



7 Star Customer Service: Starting at the Top to Impact the Bottom Line

Presented by

Ruby  **Speaks**

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About Ruby

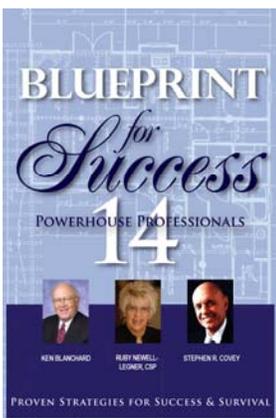
Ruby Newell-Legner, Certified Speaking Professional, founded RubySpeaks, Inc. in 1994 with a singular mission: To provide the hands-on training employees need to create a more customer-focused work environment where everyone can excel on the job. Over the last decade, she has presented more than 2000 programs in eleven countries and has shown tens of thousands of participants how to quickly improve workplace performance.

As an internationally recognized training expert in the Leisure and Entertainment Industry, Ruby helps organizations build better relationships: from front-line employees to customers, between co-workers and their peers, and from managers to the employees they supervise. She helps participants refine skills that make relationships work.

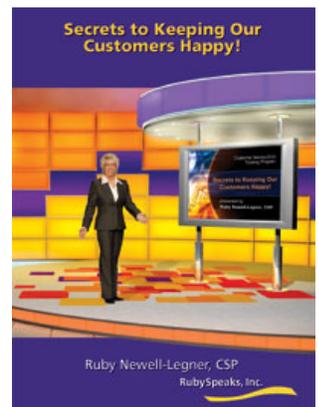
Ruby's high-impact trainings are based on 25 years as a front-line service provider and manager for aquatics and leisure facilities. With "in the trenches" practical know-how, Ruby has an uncommon level of experience that gives immediate credibility with leisure facility employees and allows her to offer suggestions and recommendations based on actual hands-on experience. Her clients include: Holiday World Theme Park, Royal Gorge Bridge and Park, Leisure Systems, Inc. (the official franchiser of Yogi Bear's Jellystone Park Camp-Resorts), Indiana Beach Amusement & Camp Resort, Camelback Ski Area, Camelbeach Waterpark, Good Times Emporium FEC, National Western Stock Show, Connecticut's Beardsley's Zoo, Glenwood Springs Hot Springs and Campgrounds of America (KOA).

Ruby's knowledge of industry best practices and customer service standards is one reason why many of the top leisure entertainment providers in the world have asked Ruby to provide guest relations staff training in venues such as Six Flags Amusement Parks, Wild Wadi Water Park in Dubai and for major events that include Super Bowl XLI, the Grey Cup, the 2008 US Open (tennis) and the 2010 Olympics. Her clients range from NFL, NHL, NBA and MLB stadium & arena management staff to leaders in municipal government to Jumeirah Group, the Dubai, United Arab Emirates, based luxury hospitality group that owns the Burj Al Arab, frequently referred to as the only seven-star hotel in the world.

Ruby is a Certified Speaking Professional, a designation bestowed by the National Speakers Association to less than 600 speakers in the world. She also serves on the NSA Board of Directors. Her new book, **Blueprint for Success**, coauthored with Ken Blanchard and Stephen Covey was published in June 2008.



Ruby's Customer Service DVD Training System -
"Secrets to Keeping Our Customers Happy!"
now available at www.RubySpeaks.com



“The greatest danger for most of us is not that our aim is too high and we miss it,
but that it is too low and we reach it.”
– Michelangelo



Burj Al Arab, frequently referred to as the only seven-star hotel in the world located in Dubai, United Arab Emirates www.Burj-Al-Arab.com operated by Jumeirah Group www.Jumeirah.com

Vision	To be a world class international hotel and hospitality company, committed to being the industry leader in all our activities through dedication to our customers and colleagues.	
Hallmarks	I will always smile and greet our guests before they greet me. My first response to a guest request will never be no. I will treat all colleagues with respect and integrity.	
Guiding Principles	Integrity	We act with honesty and sincerity in everything we do. We say what we mean, do what we say and build confidence in our team.
	Teamwork	We work towards common goals through open communication, mutual support and win-win attitudes. We respect our differences and build upon our strengths.
	Recognition	We ensure that people's individual needs and successes are supported and recognized.
	Innovation	We are open minded, challenging conventional thinking, improving our processes and implementing new ideas faster than our competition.
	Continuous Growth	We provide an environment where our colleagues and our business can flourish and grow.
	People Focus	We focus on our colleagues, customers and business associates and they acknowledge us as preferred partners.



The following criteria
help achieve a
7 Star Status
from Ruby's Perspective:



1. _____ is identified, embraced and promoted throughout the organization's mission, vision and values statements.



2. The organization's _____ instill positive customer service through all their dealings with job candidates, new hires and current employees.



3. Time and effort is taken to understand the nature of the organization's

_____.



4. Every team member is _____ about every aspect of the business and knows the role they play in the overall picture.



5. Everyone throughout the organization understands the

_____™.

Movie Theatre Example *	Your Example *
Review information about movies and decide what movie to see	
Get Directions and Time Schedule	
Find a parking space at the theater.	
Wait in line to buy a ticket.	
Purchase your ticket.	
Enter the movie theater; give your ticket to the ticket taker.	
Wait in line to buy popcorn and soda.	
Pay for your food.	
Go to the restroom before the movie.	
Go into the theater and find a seat.	
Sit and watch the movie.	
Leave the theater and go back to your car.	
<p><small>* Adapted from a definition by Wachovia rated #1 in Customer Satisfaction www.Wachovia.com</small></p>	

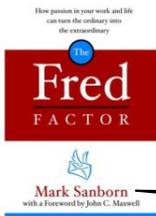


6. _____ are documented for each step of the Cycles of Service™.

Step in the Cycle of Service™	Emotion we want to elicit during this step	Standards of Service



7. The _____ between departments promotes a “we are all in this together” approach to serving each customer.



Paperback Book Title: *The Fred Factor* by Mark Sanborn

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“Nobody can prevent you from choosing to be exceptional.”