



Hotels & the hospitality industry

DH&A's program for Quality Service



2018



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General:

The hotels and hospitality industry seeks development, in order to meet the demand for higher quality services as made by increasing amounts of worldwide tourists as well as businesspeople coming to explore countries and their assets. The following program is designed to meet the urgent need of a modern, up-to-date, state of the art, customer service operational model at the hotels and hospitality industry.

The DH&A way to achieve those desired goals is made by training managers and staff in the fields of quality customer service in accordance with the standards common in modern international hotel chains and tourist services.

DH&A suggests a combined comprehensive course designated to the three echelons of the services: management, employees, and professionals. These will be trained, on the job, including specific units like: F&B, reception, events, marketing & sales etc.

We at DH&A are equipped to provide our partners at the hotels and hospitality industry with the fullest professional support through our international senior consultants in those fields.

Our training combines practical and informative aspects, enabling to gain actual experience in the subjects elaborated. The trainings are tailored to answer the needs of managements and staff. They are cross-departmental and emphasize the major issue of quality service.



DH&A's program for Quality Service Approach and components:

Client-oriented service:

Client-oriented service is at the very heart of every hotel meeting the needs and expectations of its clients, thereby considered top priority. Our "Client-Oriented Service seminar" examines the idea of service, either as a value or as a non-material equivalent of a product. It looks into the key-points of the concept and explores the service as a chain of internal and external providers and clients. The seminar looks into the commitment required to hold a total service approach at all times while striving towards finding new and creative ways to exceed beyond clients' expectations.

Understanding customers' needs:

The program aspires to understand the human factor and the various needs of different types of guests as a key for better service. The participants will get acquainted with relevant paradigms and the unavoidable equation of the customer's needs and the service supplier. The participants will analyze, using exercises, the meaning of desirable vs. common service.

Service as the F.A.C.E. of the Hotel:

The participants of the program, will learn and exercise the 4 factors of the F.A.C.E of the service (**F**lexible, **A**ttentive, **C**ourteous, and **E**fficient), review the expectations of customers, learn about what is a full customers experience and satisfaction, and learn the international G.U.E.S.T code: (**G**reet, **U**nderstand, **E**mpathize, **S**olve, **T**hank). The participants will learn, using role-playing techniques, how to best handle confrontation with aggressive and demanding customers.



Teamwork:

Teamwork culture, values of collaboration, cooperation and coordination are the keystones for excellent operation of a hotel. DH&A's program suggests a whole framework for achieving effective teamwork, and looks into various ways of managing teams, setting team-goals and building team spirit. The participants will look into the link between individuals-groups-teams, examine the differences and practice actual teamwork.

Communication Skills:

Communication is the bridge people build between themselves, to reach out and understand one another. Our Communication Skills seminar will look into the ingredients of communication and their relevance to the hotel's daily operation. Eye contact, facial expressions, gestures, linguistics and humor are some of them. The participants will explore verbal versus non-verbal communication and how to skillfully master them. The participants will overview the hotel's dress code and make commitment to it. They will look at interpersonal skills as a reflection of attitudes, beliefs and cross-culture differences.

Conflict Handling:

The way to avoid confrontation in a service environment, which may at times be hectic, is essential for the excellent customer service. The "esprit de corps" is essential for a service-oriented work place. The participants will experience how submissive behaviors may at times bring to inner pressure and depression, while aggressive behavior brings to a dead end. They will recognize the benefits, analyze assertive behavior, and discuss its merits. Participants will get acquainted with the five approaches to dealing with the conflict for a win-win resolution and exercise different situations from a hotel's daily life.



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3 stages program:

Stage 1: Tailoring

1. DH&A's senior consultants will come to the premises and interview key people, review current procedures, observe conduct and come up with an agreed vision and goals as for the training program which will cover current needs and develop towards the desired vision and goals.
2. These visions, goals and agreements will affect the content of the training program and be part of the designed results of it.

Stage 2: Learning

Seminar 1:

Subject: Making the difference: from management to leadership.

Aimed for: Management level (Department managers and above).

Structure: 3 day's crash course

Main topics:

1. The director as a leader of a team.
2. The director as a leader for renewal.
3. The director as a motivator of processes.
4. The director as the energetic engine for change and development.
5. Various management skills like:
 - Time management
 - Conflicts and negotiations
 - Managing of staff meetings
 - Presentation skills
 - Etc.



Seminar 2:

Subject: Quality service

Aimed for: Workers who are on the front line of service

Structure: 3 days interdepartmental course

Main topics:

1. Client oriented service
 - Understanding your customers' needs
 - Service as the F.A.C.E. of the hotel
2. Teamwork
3. Communication skills
4. Conflict solving techniques

Stage 3: Implementing

Approach: On-the-job professional training

Aimed for: Hotel's departments as a whole living organism.

Structure: On-the-job training. Timetable will be set with each department head.

Procedure: A highly experienced specialist will come over and train on-the-job each unit: F&B, Reception and Reservations, marketing & sales, security, computing, events etc.

For further information:

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