

# THE ART OF EXCEPTIONAL SERVICE

Elevating service through mindset, habits, and heart.

PRESENTED BY JTS HR CONSULTING



# LEARNING GOALS

- What separates exceptional service from “good enough”
- How emotional intelligence impacts customer/guest experience
- Proactive service skills - anticipating needs
- Handling challenges + service recovery
- Daily habits that build a culture of excellence



# EXCEPTIONAL SERVICE = EMOTION + EXECUTION

- **IT IS NOT ONLY:**
  - Completing tasks
  - Being polite
  - Following procedure
- **IT IS:**
  - Human connection
  - Genuine care
  - Memorable moments

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

*Maya Angelou*



# MOMENTS THAT MATTER

## Greeting First

Start every interaction with warmth, eye contact, and a sincere, heartfelt welcome.

## Body Language

Your posture, smile, and presence speak before your words do – show customers you're here for them.

## Anticipate Needs

Notice details, read cues and take action before the customer has to ask.

## Offer Solutions

When an issue presents itself, provide helpful options with confidence to make the experience effortless.

## Follow-up

Follow-up to confirm their needs were met and they feel satisfied and genuinely cared for.

## Warm Farewell

A heartfelt farewell and “thank you” ensures customers leave feeling valued and remembered.



# ATTITUDE FIRST – SERVICE FOLLOWS

## Daily mindset habits:

### **Choose Positivity**

Bring an uplifting attitude to every interaction – your energy sets the tone for the customer experience.

### **Curiosity creates connection**

Be genuinely interested in each customer so you can understand their needs and personalize their experience.

### **Be fully present – notice details**

Stay present, observe carefully and let details guide exceptional service.

### **Own outcomes – no passing the buck**

Take responsibility and follow through – customers should feel supported from start to finish.

### **Take Pride in service excellence**

Bring pride to every interaction – excellence is a habit, not a task.

### **Service begins before words are spoken**

Customers feel your warmth and professionalism before you speak – your presence sets the tone.

point of  
**Attitude**  
manner in  
emotion,  
the perf



# BE THE REASON THEY DON'T NEED TO ASK

- **REACTIVE:**

- “Let me know if you need anything.”
- Waiting for response
- Task thinking

- **PROACTIVE:**

- “I notice you might need...”
- Anticipating Needs
- Experience thinking



# THE HEART OF EXCEPTIONAL SERVICE

## Emotional Intelligence Skills:

### Self-awareness

Understand your emotions and energy so you can stay centered, professional, and customer focused.

### Self-control

Respond with patience and composure - even under pressure. Your calm presence reassures guest and teammates.

