



## Guest Service Rock Star Retreat

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# Best Western Guest Service

## Rock Star Retreat!

Best Western Cotton Tree Hotel Group prides itself on leading the hospitality industry in superior customer care standards. We set ourselves apart through impeccable attention to detail and a highly trained staff who are personally invested in your stay. This includes anticipating guest needs, problem solving, making every phone call a Signature Call, knowing our properties, being well versed in brand standards and promoting The Gold Crown Loyalty Rewards Club.

The Cotton Tree hotel group recognizes the need to stand out in a heavily saturated market. The Front Desk is both the first and last impression for our guests therefore we have decided to offer additional Customer Service Training for all sixty five Front Desk Agents at each of our seven locations throughout Utah, Idaho and Wyoming. We are inspired by Guest Service Legends who will share the secrets of their success in a two day training retreat to be hosted by The Best Western Land Mark Inn - Park City, Utah. We invite you to share the afterhour's fun with your spouse/partner and children.

Attached is the workshop itinerary. We look forward to this exciting weekend of getting to know each of you and growing as a team.

# ITINERARY

## Friday July 17, 2014:

1:00pm: Workshop registration

2:00pm: Signature Calls

2:45pm: 15 minute break

3:00pm: Anticipating Guest Needs

3:45pm: 15 minute break

4:00pm: Problem Solving

5:00pm: Dinner provided by Café Zupas in the Aspen room. Families are welcome.

## Saturday July 18, 2014

8:30am: Doors open – Breakfast Buffet provided by Café Zupas

9:00am: Getting to know your property (People Turnoff if not educated)

9:45am: 15 minute break

10:00am: Brand Standards

10:45am: 15 minute break

11:00am :Best Western Rewards (Zone of indifference...make them loyal)

11:45am: Award Ceremony

12:00pm: Class dismissed! If you are joining us on the mountain for a day of fun please meet in front of the ticket office at 1 pm.

## Explanation Of Activities Day One

**Anticipating Guest Needs:** For this module we will be playing a connect the guest to the room type – each front desk agent will be given a paper with images of a guest and descriptions of room types. The objective is to draw a line from the guest to the room type that would be most likely connected to them. The guest agent to complete the game first may take a grab bag.

**Problem Solving:** This activity will be role playing, we will divide the class into groups of four giving each team a scenario where two guests have two separate complaints and two front desk agents are expected to resolve their complaints. This will be a role playing activity in front of the class and will be judged by applause from their peers. The team of four receiving the loudest applause for their performances will each be allowed to choose a grab bag!

**Signature Calls:** We will play the telephone game for this module. We will split the class in two and the instructor will whisper a message in the ear of the first person in each team, the message is to be passed along one person at a time by means of whisper only until the two teams' last team mates have received it. When the last team mates have received the message they are each to come to the front of the class and say aloud the message they were conveyed. The team who was closest to getting the correct message will receive \$5 Target gift cards.

## Explanation Of Activities Day Two

**Getting to know your property:** This module will be best learned by the memory game. We will go over room types and ways to remember them before teams of two are selected and given a baggy of 1 inch papers that have either a room number or a picture of room type. Example: One king bed or two queen beds. The pictures and room numbers are to be placed face down on the table and the two opponents will play the memory game. There will be an odd number of matches so that only one winner is possible from each team. The winner from each team will receive a \$5 Starbucks gift card.

**Brand Standards:** We will play Basketball for this activity. There will be two little tykes hoop and balls set up in the conference room. The instructor will divide the class in two and line each team up behind the hoop. The instructor will call out a question regarding brand standards to the first players in line, the first to answer may shoot a hoop if they make the shot they earn a point. The player who did not answer first will move to the back of the line without a turn at shooting. The game will continue until all questions have been answered correctly. The team with the most points at the end of the game receives a Best Western coffee mug and a box of hot cocoa.

JULY  
17-18



PLUS  
CottonTreeInn 

## Front Desk training retreat

*Park City Mountain Resort July 17-18*

Come join us for our annual Front Desk Training Retreat at the Park City Mountain Resort! This year's retreat will be packed full of fun and exciting games, food, and a free nights stay at the resort! Feel free to bring your families because there is plenty of fun things to do near the resort. We are also offering 2 free day passes for the Alpine Slide, Zip line, and the Alpine Coaster, and much more! Dinner and Breakfast will be provided by Café Zupas.

**Registration starts at 1 PM and Class starts at 2 PM**

**Best Western Plus Landmark Inn - 6560 N Landmark Dr, Park City, UT 84098**

**(435) 649-7300**



# “Rock Star Retreat”



**PLUS**  
**CottonTreeInn**

**July**

**17<sup>th</sup> & 18<sup>th</sup>**

## ACCOMMODATIONS AVAILABLE:

- » Breakfast, lunch, and snacks included
- » On-Site Lodging
- » Ending training with 2 Full Day Passes to:
  - Alpine Slide
  - Zip Lines Scenic
  - Lift Rides
  - Adventure Zone
  - Climbing Wall
  - Alpine Coaster
  - Mountain Biking & Hiking
  - Legacy Launcher
  - Little Miners Park
  - Miniature Golf

**Mark your calendar and don't miss out on this fun weekend training retreat!!!**

**Best Western Plus Landmark Inn**  
**6560 N Landmark Drive**  
**Park City, Utah, 84098**

**CAFÉ**  
**ZUPAS**

**Registration starts at 1pm**  
**Class starts at 2pm**

# Sources

Mybestwestern.com

<http://www.desk.com/customer-service/training-tips>

Best Western I- Care Training Book