

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

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

## *A Family Affair*

Recently, I was sharing in the celebration of my friend Joe's 34th birthday at Musso and Frank Grill, the oldest restaurant in Hollywood, which dates back to 1919. It was a small dinner party of five people, but we did let the staff know we were celebrating a special occasion. In response, they brought a small complimentary cake with a candle—and mercifully did not sing "Happy Birthday."

After thoroughly enjoying our roast beef dinners, the attentive service and old Hollywood ambiance, we sat talking contentedly. Even Gore Vidal and Noah Wiley made an appearance to enhance the Hollywood vibe. But the best was yet to come. Just then, and quite unexpectedly, a young man approached our table, saying, "Hi, my name is Mark, and I am the fourth generation in my family to run this restaurant."

Mark proceeded to extend his hand and shake each of ours, thanking us for dining there. Then he added, "My great grandfather always felt it was a privilege when someone chose to celebrate special occasions with us, and we still feel that way today. Because it is your birthday, Joe, I want to honor you with an old family tradition. We've printed a special menu with your name and the date and we'd like to give it to you as a remembrance of this evening." He then presented a menu, reading: "*Happy Birthday Joe, March 11, 2011.*"

This was a WOW service moment, with implications far beyond the menu memento. Mark demonstrated exactly what it looks like to appreciate your customers and let them know—taking a personal and enthusiastic interest in the people dining in his restaurant, and most importantly, to preserving and expressing pride in a well-deserved legacy.

Could this be why they have been in business for almost 100 years?

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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