

What is Hospitality? It's...

- 1 The art of making that personal connection.
- 2 *Knowing what business you're in.*
- 3 Understanding it's not just a uniform.
- 4 *Something invisible that can make a memorable impact.*
- 5 A history lesson all of us can use.
- 6 *Doing the little things to make customers feel more valued.*
- 7 Asking for feedback on how to improve their experience.
- 8 *Looking for ways to personalize the experience.*
- 9 Giving people the right perception of you.
- 10 *Building peace of mind.*
- 11 Putting yourself in their shoes.
- 12 *Being empowered to take care of the customer.*
- 13 *The culture of your organization.*
- 14 The leadership in your organization.
- 15 *Giving 2% more in appreciation.*
- 16 Always looking for ways to WOW!
- 17 *Knowing the balance between hi-tech and hi-touch.*
- 18 Practicing active listening with your customers.
- 19 *Being the best or being the favorite.*
- 20 Being genuine, sincere, and thoughtful.
- 21 *Part of Customer Service 101, except it's not 101 any longer.*
- 22 The second impression being just as powerful as the first one.
- 23 *Providing it even while paying more for products (and getting less service).*
- 24 Striving to become "Rememorable."
- 25 *Turning your customers into Brand Ambassadors.*



BOB KEYNOTE, CONFERENCE,
and CORPORATE SPEAKER
PACANOVSKY
Creating an impression that LASTS!

Bob Pacanovsky works with organizations who want to achieve the highest levels of **Service Excellence & Hospitality** to attract and retain more customers and employees.
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