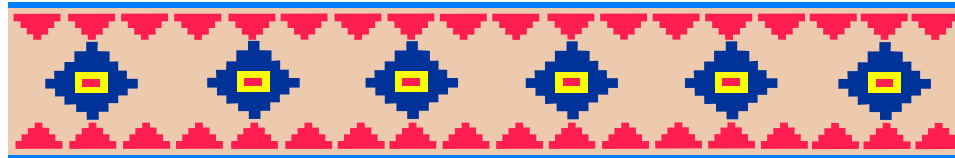


Incorporating Asian Values In your Service Training

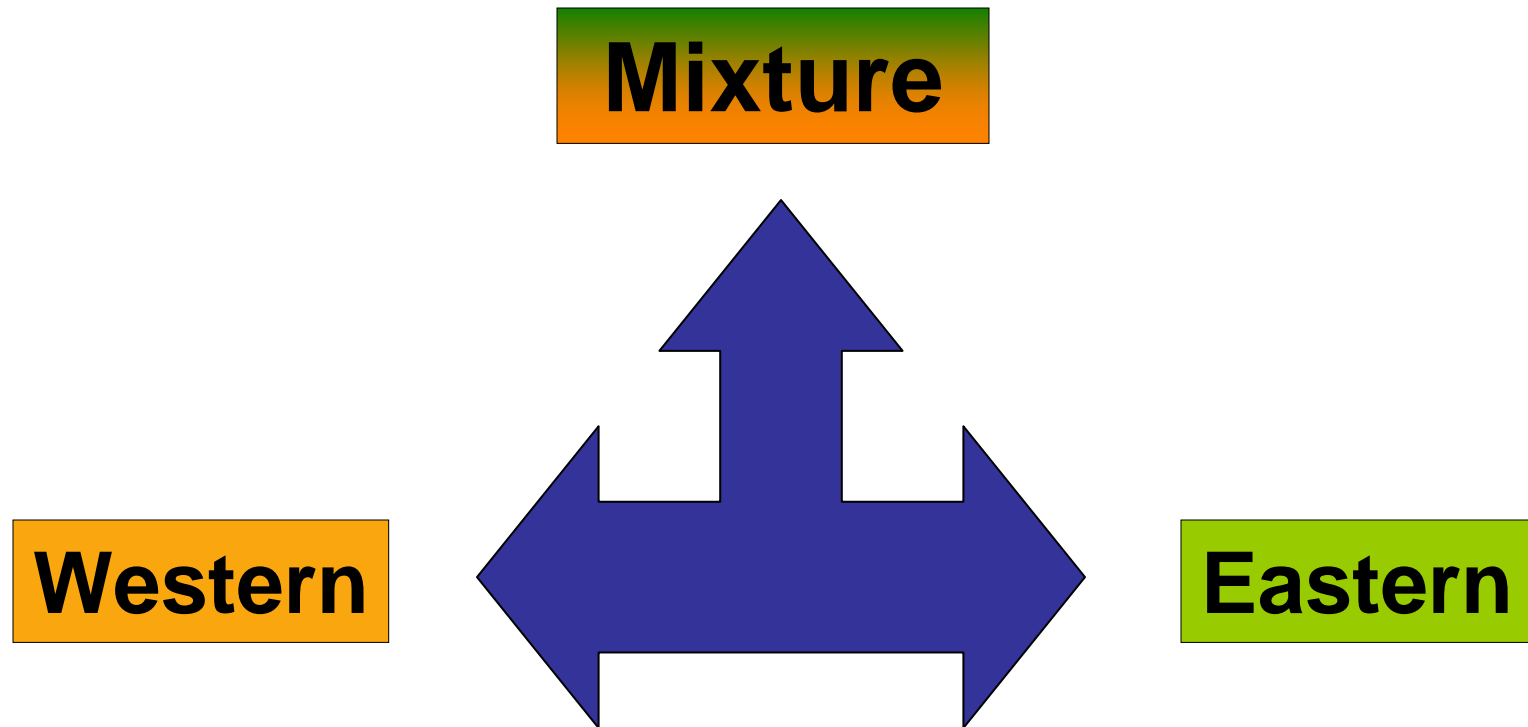
Thursday, 11 June 2009
Asian Attraction Expo 2009
COEX Seoul, Korea
Presented by: Ng Lee Li (黄丽俐)

Agenda

- Introduction
- Understanding Key Asian Values
- Parameters of Service Training
- Enhancing Service Training



Can Asians be less-Asian?



