

Falkensteiner Hotels & Residences

Inspiring Leadership

From LIKE to LOVE

WORKSHEETS

2023

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MRT Consultants®

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FUNCTION VS PURPOSE Worksheet

Instructions: The journey from 'like' to 'LOVE' will only be ignited when we differentiate between what we do (Function) and why we do what we do (Purpose). With you team, follow steps 1 to 3, define the WHY (purpose) and identify the vital actions to translate it to life.

Step 1. State the "WHY" (Purpose)

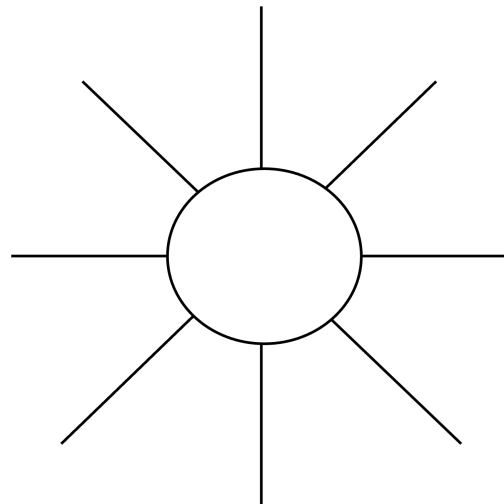
Jot down the rationale for why you do what you do (the why: Your purpose).

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Step 2. Mind Mapping

Find the patterns to bring the purpose to life (Must/Should).

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Step 3. Connect the MUSTs

Craft the vital few actions to translate the Purpose to life

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Your purpose power your reason and passion!

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LEARN FROM THE PRO Worksheet

Instructions: Visit 3 recognized service providers every month (physically or virtually) to find what are interesting trends in the service industry and beyond? i.e., Forget the competition, visit the 'pros' (automotive, airline lounges, department stores, restaurants, museums, even schools etc.) Collect at least 3 ideas/practices per visit. Describe the findings and think of its applicability/cost. Make things happen! Execute...

IDEA/Practice	Description	Applicability	Cost

Which idea/practice you will implement	
TUNING (How this idea will be customized?)	CONTEXT (Where and when will it work?)

It's time to repackage the way you do business and the business you do!

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ETHNOGRAPHY Worksheet

Instructions: The signals we send to our guests (consciously or unconsciously) are crucial to portray our SOUTH-TYROLEAN SPIRIT (our family values and genuine hospitality). Remember, every interaction between the guests and us (people, furniture, music, pictures, social media etc.) has either a withdrawal (negative impact) or a deposit (positive impact). Follow steps 1 to 4 below to complete the Ethnography worksheet.

1. Objective: define the ethnography objective:

2. Direct observations and data collection—Touch point/location (15 hrs. of data):

How are guests behaving when they come into the experience? What are they hearing? What are they looking at? Think of who they are, what they are doing, and why they are doing what they are doing. Take notes of the conscious and unconscious signals, guests' feelings, facial expressions, body language, and lingo etc.

3. Analysis: Any negative signals or emotional withdrawals (pain points)?

Any opportunities to inject new deposits and or turn withdrawals into deposits?

Any opportunities to further align the products and services with the needs of our guests?

Any opportunities to make the touch point unique and fresh?

4. Action: List the actions to make meaningful changes.

Ethnography is your tool to turn your ship around...

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WOWography Worksheet - Guest Preference Pad

Instructions: This is a sample of a preference pad on which employees can record the guests' observations. Investigate using portable technology for efficient and effective execution. Turn your findings into OH YES Moments (The WOW Factor).

Guest Name:

Date:

Personal information (business card, contact details, etc.)

Routine (frequent behavior, habits, etc.)

Events (anniversary, birthday, special occasion, etc.)

Favorites (music, beverage, snack, magazines, time, etc.)

Interests (activity, industry, specific sport, show, etc.)

Needs (expectations, likes, dislikes, etc.)

Ideas for Oh Yes! Moments:

WOWography is the art of celebrating special emotional moments in customers' lives.

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SCENOGRAPHY Worksheet

Instructions: With your team, brainstorm and identify natural, unscripted scenes (**purple cows**) for those you serve. Start by thinking what do they commonly find "memorable" about you? Make sure these scenes capture the "SENSE OF PLACE". (Think of the scene as a special moment in the guests' experience that will be meaningful on a deeply emotional level). Describe the props, tone, and mood crucial to bring the 'scene' to life. Think of the cost, feasibility, and impact on your team/organization.

The SCENE (Signature experience, ritual, enchanting moment etc.)
The PROPS (Furniture, amenities, flowers, F&B offerings, decorative features etc.)
The TONE (Language, behavior, uniform, messages to customers etc.)
The SENSES/MOOD (Light, fragrance, music etc.)
The COST/FEASIBILITY/IMPACT

You should recognize the transformational power of scenography as the art of designing experiences in a theatrical way.

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The Language of Emotions

Source: Rouhana, M. (2021). *Greatness is NOWHERE: Three principles to jazz up your culture, pep up your people, and spice up your customer experience.* MRT Books.

I: The Expected Block of Emotions

Customers seek your services with certain emotional expectations. If those expectations fall below the reality of the experience, it leads to stress, irritation, frustration, helplessness, and disappointment. The expected cluster of emotions is about simplicity, reliability, and usability. It is the price of entry to drive customer satisfaction. The trouble is, satisfaction is not enough. Your customers might feel secure, content, respected, and trusted but remain open to switch service providers when convenient.

