

Delta Hotels®: Service Made Simply Perfect

Good/Better/Maximum: Direct Interactions

Overview

Good/Better/Maximum is an interactive activity designed to be done with the Direct Interaction Delta Hotels® training video series. Associates will identify how to assist the guest featured on-screen, role-play and rate these responses with printed Good/Better/Maximum signs. This activity can take place during a team meeting, Daily Purpose meeting or be planned as a training session. This activity is fully flexible and can take anywhere from 5 minutes to 45 minutes to complete. For the shorter timing, select 1–3 video examples to play and discuss. For a longer session, review all the video examples or as many as time allows, with discussion following each.

Preparation

Prior to conducting the training:

- Review and select the video examples you would like to discuss
- Print a set of “Good/Better/Maximum” signs for each small group
- Organize a laptop, projector or other technology to play the videos on for the team

Instructions

- 1 Ask associates to break up into small groups of 2–4 people depending on the size of the team and determine who will play each role in the activity.
- 2 Give each small group a printed set of “Good/Better/Maximum” signs.
- 3 Play one of the videos, pausing at the suggested point.
- 4 Each small group will take a turn to role-play a possible response to the guest in the video (suggestions provided).
- 5 The other groups will then rate each of the suggested responses as Good, Better or Maximum by holding up the corresponding sign. Hint: Warmly encourage everyone on the team to participate and provide a response. The rankings are:

Good: Succeeds in making a personal connection with the guest

Better: Makes a personal connection and displays one of the brand values (pragmatic, efficient, seamless)

Maximum: The most successful response, given to truly memorable, personal and frictionless guest connections.

- 6 At the end of the activity the entire team can discuss and vote on the most Maximum response and award a small prize to the group that suggested it.

Option 1: If time allows, review some of the Good responses and discuss how to make them Better or Maximum.

Option 2: Further reinforcement and practice of this activity can be done using the Personal Connection Card activity available on the Delta Hotels® MGS page.