Finding a balance between East and West

Concept of Self

East Vs West

- Interdependent
- Conform to others
- Identify from connection to others
- Self criticism/denial
- Focus on negative
- Delay gratification

- Independent
- Autonomous
- Unique and separate from others
- Self enhancement
- Focus on positive
- Instant gratification

Concept of Learning Vs Training

Learning (for self) Continuous	Training (for company) Task specific
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"Learning for the sake of self"

"Learning to be Human"

From Confucius' Analect

Concept of Learning Vs Training

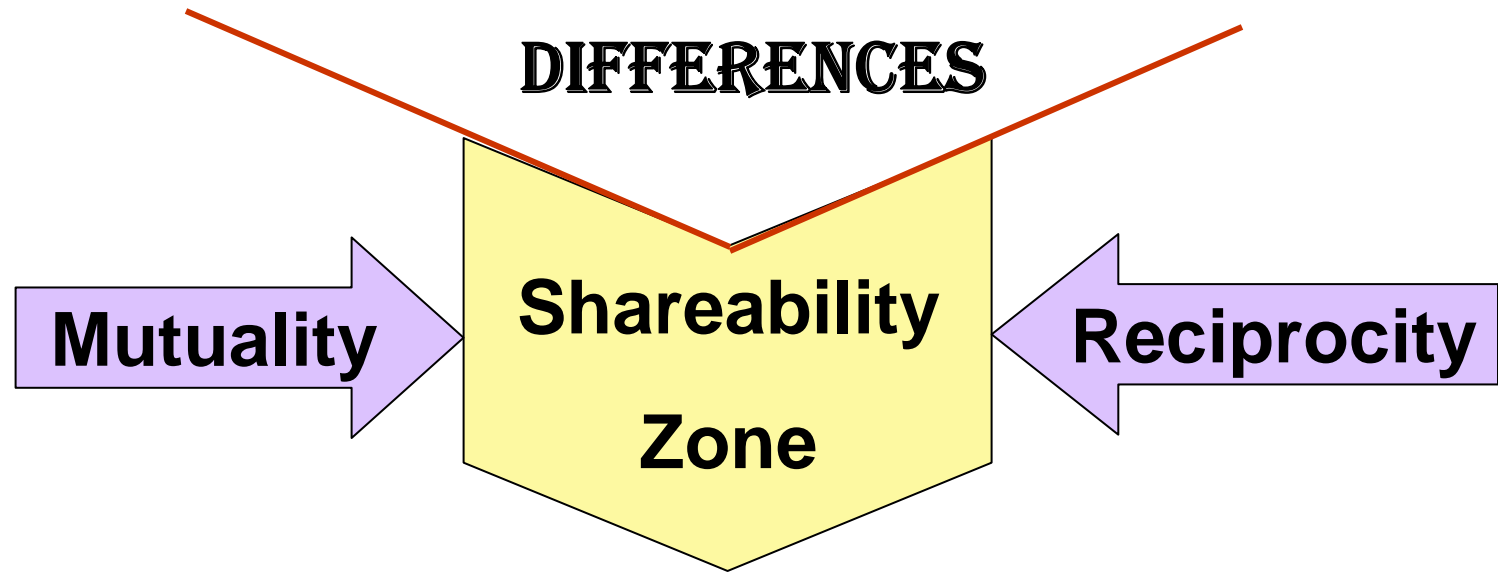
Ritualise Training for Better Learning

- Rituals = **Discipline** of the body
- As a response to **standards** that one inspires to be in society
- Involves verbal & non-verbal **communication**
- Imitate the **intention** and the **spirit**

