

Delta Hotels®: Service Made Simply Perfect

Match the Maximizer: Non-Verbal Cues

Overview

The Match the Maximizer activity is designed to be done with the Non-Verbal Cues Delta Hotels® training video series. Associates will identify how to assist the guest featured on-screen and work with a partner or team to guess each other's responses to earn points. 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
- Gather Post-it® notes, markers, pens/pencils, optional small prize
- Organize a laptop, projector or other technology to play the videos on for the team

Instructions

- 1 Ask associates to find a partner or pair up the team as appropriate. Give each pair a pad of Post-it® notes and markers, pens or pencils.
- 2 Play one of the videos and pause it at the suggested point. Ask one person in each pair to write down how they would respond to that guest on a Post-it® note. They should not show this response to their partner.
- 3 The leader should also write down an appropriate response (suggestions provided).
- 4 Ask the other associate in each pair to guess what their partner has written down. If the associate can correctly guess their partner's response, the pair will receive a point.
- 5 If either partner matches the leader's response, an additional point will be awarded.
- 6 If applicable, play the remainder of the example video that demonstrates a suggested interaction technique.
- 7 Associates should switch roles between writing and guessing. Play the other selected videos, pausing at the suggested point, and repeat the activity of writing down and guessing the partner's response.
- 8 At the end of the selected videos, award an optional small prize to the team with the most points and discuss which of the suggested responses were the best examples, and why.

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Match the Maximizer: Suggested Responses

Suggested Responses for Each Video

In the Restaurant:

- Play the suggested response after the pause
- Mr. Williams, are you enjoying your appetizer? Which cheese did you like the most?

Check-In:

- Ms. Smith, let me help you right away, thank you for your patience.

Guest Departure:

- Hello Mr. Williams, can I help arrange a car to the airport? Our local taxi service is usually very quick.

In Search of Hotel Amenities:

- Play the suggested response after the pause
- Hello Ms. Smith, can I help you find something?

Opportunity in the Common Space:

- Play the suggested response after the pause
- Bring over a notepad and pen and leave on the table for Mr. Williams

Guestroom Corridor:

- Before playing the suggested response, ask the team: Besides helping the guest, is there something else in the video they could take care of? (correct response, pick up the piece of trash on the floor)
- Play the suggested response after the pause
- Hello, can I help you find something here at the hotel?

Assisting Fellow Associates:

- Play the suggested response after the pause
- After he gets off the phone: "You look like you are very busy today, what can I do to help?"

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BRAND LIBS: Brand Pitch

Overview

BRAND LIBS is an activity designed to be done with the Brand Pitch Delta Hotels® video series. Associates will work in pairs to create their own personalized elevator pitch about the brand using the video examples as inspiration and guided by a “MAD LIB®” style activity sheet. The BRAND LIB template will include a word bank so associates can check off items as they hear them in the videos. They will then use these words to create and deliver their own brand pitch. 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 session, associates can use the BRAND LIB template to create their pitch and then as an option deliver their custom pitch to the larger team. For the longer timing, associates can skip using the template and simply work with a partner for a set amount of time to create and practice their custom pitch.

Preparation

Prior to conducting the training:

- Review and select the video examples you would like to discuss
- Print a BRAND LIB template for each associate (optional)
- Bring a pen or pencil for each associate
- Organize a laptop, projector or other technology to play the videos on for the team

Instructions

- 1 Distribute a BRAND LIB template to each associate and a pen or pencil.
- 2 Ask each associate to find a partner.
- 3 Play the selected video(s) and ask each associate to place a check in the box next to the words as they hear them. Hint: you may play the longer video, which contains all three brand pitches back to back, or play each video individually, depending on time. Videos can also be replayed if desired.
- 4 Have each associate create a personal brand pitch.
Option 1: Use the Brand Lib template as a guide.
Option 2: Have the associates write their own brand pitch without using the template.
- 5 Ask the associates to practice delivering their new brand pitches to their partners.
- 6 If time allows, ask for volunteers to share their new brand pitches with the team.

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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.

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Good/Better/Maximum: Suggested Responses

Tips and Talking Points for Each Video

In Search of Coffee:

- Say "Good morning" to the guest and use their name if possible
- Express empathy: "I completely understand and feel the same way some days"
- Say: "Let me show you where we can get you a nice hot cup of coffee"

Can I Get An Upgrade?:

- Remember to thank each guest for choosing to stay at your property and discuss the benefits of the Marriott Bonvoy program
- For the first guest, review the easy Marriott Bonvoy enrollment process
- Review any property specific guidelines on upgrading rooms

What is a Delta Hotel?:

- This is an excellent video to use after completing the BRAND LIBS activity
- Associates can use their new custom pitch to describe the hotel to this guest
- Consider playing one of the brand pitch video examples when using this interaction

Defining the Delta Pantry:

- Review the key features of the Delta pantry with the team such as: open 24/7, available to Marriott Bonvoy Platinum Elite guests and higher, food items are refreshed throughout the day, items are presented on-the go for busy guests, styled as a contemporary and modern kitchen

Guest Issue During the Stay:

- This is an opportunity to discuss and practice service recovery. Review the L.E.A.R.N. model and discuss the steps to take with this guest (Listen, Empathize, Apologize, Resolve, Notify)
- Discuss your property specific guidelines on what each associate is empowered to do to go above and beyond for this guest

Check Out:

- This is an opportunity to discuss and practice service recovery. Review the L.E.A.R.N. model and discuss the steps to take with this guest (Listen, Empathize, Apologize, Resolve, Notify)
- Discuss your property specific guidelines on what each associate is empowered to do to go above and beyond for this guest