

Elevating Hospitality: How to Exceed Residents' Expectations

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Things Are Different Here

- In Los Angeles, we measure distance in units of time
- In Los Angeles, we say “the” before naming a freeway
- We know the 405 isn’t a freeway but instead a parking lot
- In Los Angeles, we’re used to waiting for a red light, just so we can make a left turn
- In Los Angeles, a celebrity sighting is less exiting than seeing a parking spot or having “light” traffic

Things Are Different Here

- Living in Los Angeles is different in many ways
- But there are many ways living in Los Angeles is similar to living in any large metropolitan area
 - Rush hour traffic
 - Downtown parking woes
 - Prices of housing/rent
 - Unhoused neighbors/transients



Same Can Be Said About High-Rise Living

- Might feel like you're living stuck in a box
- In a high-rise, you can't go out back and grill in your undies
- You probably take an elevator or two to get home
- Amazon deliveries might not come directly to your doorstep
- A flood in several units above may affect you



Same Can Be Said About High-Rise Living

- High-rise living is different in many ways compared to living in a single family home or large-scale community
- But there are many ways living in a high-rise community is similar to living in other communities
- Lifestyle experience
 - Convenience
 - Sense of community
 - Build connections
 - Feel appreciated



A High-Rise Resident's Lifestyle Experience

➤ Convenience

➤ Location

➤ Assistance

➤ Downsizing



A High-Rise Resident's Lifestyle Experience

➤ Sense of community

➤ Love where they live!

➤ Clean and comfortable

➤ Safety



A High-Rise Resident's Lifestyle Experience

- Build connections
 - Know their neighbors
 - Support from those around them
 - Share cultures/experiences



A High-Rise Resident's Lifestyle Experience

- Feel appreciated
 - Residents have options
 - Want to help them
 - Thank them



Become A Hospitality Expert

- Through enhancing our hospitality, we can create the lifestyle experience our resident's desire
- We must think beyond being just service providers
- Service is not hospitality
- The two are not the same



So...What's The Difference?

“Someone may forget what you said, but they will never forget how you made them feel.”



So...What's The Difference?

Service

Hospitality

Routine/Procedural

Genuine/Authentic



So...What's The Difference?

Service

Hospitality

Standardized/Normalized

Differentiated/Specific



So...What's The Difference?

Service

Hospitality



Cookie-cutter



Tailored



So...What's The Difference?

Service

Hospitality



An Action



A Feeling



So...What's The Difference?

Service

Hospitality



Broad



Detailed/Precise



So...What's The Difference?

Service

Hospitality



Customer service



Customer connection



So...What's The Difference?

Service

Hospitality



Dealing with issues



Anticipating next solution



So...What's The Difference?

Service

Hospitality



Task



Interactions



So...What's The Difference?

Service

Hospitality



Hearing



Active listening



Listening Dilemma

- We speak at about 150 WPM
- Hear at about 1,000 WPM
- Gives us a lot of extra time



Listening Bad Habits

- Interrupt often/try to finish the other person's sentences
- I am a compulsive note taker
- Make up my mind before I have all the information
- I jump to conclusions
- I lose my temper when hearing something I don't agree with
- I try to change the subject to something that relates to my own experiences
- I think more about my reply while the other person is speaking, than what he or she is saying



Begins With Active Listening

“Listening is difficult because it involves suppressing your ego long enough to consider what’s being said before you respond.”



Become An Active Listener

- Comprehension - Using intellect to understand what is being said
 - Requires some type of external knowledge – may need to know “lingo”
 - Words are just sounds we hear until we give them meaning



Become An Active Listener

- Retaining/Retention – To keep possession or use. Keep in mind or memory: Remember
 - Requires we pay attention – focus on what the person is saying so we can refer to it later
 - “in one ear out the other”
 - Hearing NOT Listening



Become An Active Listener

Response – To say something in return: make an answer. To show favorable reaction.

- Should be related to what the other person has said
- Don't make it about yourself
 - Avoid the Me Monster
 - Don't have to “win” the conversation



Improving Listening Skills

- Concentrate – really pay attention to what the speaker is saying
Go beyond just hearing
- Make eye contact – but not weird
- Hold response – don't focus on your response
- Affirmations – head nodding, “I see”, etc
- Don't interrupt – let the person finish their thoughts, statements
 - Don't try to finish the person's sentence for them



Reviewing The Standards

Certain standards should be done in every interaction, 100 percent of the time

- Smile and make eye contact with the people you encounter
- Verbally greet everyone you encounter
 - 10-5 rule



Reviewing The Standards

- Use of name
- Come to attention
- Vocabulary we use can set the tone



Importance Of Vocabulary

Do Not Say

Do Say

Hello/Hi/How's it
going

Good morning/Welcome
Home



Importance Of Vocabulary

Do Not Say

Do Say

*Okay/Sure/No
Problem/No worries*

*Certainly/Absolutely/
Right away*



Importance Of Vocabulary

Do Not Say

Do Say

Can I help

How may I assist you



Importance Of Vocabulary

Do Not Say

Do Say

What/Huh

May you please repeat that



Importance Of Vocabulary

Do Not Say

Do Say

I don't know

I'm not sure; let me find out

➤ Bonus question



Importance Of Vocabulary

Do Not Say

Do Say

I gotta put you on hold

My I place you on hold
please



Importance Of Vocabulary

Do Not Say

Do Say

Are you still there/I'm
back

Thank you for
holding/your patience



Importance Of Vocabulary

Do Not Say

Do Say



Yeah/Nah



Yes/No



Importance Of Vocabulary

Do Not Say

Do Say

Honey/Sweetie/Man

Sir/Ma'am/Use name



Don't Stop With The Standards

- Standards are a good starting point
- They set the tone
- Can live there on rare occasions
- However, we want to do more than just the standards



Foundations Of Hospitality

- First impressions count
 - Curb appeal
 - Clean and tidy
 - Uniforms
 - Team's body language



Foundations Of Hospitality

- Use of name
 - Psychological
 - Identification
 - Rapport and connection
 - Security



Foundations Of Hospitality

- Attention to details
 - Get to know the residents
 - Pay attention to preferences
 - Finish what you start



Foundations Of Hospitality

- Never say “NO” – offer alternatives
 - Make things right for the “customer”
 - Don’t just say you can’t
 - Give another option to resolve the inquiry



Foundations Of Hospitality

- Go the extra mile
 - Seek out service opportunities
 - Anticipate needs
 - What else can you do



Foundations Of Hospitality

- Demonstrate a sense of urgency
 - Make things happen quickly
 - Stand to greet
 - Make resident inquiries important to you



Foundations Of Hospitality

- Communication is key
 - What you say
 - How you say it
 - Our look – facial expressions
 - Body language
 - “OH” game



The “OH” Game

Directions:

Say the word *oh* differently, giving it the following interpretation or meaning each time:

1. Shock - sudden or violent mental or emotional disturbance
2. Pleasure - source of delight or joy
3. Questioning - an interrogative expression often used to test knowledge
4. Doubt - call into question the truth of : to be uncertain or in doubt about
5. Displeasure - the feeling of one that is displeased: unhappiness
6. Detachment - indifference to worldly concerns
7. Resentment - feeling of indignant displeasure or persistent ill will at something regarded as a wrong, insult, or injury
8. Anticipation - the act of looking forward
9. Surprise - the feeling caused by something unexpected or unusual