



Welcome

Michigan Regional Skills Alliances®

Hospitality Promising Practices Webinar

- Audio: call 877-411-9748, passcode 3949808, for the audio portion.
- Please **Mute** (press *6) your telephone.
- Do not put your telephone on **Hold** during the webinar.
- Please send your **name, agency/company name, email address and names of those attending with you** in chat area.
- Thank you! We'll begin soon!



Michigan Regional Skills Alliances®

Hospitality Promising Practices Webinar

March 25, 2008

**Michigan Regional Skills Alliances and MiRSA are
Registered Service Marks of the Department of Labor
& Economic Growth/Bureau of Workforce Programs.**



Agenda

- Introductions and Welcome.....*Janice Cooper*
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- Sunrise Side Hospitality Training...*Tom Ferguson*
- Where Hospitality Works!.....*Jane Bertsch*
- Travel Michigan.....*Dave Lorenz*
- Next Steps & Closing..... *Janice Cooper*



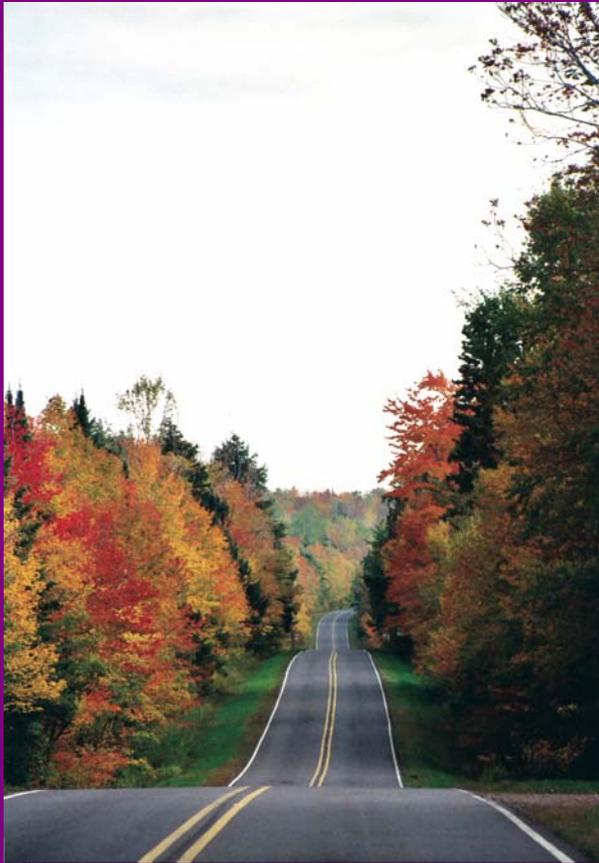
Michigan Regional Skills Alliances®

The MiRSA initiative provides a framework to organize the workforce development needs of the Michigan business community by industry clusters. MiRSAs are business-driven, business-focused partnerships that address workforce issues in a specific region and industry sector. The primary goals of the initiative are to provide Michigan businesses with a highly skilled workforce and connect Michigan citizens to good jobs with opportunities for career advancement.

Hospitality MiRSAs

- Berrien Cass Van Buren Hospitality RSA
- Delta County Tourism RSA
- Sunrise Side Hospitality Industry Coalition RSA
- Where Hospitality Works! South East Michigan Hospitality & Tourism RSA

Michigan's Sunrise Side Travel Association



Sunrise Side Hospitality
Industry Coalition
Regional Skills
Alliance



Michigan's Sunrise Side
Travel Association
Awarded a grant from
Michigan Department of
Labor and Economic Growth

