

Every relationship in life, good or bad, starts by making a connection.

The Ramada Worldwide Six Commitments

iam Ready

iam Anticipating

iam Making a Connection

iam Aware

iam Delightful

iam Appreciative

Guest Testimonial

I stayed at the Ramada Fredericton, New Brunswick last July. While driving home the next day, I realized that an envelope with \$239 was missing. Not knowing exactly where I had lost it, I called the hotel hoping that they had found it.

To my astonishment, it had been turned in by Delcina Wilkins, the executive housekeeper. Michelle Phillips, the Comptroller, was most helpful in returning the money. I cannot overstate my admiration for their honesty and integrity. – Penny Carson, Woodstock, Connecticut.



Making A Connection: This Month's Commitment Spotlight.

In the last two editions, we discussed being “ready” and “anticipating.” Now it is time to discuss “Making A Connection.” All of us need to recognize that our jobs are essentially about communicating. With effective communication, you will make a connection to another person – guest, co-worker, vendor, etc. The proper body language, tone and choice of words become essential.

Recognize that you are part of a team that needs to provide the guest with a memorable stay! A recollection is all that guests can take with them. Assuring that the guest has an unforgettable stay cannot be accomplished without first “Making A Connection.”

Making A Connection Creates Loyalty

Everyone who walks into your lobby has just been on an adventure. Whether it is with a briefcase in hand or kids in tow, they are likely tired, harried and anxious to start their stay. In all likelihood, they have extremely high expectations.

We live in a stressful world. It moves fast. For most of us, it sometimes seems like we have no control. Many times, the most reliable elements in travel are the brands we choose for lodging.

In order to be the brand of choice with a guest, we have to strive to “Make A Connection” with everyone we serve. That begins with effective communication.

Guests generally remember how they were greeted, acknowledged and thanked. Warm welcomes, a lot of personal attention, and a simple conversation typically foster an emotional connection.

Once a comfortable line of communication is created, you will likely get a clear understanding of what a guest expects. That makes it a lot easier to help the guest and ultimately creates a memorable experience.

Remember, top quality hospitality is all about making guests feel as if they are not just any other guest.

Call Training to see how you can set up you own personalized iam training session at your property: (888) 575-4822

Best Practices

With the Summit Fire destroying homes and charring 3,500 acres, firefighters from all over were called away from their local stations and sent to the front lines. That so happened to be within the vicinity of the Ramada Morgan Hill, CA.

This fire caused road closures and extensive evacuations. Area lodging facilities were booked to full capacity. The Ramada in Morgan Hill did more than its part by providing countless fire fighters with a warm, comfortable and inviting place to rest and recuperate during shift changes.

Ken Lowe (pictured above with front desk employee Teresa Bettencourt) of the California Department of Forestry and Fire Protection took time to thank Regional Manager Tracey Thompson and her staff:

“Your hotel’s willingness to provide lodging to our fire personnel was tremendous. Your support helped our firefighters to stay energized as they protected lives and homes in the surrounding community.”

Considerations For Living The Commitment: “I am Making A Connection”

General Behavior: Initiate a verbal exchange with everyone you pass in the hotel - internal and external customers. Keep in mind a list of light topics such as the weather, traffic or holidays.

External Customers: Always greet guests with a simple hello, smile or nod. Inquire about their stay and ask if there is anything you can do for them. Take responsibility for every problem or unfulfilled need brought to your attention. Assure guests that you are doing everything possible to make things right. If you overhear them state a need or desire and you can fulfill it, do so without letting them know ahead of time. Strive to make each guest feel at home.

Internal Customers: Treat all team members like family. Take an interest in their lives. Ensure that their birthdays are acknowledged. Celebrate special days or occasions (holidays, anniversaries, milestones) in the staff room.

Web Surfers: Blogs have become one of the most effective ways to connect with Internet users. A blog is a regularly updated Web page where writers post articles for personal or business use. A blog is a way to keep your guests up to date on the latest happenings at your hotel. It is this informal setting that 'conversational marketing' occurs, and relationships are built with the public.

Tell us about your iam implementation success story. Send us an e-mail at...iamramada@wyndhamworldwide.com.

Your best practices and property could be highlighted in our next newsletter!

Anticipate Using This Newsletter As A Learning Tool

- Thoroughly review the newsletter and get familiar with the contents.
- Set aside 15 minutes for a department meeting, lineup, or all-employee meeting. Write three of the most important points you want to share on a flipchart or dry erase board.
- Review all Six Commitments and pledge with employees. Then review your key points from this newsletter.
- Ask and solicit ideas from employees on how to improve in the newsletter topic area.
- Ask employees to pledge to engage in one specific action through which they can live this commitment.

Watch For Our Weekly iam Inspirations on MyPortal Every Monday!

1 Sylvan Way, Parsippany, NJ 07054

Submissions: E-mail iamramada@wyndhamworldwide.com

