to enhance guest satisfaction and loyalty. From effective communication and interpersonal skills to service recovery and problem-solving, we will cover a wide range of topics that are crucial for success in the field.

Our goal is not only to help you meet guest expectations but also to empower you to exceed them. We will delve into the art of personalization, going beyond the basics to deliver tailored experiences that leave a lasting impression. Additionally, we will discuss strategies for upselling, cross-selling, and building guest loyalty through recognition and rewards.

Targeted Groups:

- Hospitality professionals.
- Customer service representatives.
- Retail and sales staff.
- Event Planners and Organizers.

Course Objectives:

At the end of this course the participants will be able to:

- Understand the importance of guest service excellence and its impact on customer satisfaction and loyalty.
- Demonstrate effective communication and interpersonal skills to create positive guest interactions.
- Handle challenging situations and resolve guest complaints promptly and effectively.
- Apply problem-solving techniques to meet and exceed guest expectations.
- Deliver personalized guest experiences by understanding preferences and customization opportunities.
- Utilize guest profiling and data analysis to enhance personalization and create memorable experiences.
- Identify opportunities for upselling and cross-selling to enhance guest satisfaction and revenue.
- Foster guest loyalty through personalized recognition and rewards programs.
- Create a culture of continuous improvement in guest service by implementing feedback and suggestions.
- Demonstrate a guest-centric mindset and provide exceptional service in various industries and roles.

Targeted Competencies:

- Introduction to Guest Service Excellence.
- Going Above and Beyond.
- Delivering Personalized Guest Experiences.
- Service Recovery and Problem Solving.
- Communication and Interpersonal Skills.

Course Content:

Unit 1: Introduction to Guest Service Excellence:

- Understanding the importance of guest service in various industries
- Identifying the key elements of exceptional guest service
- Exploring the impact of guest service on customer satisfaction and loyalty
- Developing a guest-centric mindset

Unit 2: Communication and Interpersonal Skills:

- Effective verbal and non-verbal communication techniques
- Active listening and empathy in guest interactions
- Building rapport and creating positive first impressions
- Handling challenging situations and diffusing conflicts

Unit 3: Service Recovery and Problem Solving:

- Strategies for effective service recovery
- Handling guest complaints and resolving issues promptly
- Developing problem-solving skills to meet guest expectations
- Anticipating and addressing potential service gaps

Unit 4: Delivering Personalized Guest Experiences:

- Understanding guest preferences and customization opportunities
- Enhancing personalization through guest profiling and data analysis
- Creating memorable experiences through attention to detail
- Engaging guests through tailored recommendations and surprises

Unit 5: Going Above and Beyond:

- Understanding the concept of exceeding guest expectations
- Identifying opportunities for upselling and cross-selling
- Fostering guest loyalty through personalized recognition and rewards
- Creating a culture of continuous improvement in guest service



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Guest Service Professional**

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