

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

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

## *Priorities*

There is very little gray when it comes to Starbucks. You either love them or you hate them. I, for one, am a Starbucks fan. I like the coffee, but I especially admire the brilliance of creating a “third place” that appeals to all ages and demographics. I like the way they take really good care of their employees and have the ability to build a loyal customer base that actually looks forward to standing in line to buy an overpriced product, day after day.

Because I'm a people pleaser, I have often wondered if the folks on the inside of this phenomenon are upset by the legions of Starbucks critics. Recently, my seatmate on an airplane gave me the answer. I was sharing the ride to Seattle with a dedicated Starbucks barista and store manager. Of course, we got to talking about customer service and all the engaged employees that Starbucks manages to inspire. When I asked this woman how she feels about the people who so adamantly hate Starbucks, she looked at me quizzically as if to say “Are you crazy?”

She then politely told me: “We don't have to handle them; in fact, we don't even think about them. They don't come to our stores.”

Duh! But of course! Why trouble yourself about the people who don't like and appreciate you, when there are so many who so clearly do? The take-home lesson: Pay attention to the customers you have, don't worry about the ones you don't, and you will continue to increase the ranks of the former. Great advice and insight from inside the caffeine king!

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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