



When People Become The Attraction

Why don't companies realize that the goal of good service, an efficient, task based service strategy is only average today? Wouldn't you rathercreate stronger relationship with your guests ...build emotional capital and brand equity ...turn guests into brand "Evangelists" and make price less relevant? Becoming an experience destination defines your own unique brand, differentiates you from the pack, makes it hard to copy and yields obscenely greater returns.

Maybe This may be the answer:

The business consulting company Bain & Company surveyed 362 guests and companies and found: 8% of guests surveyed described their experience a superior. While 80% of the companies they patronized believed that the service they provide was superior.

Another answer might be "Fear"

Service to Experience Destination

"Win their hearts and the wallets will follow."



First, be brilliant at the basics.

Master the basics, your standards or service tasks of your business. Then show your guests that you deliver on what you say and what they expected, every time. Keeping your service promise is how you win trust with guests.

Add random surprises or "free prizes.

Employees who have great personalities, who feel empowered to create special connections and choose to push their own button can create extraordinary guests experiences that people will talk about. Start out simple, give them the tools to be present when guests are surprised or be the reason for the reaction.

Create "Social" emotional connections with guests.

That means your employees have to do something to facilitate the moment(s) that make guests smile, laugh or feel special. Being brilliant at the task wins you trust, but creating emotional connections with guests makes them love you. Intent or the thought, counts more than technique or the actual end result.

Transcend from the goal of good service to becoming an experience destination.

Your culture becomes so contagious, that new employees instantly feel it and understand what behaviors are expected - and what are not. Guests love the way they feel when they visit and desire to return more often to continue to feel this way. Make it part of who you are "It's just the way we do things here."

