



BE A PRO. BE PROACTIVE.



- set **High standards**
- express **Empathy**
- show **Respect**
- display **Optimism**
- be **Effective**
- find **Solutions**

Taking care of our customers is what AVI is all about. Continually look for ways to be proactive to make a seamless guest experience.

If a guest has a concern, immediately make it right and ensure he or she feels important, respected and understood. Act quickly with sincerity and empathy.

Use each customer feedback opportunity as a way to improve and make AVI even better. Remember, we're in the people business.

“The proactive approach to a mistake is to acknowledge it instantly, correct and learn from it.”
 – Dr. Stephen Covey, Educator, Businessman and Author of The 7 Habits of Highly Effective People

Download this poster, find activities and resources on our training website! This month, share a memorable guest experience! AVIServes.com/Hospitality

COMPLETE THE FOUR ACTIVITIES FOR THIS TOPIC THROUGHOUT THE COURSE OF THE MONTH.

Activity #1

Review the Hospitality Training poster for the month of April.

The key to successful service recovery is where you feel prepared and empowered to handle whatever issue comes your way. How do you make this successful?

Utilize the **Experience Mapping Tool**:

- **ACTION:** Steps that a guest takes to address his or her needs.
- **EXPECTATION:** What expectation does a guest have at the point he or she takes action?
- **ENCOUNTER:** What is the actual experience when a guest comes into contact with the team member?
- **OUTCOME:** Was it positive or negative? Does the customer have confidence in you to continue with the next encounter?

What was the overall experience? Think about how you make the difference and share it with your team.

Activity #2

Think of a time you were a customer and had a bad experience.

- Do you remember it?
- What are you feeling about the experience?
- What happened? Did anyone try to make it better for you?
- Did you say anything to the staff, or did you decide to complain later to your friends and family?

Discuss your negative experience and possible ways it could have been made "right." Reflect on your answers to these questions when you encounter a possible unsatisfied customer.

Activity #3

As AVI team members, we are all service providers and we must anticipate potential issues and needs.

What actions will you take in order to be proactive and not reactive?

- We can't be perfect all the time. What is your plan to address unfavorable situations?
- How can you make a positive impression on your customer?
- How can your team turn a negative experience into one that exceeds a customer's expectations?

Activity #4

In many situations, when a customer is not happy, the first thing we think about is compensating that customer with a complimentary good or a discount. There are many other positive ways we can mitigate a situation.

As a team, share specific ideas about providing service recovery. The goal is make a customer more satisfied than what he or she would have been without an issue.

Get creative!