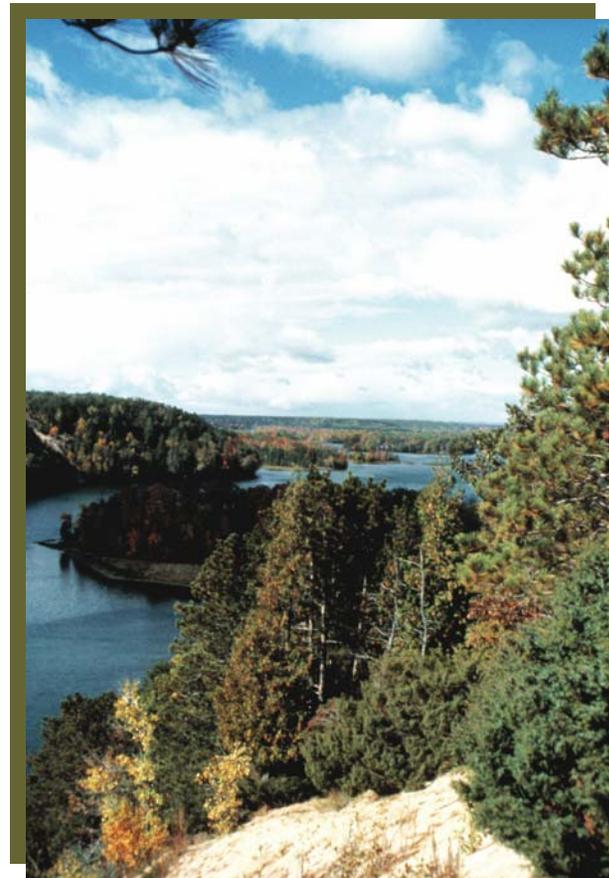


Providing a Hospitality Training Model That Works

- Needs to fit Northeast Michigan
- Delivering timely training
- Offering a low cost program to small business
- Creating interest in tourism industry
- Develops future entrepreneurs
- Brings Hospitality to the front line workers
- Assists Owners, Managers, Supervisors through train-the-trainer programs

Curriculum Advisory Committee

- 14 County Program Delivery Area
- Reviews Course Curriculum
- Offers Advice on Delivery
- Assists in Recruiting Class Participants



Curriculum Offerings



- Customer Service Basics
- Empowerment
- Cultivating a Service Culture
- Regional Attractions
- Goal Setting

Curriculum Contents



- Three specific targets
- Front Line Workers
- Owners, Managers and Supervisors
- High School Career Days

Front Line Workers

Why is Customer Service Important?

Key Concepts:

- Mission Fulfillment
 - Brand Preference
- Competitive Advantage
- Satisfied Customers and Success
 - Job Satisfaction

Front Line Workers

Developing Customer Orientation

Organizational Culture

- Attitude B - Redefining what we do
- Strategy B - The role of customers
- ✓ Who are our customers
- ✓ What do they want
- ✓ How will we meet and exceed expectations

Front Line Workers

Moments of Truth - Customer Contact

What are Moments of Truth? - When an employee and customer have contact

- Maximize Positive Interaction
- Empowerment

Front Line Workers

- Eye Contact
- Facial Expression and Smile
- Non-Verbal Communication
- The opening and your move
- Listening
- Follow-up
- Sincerely Thank Your Customers - Always!
- Create a Friendly Atmosphere
- Keep Smiling

Front Line Workers

Telephone Skills

- ❖ Smile - with your voice
- ❖ Annunciation is critical
- ❖ Ask for correct spelling
- ❖ Repeat for accuracy
- ❖ Deliver the message (in a timely fashion)
- ❖ Terminal Hold - the agony of waiting
- ❖ Response Standards

Front Line Workers

Barriers to Customer Satisfaction

- ✓ Management
- ✓ Empowerment
- ✓ Situational Factors
- ✓ Listening Breakdown
 - ✓ You

Front Line Workers



Overcoming Barriers

- Communication
- Strategies for Improved Listening

Front Line Workers

The Unhappy Customer

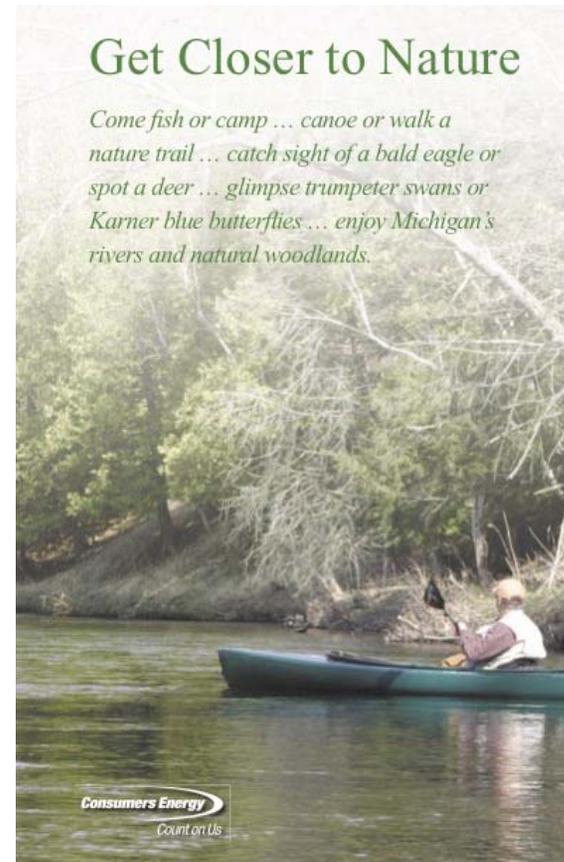
- Understanding the Opportunity
- Be a Champion
- Determine the problem and listen!
- Apologize and offer assistance
- Problem Solve and be creative
- Maintaining your sanity!