### Empathy

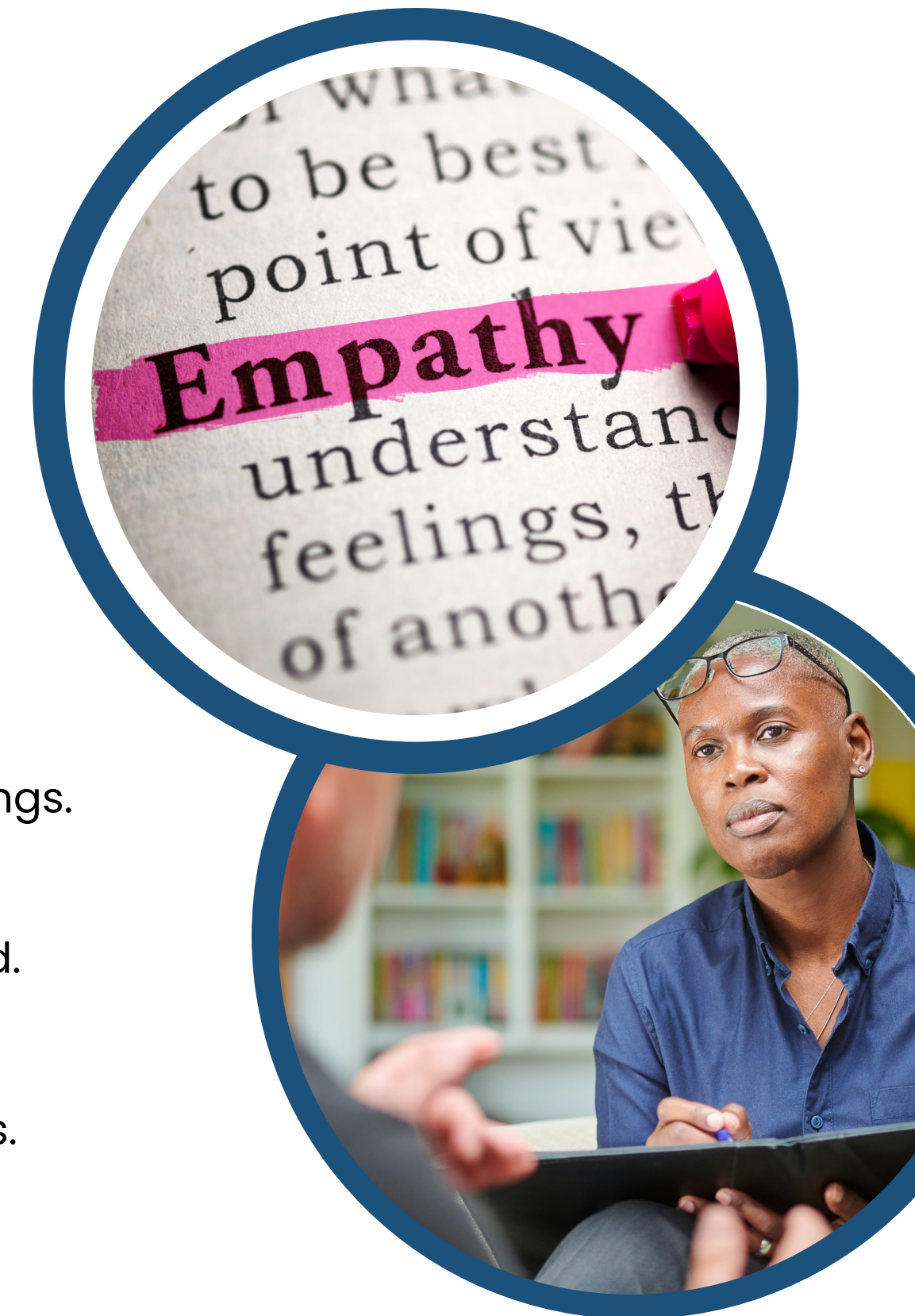
Show genuine care by seeing situations through the customer's eyes and validating their feelings.

### Active Listening

Listen fully - with eye contact, attention and intention, so customers feel heard and understood.

### Reading non-verbal cues

Notice body language, tone, and expression to understand how guests feel beyond their words.



# TURN CHALLENGES INTO TRUST

## Service Recovery Steps

### Listen fully

Give your full attention. Let the customer share without interruption so they feel heard and respected.

### Validate feelings

Acknowledge their experience and emotions. Show you understand why they feel the way they do.

### Apologize sincerely

Offer a genuine apology that takes ownership and shows care for their experience.

### Solve or offer options

Act quickly to resolve the issue or present thoughtful choices that restore confidence and comfort.

### Follow up

Check back to ensure the solution met their needs and the experience feels complete.



# LOYALTY IS AN EMOTIONAL DECISION

- **CUSTOMERS RETURN BECAUSE THEY FEEL:**

- Safe
- Known
- Valued
- Appreciated



**LOYALTY= EMOTION + MEMORY + TRUST**

# WE ALL SHAPE THE SERVICE CULTURE

## Build culture by:

### Consistent behaviors

Show up with the same high standards every day. Consistency builds trust and excellence.

### Positive Role modeling

Lead by example. Your actions teach others what great service looks like.

### Celebrating wins

Recognize and cheer on great service moments to reinforce what you want more of.

### Sharing success stories

Tell stories of exceptional service to inspire pride and spread best practices.

### Setting the standard – every shift

Hold yourself and others to excellence each day. Culture grows from what we practice, not what we say.



# SERVICE STORIES

**Break into small groups and discuss:**

## **Bad Service Moments**

A time you received poor service and will never do business with that place again.

## **Service Recovery Wins**

a time a company or team turned a bad situation into loyalty.

## **Group Reflection Questions:**

- What emotions did each experience create?
- What behaviors caused the outcome – positive or negative?
- How can we apply these lessons to our customer interactions?

## **Service Promise**

What one behavior or habit will you adopt to create WOW moments?



# THANK YOU

[Julie.Soltes@jtshrconsulting.com](mailto:Julie.Soltes@jtshrconsulting.com)

[www.jts-hrconsulting.com](http://www.jts-hrconsulting.com)