



Providing Quality Service: What Every Hospitality Service Provider Needs to Know

William B. Martin Ph.D.

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Confronting the challenge of delivering quality service, this complete guide to success for existing or potential hospitality service providers outlines a comprehensive quality customer service action plan for the full spectrum of service provider roles. The manual provides principles, methods, and skills, as well as application interaction exercises to help hospitality operations providers achieve their goal of quality service. The author outlines customer service fundamentals including winning with the customer, defining “quality” in quality service, the system side of service and the human side of service, four basic customer service needs, selling that sells, and gracious problem solving, plus self-assessment exercises. For service providers and trainers.

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