

Guest Relations In the Trenches And Now in The Cloud

In today's times guest relations are no longer just word of mouth they now can travel at the speed of sound on the internet. Between Facebook and Yelp we have to be more proactive now than before. I always look at an upset guest as a fire their anger doubles in size every minute. Now that anger and disappointment can be shared with thousands of potential guests in mere seconds.

On the ground

So the first thing we need to do is keep our guests from becoming angry in person. The easiest way is the the three A's of guest service.

A Apologize... " I'm sorry we didn't live up to your expectations"

A Accept.. " Please tell me what happened."

A Advocate.. " I'm going to look into to this to figure how to fix it."

Just by apologizing to our guests goes a very long way to make them satisfied. Others will need more and it's important to follow up with them. When they are there at the event ask them for their cell number so you can follow up and notify them. If it's something you can take care of the problem right now take care of it. It is also just as important to follow up to see if it's something that needs to be fixed, get it fixed.

On the Internet

This is done the same way but through the internet. All of us should have someone to monitor your Facebook page and check your Yelp page during the whole event. This is critical because something can surface and it needs to be taken care of immediately. Again when someone posts something Apologize, on the platform "I'm sorry we let you down, can you email me the details." then ask them to email you directly what happened. I would set up email accounts like FB@anyfair.com and Yp@anyfair.com so you can see where it came from and be able to react to it. Then you can deal directly with the guest and not all of the Internet. You can't win an argument on the internet with anyone so it's best to move it to emails. Some

people just want to be heard. Also having them write it down sometimes they will think it's petty and not do it. Other times it's better to have it so if they decide to inflame in the Internet you will have the original problem in writing from them.

In this world of customer service from the likes of Walmart and Costco the first thing people will want is their money back or something for free. Again we have to be careful with this because whatever you do for them people will hear about and expect the same and every guest interaction is different.

Guest relations in today's times with the internet becomes an exercise in public relations and marketing. As people will see all of the comments on the web they are also looking to see how you respond and how quickly you respond.