Key Elements of Confucianism

- Five Ethical codes (*Wu Lun*)
 - Determines how humans **relate** to each other
 - Determines the social **order**
 - Determines the **way** of life
 - Emphasize **commonality** rather than differences.
- Focus on share-*ability*, mutuality and reciprocity (point of convergence)

To Establish Commonality

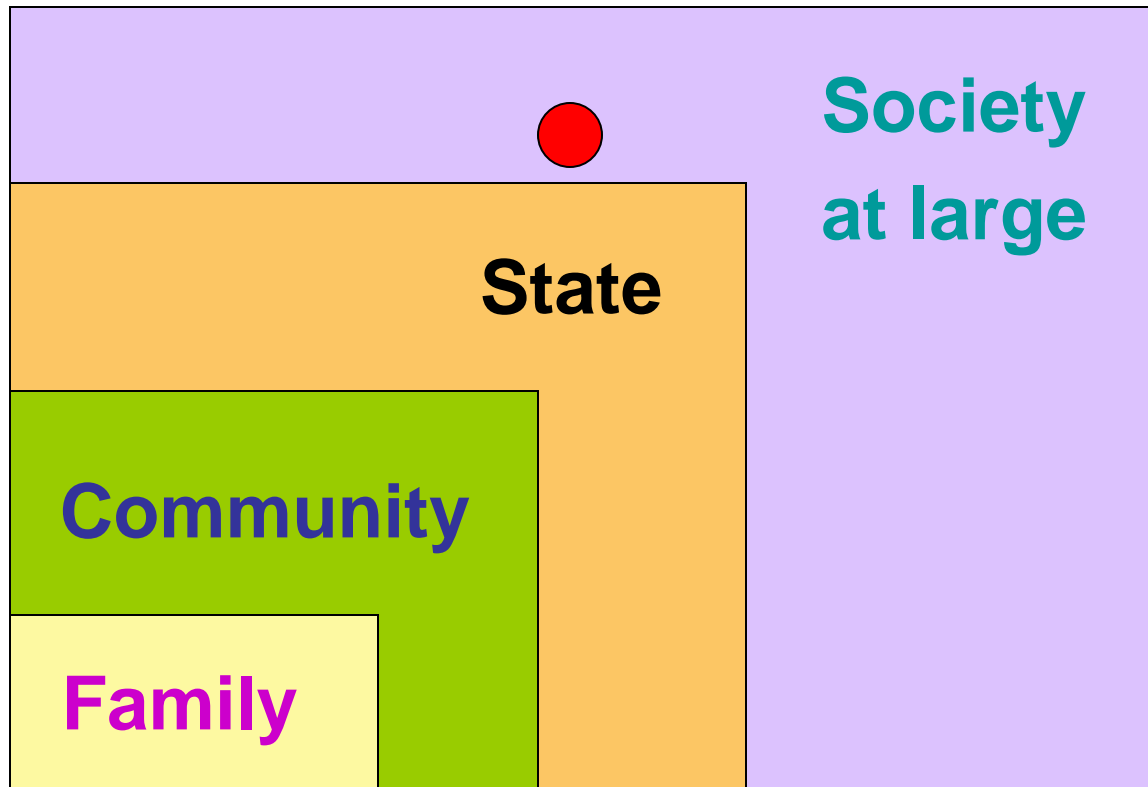


Individual Vs Communal Needs
Right Conscious vs Duty Conscious
= Group consensus & surface harmony

Understanding relationships

- **SELF** is the **sum** of its relationships and centre of all relations
 - But it is not reducible to the relationship themselves
- Relationship is an **open** system
 - Ever expanding and ever **growing**
 - Always open to other dimensions of human **relatedness** and human **experience**

