Differentiating Service through Hospitality

Susan Reilly Salgado, Ph.D.
Managing Director, Hospitality Quotient
December 1, 2010

People will forget what you said…
People will forget what you did…
But people will never forget the way you made them feel.

-Maya Angelou

Objectives

• To distinguish Hospitality from Service, and understand why you need both to create raves and produce great word of mouth
• To establish why taking care of your team is the first step in creating a great “guest” experience
• To understand the role of leadership in sustaining a culture of hospitality

USHG’s Mission

Our Mission is to thoroughly delight our guests with such unparalleled hospitality, service, and culinary excellence that they will rave about their experiences and have no choice but to return.

NYC Most Popular Restaurants

1. Gramercy Tavern
2. Le Bernardin
3. Eleven Madison Park
4. Peter Luger
5. Union Square Cafe
6. Balbo
7. Daniel
8. Gotham Bar & Grill
9. Balthazar
10. Jean Georges
11. Bouley
12. Nobu
13. Per Se
14. Becco
15. Café Boulud
16. Atlantic Grill
17. Blue Water Grill
18. Aurna
19. Modern
20. Del Posto
21. Arís
22. Aquagrill
23. Le Grenouille
24. Four Seasons
25. Blue Hill
26. Il Mulino
27. Rosa Mexicano
28. Del Frisco’s
29. A Voce
30. Palm
31. Aquavit
32. 5 Napkin Burger
33. 21 Club
34. Bar Americain
35. Shake Shack
36. FdB
37. Buddakan
38. Carbone
39. BLT Steak
40. Bar Boulud
41. Blue Smoke
42. Katz’s Delicatessen
43. Bresaola
44. Mama
45. Spice Market
46. Sud’s Vespera
47. 71 pains
48. Tabla
49. One if by Land, Two if by Sea
50. BLT Steak

© 2010 Hospitality Quotient, LLC
Excellent service and caring hospitality are a winning combination that leads to “raves” among your guests.

Service AND Hospitality

Technical delivery of a product or service

EXCELLENCE

How the transaction feels

ON YOUR SIDE

Service is:
- Taking a medical history
- Ordering tests
- Admitting a patient
- Taking vitals
- Cleaning a room
- Delivering food
- Giving reports

The Virtuous Cycle of Enlightened Hospitality™

1. Each Other
2. Our Guests
3. Our Community
4. Our Suppliers
5. Our Investors

Enlightened Hospitality as a System

Each Other = Energy Generator

What is a “51%er”?

A 51%er has the following characteristics:
1. Warm and Friendly Character
2. Curious Intelligence
3. Caring Empathy
4. Strong Work Ethic
5. Self-Awareness and Integrity

“Each Other”

49%
- Technical capabilities
- What you do when you’re doing your job

51%
- Emotional capabilities
- Who you are while you’re doing your job
Agents and Gatekeepers

- Agents
  - On your side
  - Empathetic
  - Want to help
  - Creatively find an alternate solution
  - Empowered
  - DIALOGUE

- Gatekeepers
  - Keep you out
  - Hoard information
  - Hide behind rules, policies, or supervisor
  - Do not attempt to find creative solutions
  - MONOLOGUE

A Culture of Hospitality

- Leading with Trust
- Building “House Pride”
- Creating a team and a work environment where “winners” will thrive

The Benefits of Trust

<table>
<thead>
<tr>
<th>FEAR</th>
<th>TRUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indecision</td>
<td>Problem solving</td>
</tr>
<tr>
<td>Lack of creativity</td>
<td>Empowerment</td>
</tr>
<tr>
<td>Poor communication</td>
<td>Enthusiasm or “Buzz”</td>
</tr>
<tr>
<td>Poor morale</td>
<td>Teamwork</td>
</tr>
<tr>
<td>Lack of confidence</td>
<td>Pride</td>
</tr>
</tbody>
</table>

Taking Care of Each Other

- Respect
- Integrity
- Courtesy
- Humility
- Empathy
- Self-Awareness
- Trust

Taking it Home

- Simultaneously push the envelopes of excellence and hospitality to differentiate patient experiences
- Build a team of agents – not gatekeepers – who are willing and genuine in their caring for guests
- Build Trust through RICHEST
- Hire the best, train them well, and provide them a great work environment where they will thrive

www.HospitalityQ.com