

Holly Stiel's **Service Moments!**

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

Making the Ordinary Extraordinary

Recently I was reminded that when providing an extraordinary experience for your guest, it is not about what's on the outside; it's the inside that matters. I was working at the magnificent Palmetto Bluff Resort and Spa in South Carolina and my cousin came to enjoy the exquisite resort with me. Along the verdant banks of the May River, the white clapboard cottages of the inn nestle amidst oak trees laden with spanish moss. One afternoon, my cousin and I were giggling in the spa gift shop, saying that the resort was so utterly romantic that we felt like Scarlett O'Hara Goes On Vacation. Then, we mentioned to the spa receptionist that the robes in our room were a bit heavy and since the spa provided light seersucker robes, we were wondering if we might use those instead. I imagined that delivering a couple of robes to a room is a fairly routine request, unlikely to create a magical memory. I was mistaken. I was given a wonderful surprise. The robes were all wrapped in tissue paper and placed in bags perched on our pillows. There was a gift card addressed

to me with a photograph of Palmetto Bluff on the front. Inside the card, the spa receptionist had written—"I hope this helps to enhance your Scarlett O'Hara mood." I was blown away. He had listened and then taken action in a personal way. Then I really did feel like Scarlett O'Hara, not because I was surrounded by beauty, but because I was thoughtfully taken care of. I was expecting to feel the difference between the heavy cotton robes and the light seersucker, but it was the human touch that created a marvelous sensation. Every interaction with your guest is an opportunity to create an extraordinary memory. Challenge yourself to create the extraordinary out of the ordinary and your day will be enhanced in the process.

If you have examples or thoughts about the importance of "attitude" in your work, please send your comments and stories to holly@thankyouverymuchinc.com.

We'd love to hear from you!

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