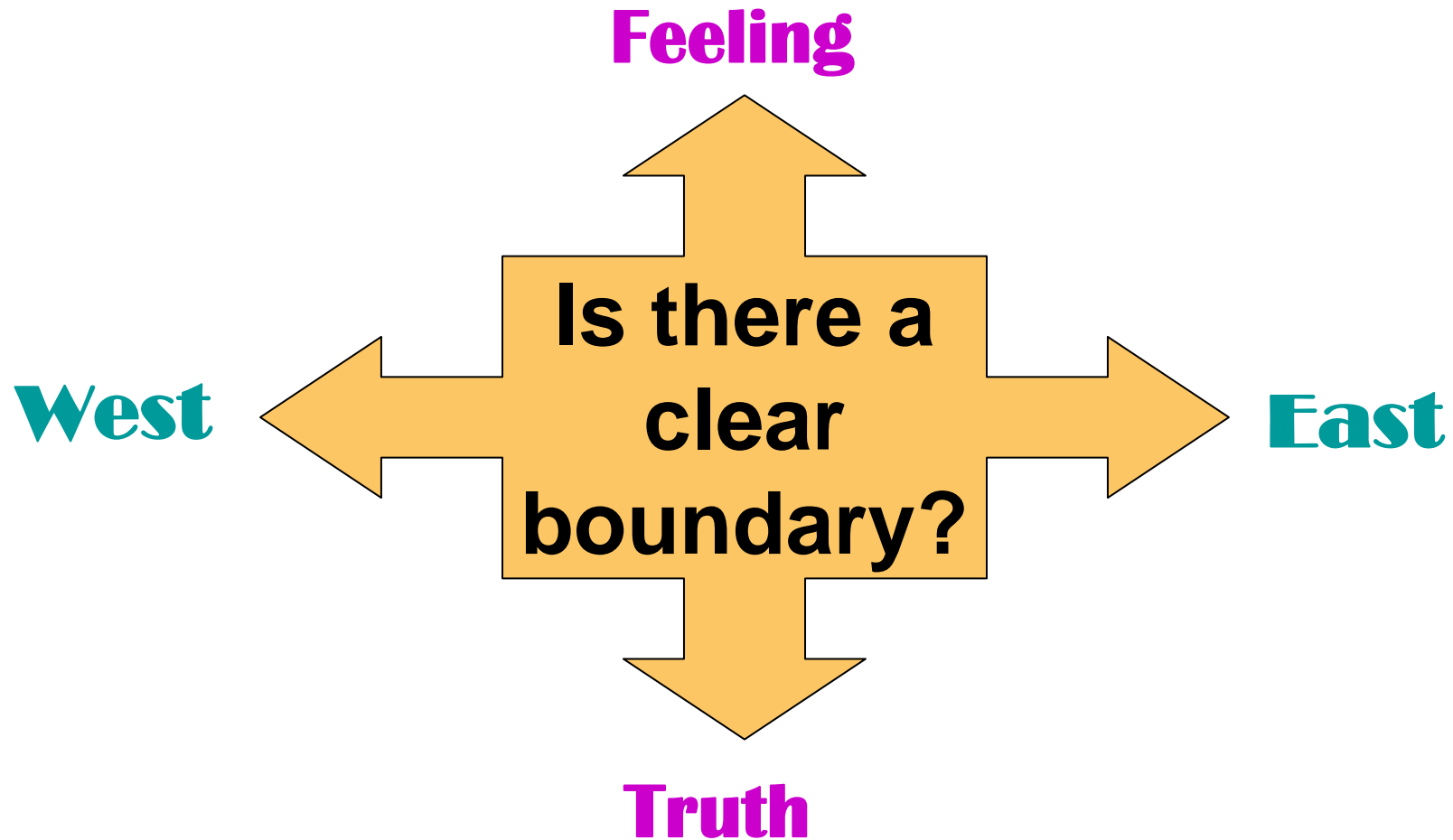
Structure of Relationships



Where is
workplace
or
customer
positioned
?

Emphasize COMMONALITY Vs differences

Understanding Relationships



Understanding Relationships

- Management of Feelings
 - Feelings as the basis for behaviors & attitudes
 - Used as a weapon or a refuge
- Principle of Truth
 - Not based solely on facts and logic
 - Truth can be tailored (situational)
 - Personal consideration always comes first

Vs logical & fact minded?

