



**CUSTOMER XPERIENCE SKILLS
QUICK REFERENCE GUIDE**



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Customer Xperience Skills

Your work is a self-portrait. Autograph it with quality.

Remember that providing a great customer xperience starts with you and your attitude. Regardless of what challenge you may face – before or during your work shift – you get to decide how you are going to react to the situation. You have only two choices, try to make the best of it or not try. And... only one of those two choices will help you provide exceptional customer xperiences!

Interacting With Customers-----

- A.** Always make eye contact with customers and acknowledge them immediately.
 - a. At a distance of 10 feet acknowledge them non-verbally with eye contact, a smile and/or nod.
 - b. At a distance of five feet or less acknowledge them verbally with a pleasant greeting
- B.** When possible, address each customer by his/her last name and title (unless the customer requests that you address him/her using their first name). Examples:
 - a. Good morning Mr. Jones, how may I help you?
 - b. Good afternoon Mrs. Jones, nice day, isn't it?
- C.** If you don't know their name, use sir or ma'am until you find out their name.
- D.** Strive to use the customer's name at least three times during a typical interaction. Be careful not to overdo it, as that would be insincere. Example:
 - a. When initially greeting them.
 - b. When responding to a question or comment.
 - c. When closing the conversation.
- E.** If after seeing the customer's name, you are unsure about the pronunciation, ask him/her how their name is pronounced and then repeat it back until you get it right.
- F.** Smile (if appropriate) - it will make them and you feel good.

G. Strive to personalize each customer experience.

- a. Engage them in conversation.
- b. Include the children in your interactions - kids are customers too!
- c. Ask questions so that you can learn more about them.
- d. Surprise customers with small acts of kindness that will make their visit memorable: go above and beyond to meet a need; recognize special occasions; entertain a child while an adult is handling business; or be an entertaining photographer so that everyone can be in the picture.

Handling Customer Questions or Requests-----

- A.** Offer assistance; don't wait for the customer to ask.
- B.** Be knowledgeable about your products, services, facilities, and activities. Resort examples:
 - a. Know about the restaurants, entertainment facilities, and upcoming events.
 - b. Be knowledgeable about available resources like property or local maps, brochures, newspapers, and/or magazines.
 - i. Keep a small supply on hand, if possible.
 - c. Be knowledgeable about local facilities, attractions, and activities.
- E.** Listen attentively so that you can provide the correct information the first time.
- F.** Ask clarifying questions, if necessary.
 - a. Example: What kind of food would you like, fine dining or more casual dining?
- G.** If you don't have the answers, find them.
- H.** When possible, always escort a customer to a requested location.
 - a. Use this opportunity to chat with the customer and make him or her feel welcomed.
 - b. Once you arrive at the location, always ask if you can provide additional information or services.
 - c. Provide a pleasant parting comment.