



# Learning Objectives

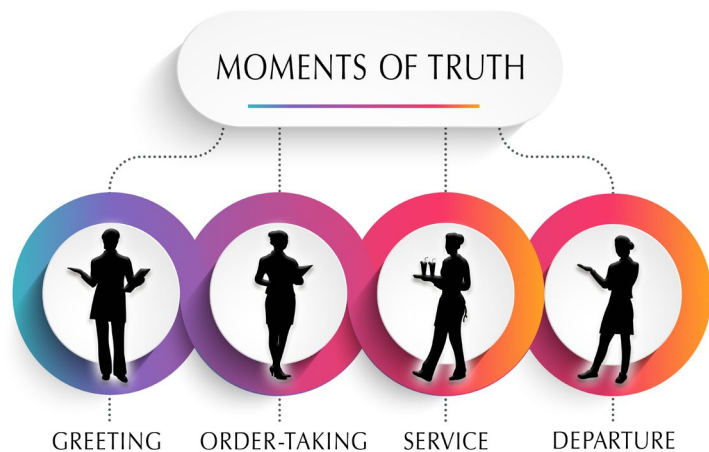
- The hospitality “moments of truth”



# Learning Objectives

- The hospitality “moments of truth”
- The critical moments for building satisfaction and safety





HOSPITALITY is creating a social space for people to dine, drink, listen to music, dance, and shop





# MOMENTS OF TRUTH





## GREETING

Assessment  
Appearance







## GREETING

### Assessment: Alcohol

- Signs of Immaturity
- Signs of Intoxication





## GREETING

### Appearance

- Listen
- Eye contact
- Neat appearance
- Smile
- Observe







## ORDER-TAKING

- Product
- Person
- Promotion





## SERVICE

- Communication
- Pacing
- Monitoring
- Response
  - Impairment
  - Intervention
  - Win-win Resolution







## DEPARTURE

- Gratitude
- Satisfaction