Understanding Relationships

- Focus on feelings & emotions
 - Different expectation in public and in private
 - Avoid any factor that disrupt the order of any society (cultural intelligence)
 - Face reading and cultural telepathy

peace-of-mind-factor



Understanding Relationships

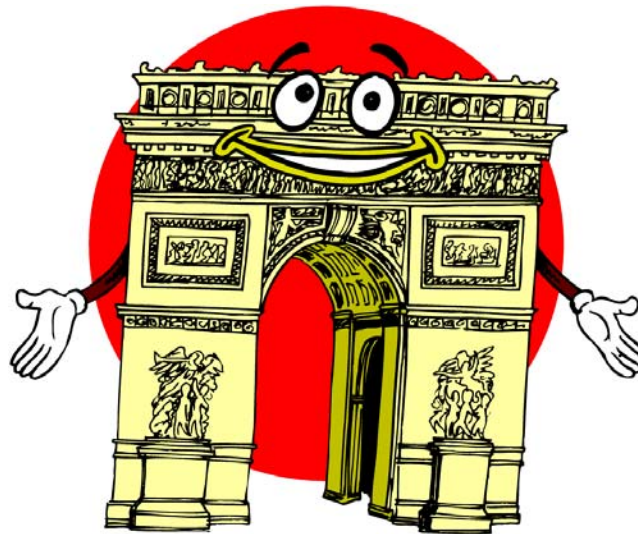
- Learning to be sensitive
 - Conscience + Conscious
 - Seeing + Feeling

A strength or weakness?



Common & Uncommon Parameters & Understanding

East



West



East Vs West at the Workplace

- Long time to decide
- Short time to implement

= Collective Responsibility

- Short time to decide
- Long time to implement

- Shame Culture
- Internal moral standard

= Guilty by Association

- Guilt Culture
- External moral standard

East Vs West at the Workplace

Authority Vs Power

- From Natural Social Order
- Associated to the notion of WORTH
- Ritualised power established thru influence

- From Legal System allowed to exercise & function
- Can be given rather than earned
- Implies coercion
- Invites abuse

