

Seven mistakes

hospitality businesses make



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A Culture of Hospitality

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At Zealifi, we have met and worked with hundreds of hospitality venue owners and managers.

Despite being highly skilled and great at what they do, we can all see when hospitality owners, managers, and team members have lost their guest service mojo. We have noticed that they seem to make the same seven mistakes. We have provided these to you so you make sure you are not making the same mistakes and missing a great opportunity to have an awesome and profitable service culture.

The seven mistakes that underperforming hospitality businesses make are:

1. Doing the same things every day and expecting a different result

The hospitality industry is getting bigger, but not better. For some businesses it's getting tougher to stand out from the crowd. Today, it's less about what you do and more about how you do it and even WHY you do it. The emotional connection is now front and centre. If you want guests coming back you need to make them feel something different, something really special....memorable.

2. Believing new buildings impress guests more than the experience

I have watched businesses spend millions of dollars refurbishing and updating their facilities, and noticed how often they were disappointed that it did not produce the results they had expected. The mistake they have made has been to create a wonderful new facility, yet retain the same poor levels of service. Even the very best renovations could have been far more successful if the business had invested a small percentage in creating a guest service culture.

3. Pushing marketing out instead of pulling people in

We all know how much value we give to word of mouth recommendations. If a friend praises a business, we are far more likely to believe them than any recommendation we come across in traditional advertising. So, naturally, if we are told that a business loves helping guests, goes out of its way to solve problems and really cares for its guests, we are more likely to choose that business over a competitor. There are enormous benefits in becoming a business renowned for awesome service. Spending 10 per cent of your marketing budget on creating excellent service is a great marketing tool which will result in the best form of marketing – 'word of mouth'. Not only that but your guests will come more often, will bring others with them and will spend more per head. Satisfied guests are prepared to pay higher prices too.

4. Believing flat or declining income is the economy's fault

Many businesses exhibit a number of common problems associated with being 'task focussed' instead of 'service focussed'. Problems such as team apathy, inconsistent service and operational standards, lack of flair and creativity and inadequate team supervision and support are common throughout the industry. Combine this with poor communication and respect between team and management, lack of team knowledge of key business benchmarks, no responsibility for budget achievement and a team unsure of how to add value to the guests' experience, and it's no wonder revenue is flat or declining in a lot of businesses.

5. Not realising how important it is to be getting guests to say 'wow'

Imagine what it would be like to have a business that was truly different. A business where guests receive a 'wow' service experience every time. Imagine a business where guests keep coming back because it provides an extraordinary level of guest service. A business where team members and managers are confident, leading to increased numbers of guests, increased average spend per visit and increased number of visits per guest. All of this culminates in a win-win-win environment for team, guests and the business.

6. Thinking that average is acceptable

The power of quality guest service is in the hands of all business managers and team members. Many businesses know what and when to do it, but not WHY authentic and genuine guest service is such an important reason when guests choose where to go for hospitality. Older and new generations alike are embracing 'personal service, loyalty and referrals', and there is a huge opportunity for those businesses that have a true 'heart' connection with their guests and a big threat to those that don't.

7. Being too willing to follow others than take the lead

Let's face it. Service in the hospitality industry can be very beige at times – we have the opportunity to take the lead. The guest expectation has changed and so must we if we wish to survive and succeed. No longer is service the key – it is now about creating experiences for our guests that make an emotional connection. The food, beverage, entertainment and other services we provide are a stage from which we can engage with our guests. If we create outstanding guest experiences, we create happy guests and happy guests come back again and again.

The best businesses know that creating an awesome guest service culture, rather than just doing ad hoc guest service training, is a far more proactive approach to attracting and retaining guests as 'raving fans', as well as upselling for profit.

The truth is, lasting impressions are made at the edges, where people step outside the normal routines and do something different. That's where the opportunity lies. If we're going to create truly memorable experiences for our guests we need something different.

People say we're in the hospitality industry. I think it's the belief business. We believe in the power of good hospitality and heartfelt dialogue. We believe in our ability to make a difference, and bring joy and fulfilment into people's lives. That's what we're buying into. That's the culture of hospitality we're creating. We sell happiness. So should you.

If you want to make sure that you don't make these same mistakes visit us at www.raisingthebarista.com.au

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