

# Holly Stiel's **Service Moments!**

Keep your service spirit alive with these little insights from world renowned service expert Holly Stiel

## *Personalize It*

I recently attended a Les Clefs d'Or Concierge Congress, which featured a panel of experts, general managers and consultants in the hospitality business. The overall consensus was that the most important aspect of our mission is to personalize the experience.

Personalization seems to be the “big buzz” in all sectors of the hospitality industry. Everyone wants to feel special, and any opportunity to give hotel guests this “specialized” experience should be seized with enthusiasm.

Armed with this reminder, I was off to Puerto Rico to meet my sisters to celebrate my milestone birthday. The hotel was well aware of my visit, well in advance. They knew it was a special occasion, and I had even spoken about it directly to the public

relations manager. Imagine my surprise, when the room I had requested for three women wasn't even big enough to squeeze in one suitcase. The bellman, thankfully, saved the day and moved us to renovated—and much more comfortable—accommodations.

But here's where they really dropped the ball: I was a guest there for five days and never received a note or any acknowledgement whatsoever that we were celebrating anything special. While I felt a little disappointed on a personal level, I kept thinking how silly it was for them to miss a perfect opportunity to make us feel special, especially when to do so would have taken so little. A handwritten note with a few strawberries would have sufficed nicely to create a warm memory, the likelihood of return visits and a glowing report to friends and family back home. Instead, it resulted in a lackluster experience that felt impersonal and uncaring. End of story. Remember, the cost of making someone feel special is minimal. Attention is all you really have to pay, and the rewards you receive are...priceless.

If you have examples or thoughts about the importance of “attitude” in your work, please send your comments and stories to [holly@thankyouverymuchinc.com](mailto:holly@thankyouverymuchinc.com). We'd love to hear from you!

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