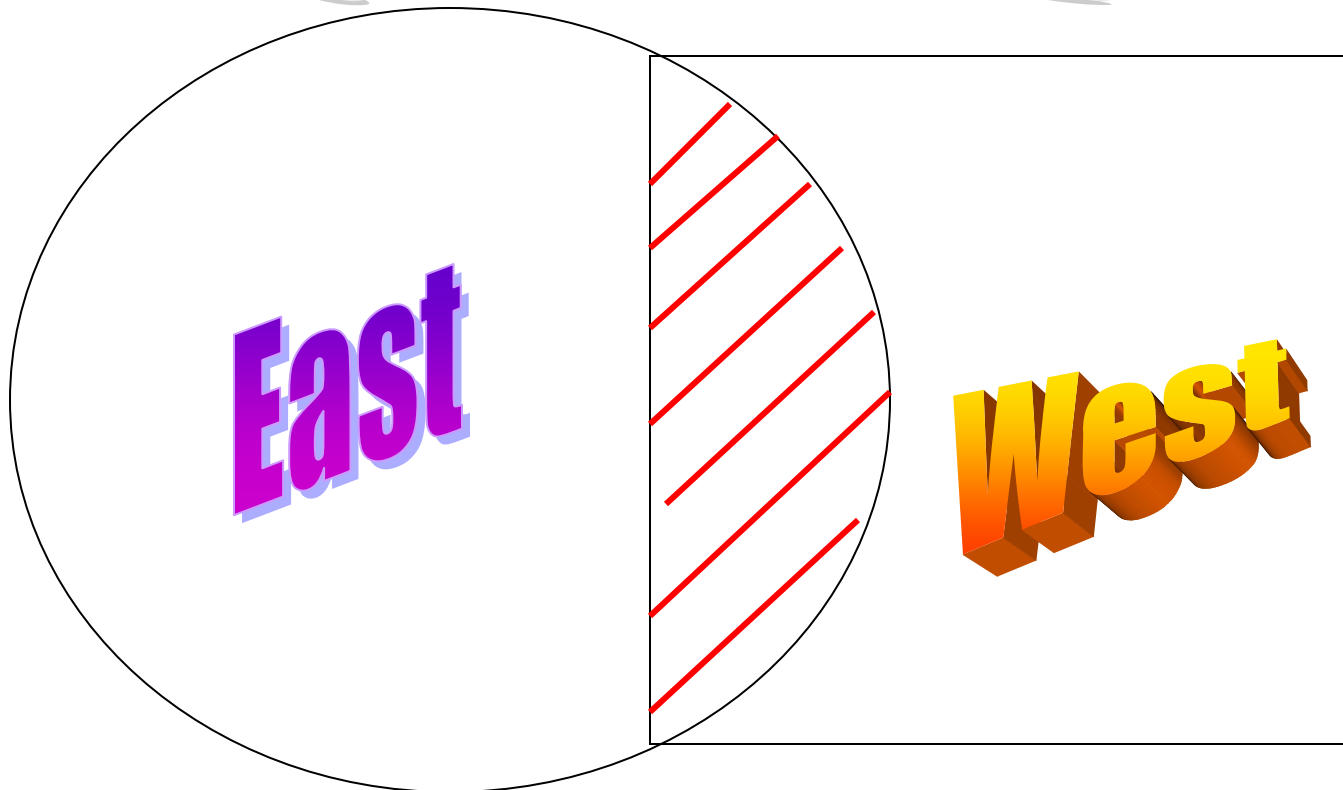
Typical Service Training Topics

- o Establishing Good Relationships
 - o Building Rapport
 - o Working in Teams
- o Service Journey
 - o Customer Satisfaction
- o Being responsive
 - o Creating Value
 - o Empowerment



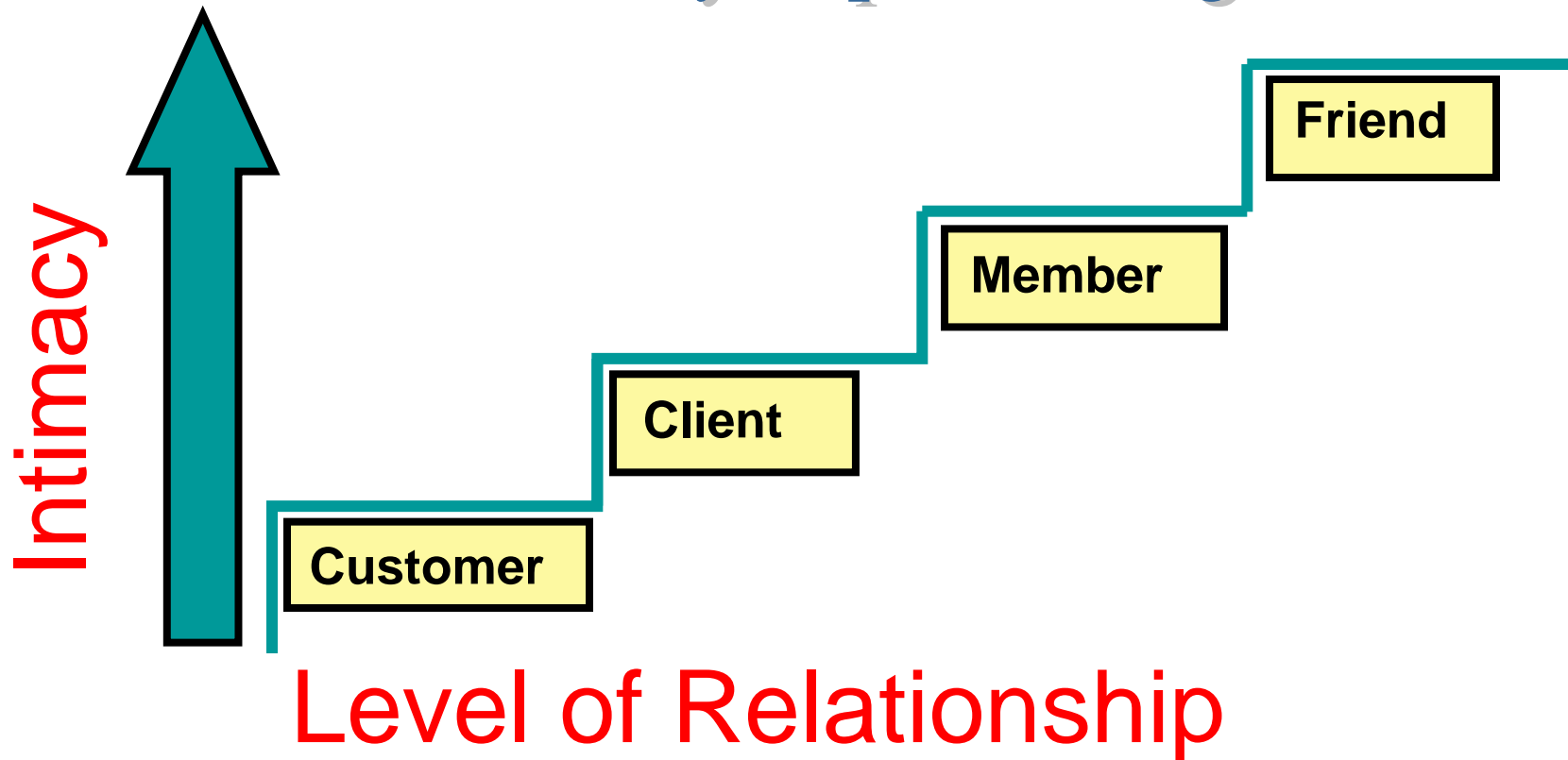
Making that transition....