Train-The-Trainer



High Schools and Community Colleges

- High School Career Day Programs
- Intermediate School Districts (RESA)
- Community Colleges
- Encourage Intern Programs





Any Questions?

Michigan's Sunrise Side Travel Association

Where Hospitality Works!

A Regional Skills Alliance for
Hospitality and Tourism



Beginnings

- **Conveners:** Trenda Rusher, Washtenaw County MWA
Bill Sleight, Livingston County MWA
- **Key MWA partners included:**
 - Wayne
 - Macomb
 - Genesee
 - Livingston
 - Oakland
 - St. Clair
 - Shiawassee
 - Washtenaw
 - and Monroe

Defining Issue

- Increase level of hospitality in seven county region of Southeast Michigan.
- This need was verified by Ernst and Young survey for Regional Tourism Strategies.
- Many of the small industry employers offer little or no training to employees, resulting in:
 - Inadequate customer service,
 - High turnover rate,
 - Increased employment costs.

- **Timeframe:** July, 2005- 2007
- **Founding Members:**
 - Convention and Visitors Bureau's of Detroit and Ann Arbor
 - Detroit Regional Chamber
 - Employers: Hotels, Restaurants and Transportation Companies
 - Major attractions and Public Library
 - Community College Partners

Product

Ambassador Hospitality Training Program

A four-hour interactive program that uses case studies and role playing to reinforce customer service.

Developed by the Detroit Metro Convention and Visitors Bureau to train hospitality employees in preparation for the Super Bowl XL.

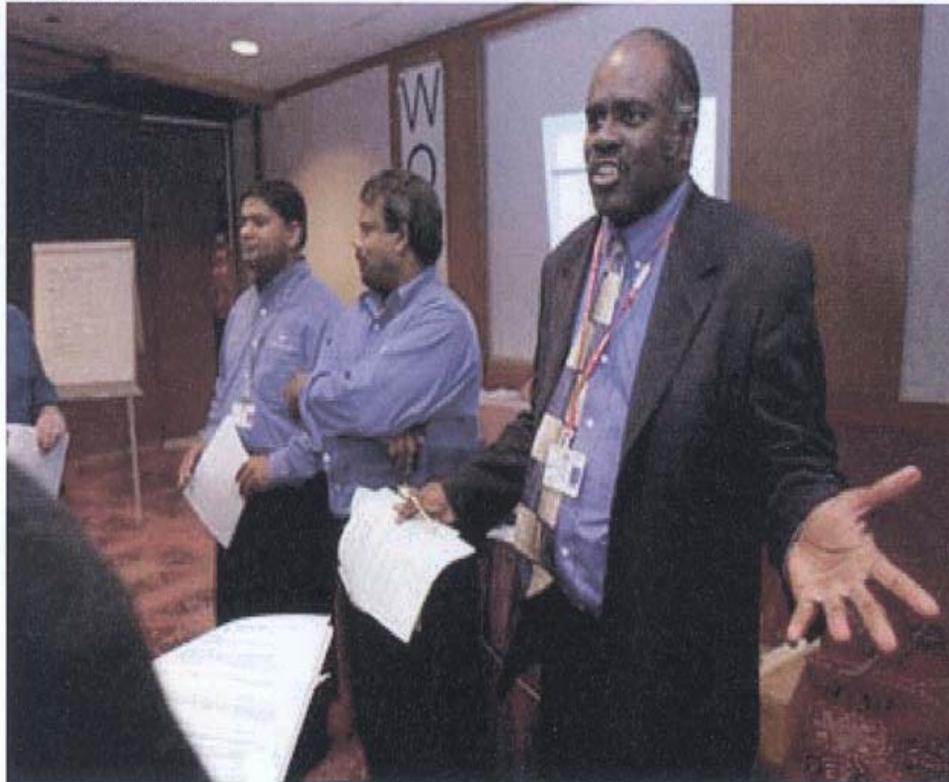
The World is Coming

- Welcome Warmly
- Offer to Help
- Really Knock their Socks Off
- Listen Actively
- Directions and Information

Promotion

- Partnered with the DMCVB and the National Football League's SuperBowl Host Committee to use their logo, website and slogan –
 - “The World is Coming, Get in the Game”
- Partnered with Ann Arbor Convention and Visitors Bureau and developed
 - “Quarterback Sneak”

Sunday, November 14, 2004



Elizabeth Conley / The Detroit News

Airport taxi driver Keith Anthony, right, participates in a demonstration of hospitality at Metro Airport on Tuesday.