Safe

Definition: An emotional state of being free from harm, loss, or risk; being free from the occurrence or risk of injury or danger.

Key drivers:

1. Operating with high safety standards. Safety first.
2. Projecting signs of safety and speaking the language of safety.
3. Being informed, resourceful, and honest with your customers at all costs.
4. Taking the time to explain the inner workings of your experience to provide reassurance.
5. Prioritizing safety concerns and addressing it with a sense of urgency.

Content

Definition: An emotional state of satisfaction; being at ease in one's situation; being happy with who you are and where you are; being pleased because of a happening or the fact that you got what you wanted.

Key drivers:

1. Simplifying the customer's experience (make it easy and reducing the steps) and speaking their language (not the language of your industry.)
2. Designing and delivering a seamless, stress-free experience.
3. Making the customers feel comfortable and meeting their needs.
4. Providing your customers with accessibility to knowledge and technology.
5. Bringing your personality into the customer experience; avoiding robotic services.

Respected

Definition: An emotional state of appreciation; being considered important to someone; being deferentially regarded.

Key drivers:

1. Living up to your promises and claims.
2. Respecting your customers' views and thoughts and giving them the choice to decide things for themselves.
3. Projecting a friendly, approachable, and helpful character, and living up to your values.
4. Being responsive and attentive toward your customers.
5. Being authentic - saying what you mean and meaning what you say.

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Trusted

Definition: An emotional state of confidence in someone or something; being worthy of trust and confidence; belief in the honesty of others.

Key drivers:

1. Delivering on your commitments and living up to your promises. Understanding your customers and doing what's right for them.
2. Believing that customers are always right. Don't penalize the many for the deceitfulness of the few.
3. Soliciting the customers' reviews and feedback and acting upon it.
4. Doing what's best for your customers, even if you have to bend some rules.
5. Owning the customers' problems and immediately resolving them.

II: The Connection Block of Emotions

This block of emotions builds on satisfaction to engage the hearts of customers and drive loyalty. Nurturing emotional connections will enable you to build deep and strong relationships. When your customers feel valued, cared for, and excited, they tend to support your organization and come back for more. This surely leads to repeat purchases, as these customers rarely seek alternatives. They will share your story, but only when enticed to do so.

Valued

Definition: An emotional state of importance; being highly regarded; being appreciated and recognized.

Key drivers:

1. Making your customers feel welcome. Addressing them by name and connecting with them as human beings, not a plate number, room number, or invoice number.
2. Treating customers warmheartedly and showing them that you value their business by personalizing the experience.
3. Making customers feel appreciated and special, offering additional value with customized amenities and niceties. Celebrating them as valued customers (birthdays, discounts, memberships, etc.).
4. Showing interest in your customers and adjusting your processes to serve them.
5. Making customers feel that they are truly a part of something to promote a sense of belonging and foster a brand community. Making them your heroes.

Cared for

Definition: An emotional state of love; being the center of concern for someone or something; being looked after and loved.

Key drivers:

1. Being available and accessible 24/7.
2. Knowing and understanding your customers' preferences, acting on it, and providing meaningful advice.
3. Anticipating customers' needs and taking proactive ownership of those needs. Making your service proactive and agile.
4. Protecting and looking after your customers. Putting them first!

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5. Empathizing with your customers; putting yourself in their shoes. Seeing what they see, hearing what they hear, and feeling what they feel.

Excited

Definition: An emotional state of enthusiasm; being physically and mentally active; being stimulated and interested.

Key drivers:

1. Nurturing your customers to become better, smarter, and more capable.
2. Enlivening the senses of your customers and making the experience educational and entertaining.
3. Injecting a sense of thrill. Keeping them zeroed in on the experience.
4. Introducing new experiences and involving the customers in designing their own.
5. Injecting fun, energetic, and gratifying events into the customer experience.

III: The Unexpected Block of Emotions

Recent neuroscience studies have shown that our brains yearn for the unexpected. Evoking the emotions of surprise and delight will enable you to intensify the experience and build on loyalty to transition your customers into raving fans. Building on the unexpected emotions of satisfaction and loyalty will yield intense relationships where customers will be living with your brand in a passionate way. They ultimately become your brand advocates and voluntarily offer their time and energy to share your story and recommend you to others.

Surprised

Definition: An emotional state of wonder; being stunned; being astonished by something totally unexpected.

Key drivers:

1. Triggering the Expected and Connection blocks of emotions consistently and ensuring consistency in quality and delivery.
2. Building ad-hoc memories and leaving customers with stories to tell.
3. Delivering unusual offerings that take the customers by surprise.
4. Adding extra touches to the customer's experience. Indulging them with something exclusive; a form of luxury.
5. Making promises is good. Keeping them is great. Beating them is the name of the game.

Delighted

Definition: An emotional state of enchantment (= surprise + (joy, thrill, and exhilaration)); being positively overwhelmed; being greatly pleased and filled with amazement.

Key drivers:

1. Staging the customer experience and including deliberate WOW moments.
2. Crafting deliberate scenes in the customer experience and transforming needs, desires, and preferences into thrilling, spontaneous acts of kindness.
3. Driving customers' active participation & enhancing specific touch points in their experience.
4. Designing experiences that push the customer's self-esteem.
5. Finishing the experience "strong." Ending the experience with a grand last impression.

ADDITIONAL NOTES: