

Character First

### Hospitality – What That Means to Our Customers

Typically when we think of hospitality we think of sharing food, our time, our home. When it comes to customers it is showing a genuine, personal interest in them and acknowledging their needs. Facts show that the majority people do not take their business elsewhere do to dissatisfaction with quality or price; it is due to a poor personal encounter. If they perceive someone as being rude to them or indifferent; they take their business elsewhere.

Think of your own experiences. If you go into the grocery store and the clerk remembers your name and greets you even if you are in another line, does that make an impression? How about when you go into a doctor's office and they offer you a cup of coffee and keep you updated on when the doctor will be with you. It changes your experience. You remember those things and continue doing business with them because they care.

According to Shannon Warren "Hospitality is at the heart of a company's ability to offer good service. It requires the capacity to be truly interested in the customer and a willingness to make reasonable sacrifices for the best interest of that customer. Ultimately, this will result in building trust and sustainable relationships."

Giving a little extra time and attention goes a long way to help set a company apart from its competition.