Metro cab drivers go to charm school

Training to improve service for visitors puts friendly faces behind the wheel.



Macomb Daily Fran Marlowe, from Wayne State University, works on a hospitality exercise with Jessica Hollingsworth, Sterling Inn in Sterling Heights, and Preston Hill, Loon River Cafe. The exercise was part of a training and information program aimed at the region's hospitality industry as the Detroit area prepares to play host to this summer's baseball All-Star game and the NFL Super Bowl next February. Area leaders are hoping the two big events help put a positive image about the Detroit region out to the world.

Outcomes

- Over 1,500 employees from these companies received the training in 2005-2006.

Hotels

- Best Western Sterling Inn
- Courtyard By Marriott, Detroit
- Courtyard by Marriott, Ann Arbor
- Holiday Inn Express, Detroit
- Holiday Inn Express, Chelsea
- Holiday Inn, Ann Arbor
- Milner Inn, Detroit
- Campus Inn, Ann Arbor
- Residence Inn, Ann Arbor
- Troy Hilton
- Hilton Garden Inn, Detroit
- Hawthorne Suites, Ann Arbor
- Weber Inn, Ann Arbor
- Four Points Sheraton, Ann Arbor
- Fairfield Inn, Ann Arbor
- Radisson, Troy
- Radisson, Bloomfield Hills
- Somerset Inn

Attractions

- Detroit Zoo
- Campus Martius
- Detroit Institute of Arts
- Museum of African American History
- Gem Theatre

Restaurants

- Paesanos Restaurant
- Palio Restaurant
- Majestic Restaurant
- Au Bon Pain
- Chop House
- Atlas Bistro
- DeCarlos Banquet Center

Transportation

- Golden Limousine Service
- Detroit Metro Area Taxi Association
- Detroit People Mover
- Commuter Express
- Royal Transportation
- Int'l Destination Mgmt

Effort Expands

- During 2007, the Ambassador Hospitality Training was presented to an additional 500 employees.
- The Detroit Institute of Arts customized the program and trained over 220 staff as preparation for their grand reopening in November 2007.

Statewide in 2008

- At the recommendation of the MSU Strategic Plan's Hospitality Committee, Travel Michigan will market the Ambassador Hospitality Training Program statewide.
- The elements of the program that promote local events and attractions will be customized to each region of the State.

Other efforts of Where Hospitality Works!

- Provide low cost training seminars to the industry, focused on identified needs.
- Wayne, Washtenaw and Oakland counties have a high volume of Japanese business visitors.
- We targeted a training to address these needs.

FUN & PROFIT OF THE JAPANESE INTERFACE

HOW TO TREAT JAPANESE GUESTS AS THEY EXPECT.

A special training for members of the Hospitality Industry by

Izumi Suzuki

Suzuki Myers & Associates

- Monday, November 12, 2007
 - 8:00 am – 11:00 am
- Hosted by
 - The Asian Village of Detroit
- Sponsored by
 - The Detroit Metro Convention and Visitors Bureau
- This seminar is presented by Where Hospitality Works! the Regional Skills Alliance for Hospitality and Tourism.

FUN & PROFIT OF THE JAPANESE INTERFACE

HOW TO TREAT JAPANESE GUESTS AS THEY EXPECT

- Presented in November, 2007 and January, 2008 in Detroit and Ann Arbor.
- Over 100 members of the Hospitality Industry attended the seminar.

On-going Training

- Where Hospitality Works! will offer training seminars on a regular basis.

Hiring Right and Retaining Talent

Monday, March 31, 2008 8 am – 11 am

Somerset Inn, Troy, Michigan

- Presenter: James E. King, President and CEO of Hospitality Management Development and Training Center, Southfield, MI.

Other Initiatives

- Website:
www.WhereHospitalityWorks.org
- Connect employers to training.
- Research industry workforce needs.

Any Questions?





If you have any further Questions or
Comments, please contact us at:

RSA@michigan.gov

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