Finding the middle ground



Building Rapport

Where do you place the guests?



The Service Journey

Well defined Service Experience

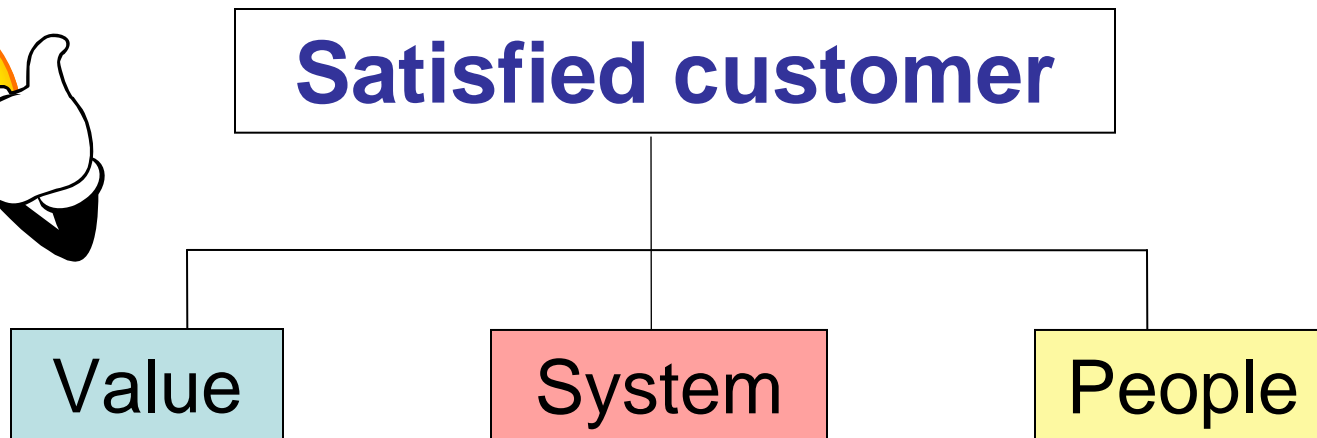
**Thinking
about it**

Many touch
points in between

**Memories
of the trip**



Dimensions of Customer Satisfaction



There are many ways
to delight our customers



Enhancing Service Training

1. Redefine Service Experience
2. Change & Modify Behaviour
3. Creating Value
4. Recognise what buyers want

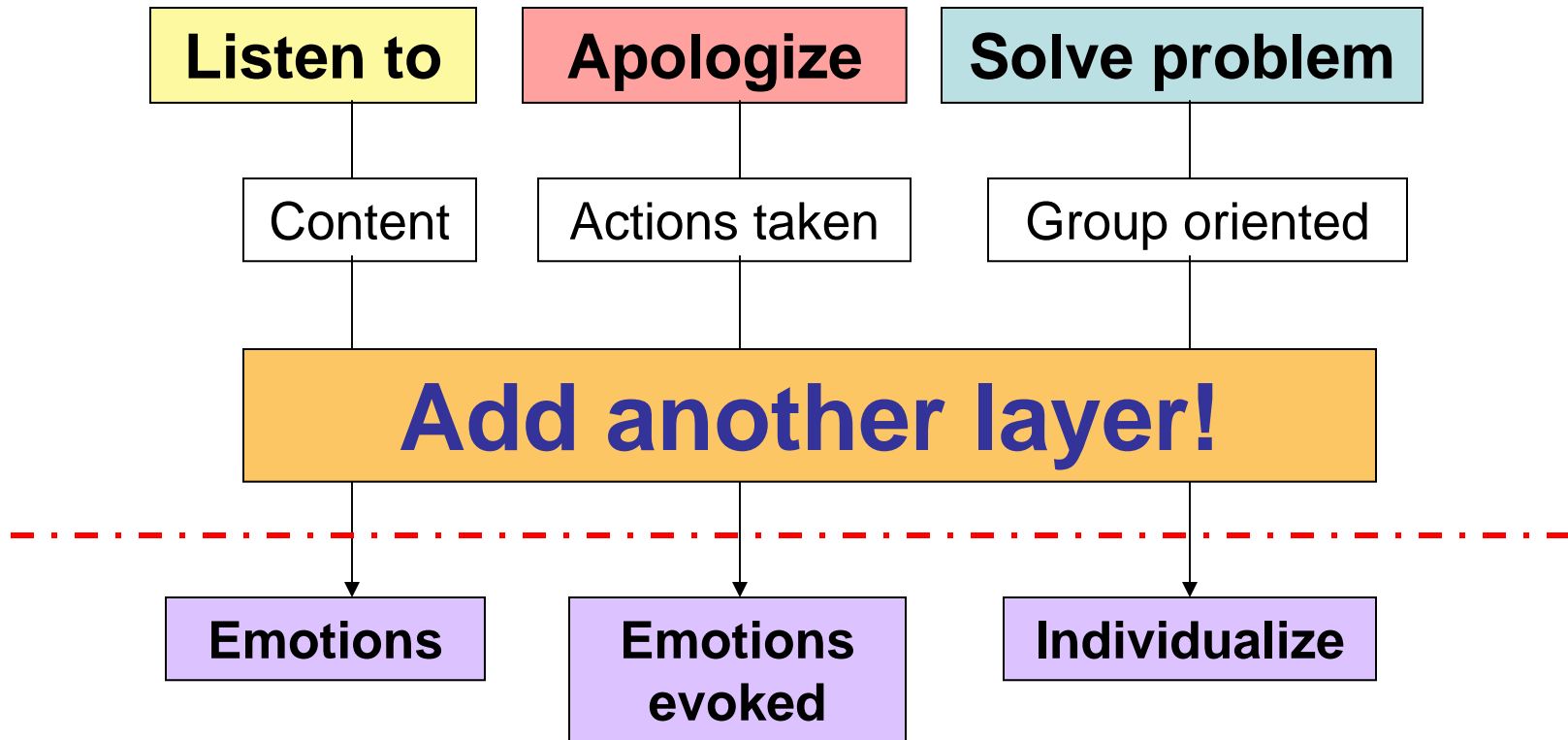


Redefine the Service Experience

- Design Arrival Experience
 - NOT Front Desk Experience
- Design Room Experience
 - NOT Housekeeping Experience
- Train for Service Experience
 - NOT for service tasks
- Train across Divisions
 - DON'T train by department functions
- Define Roles and Responsibilities
 - DON'T describe the duties and assignments



Example: Dealing with Dissatisfied Customer



Example: Handling Angry Customer



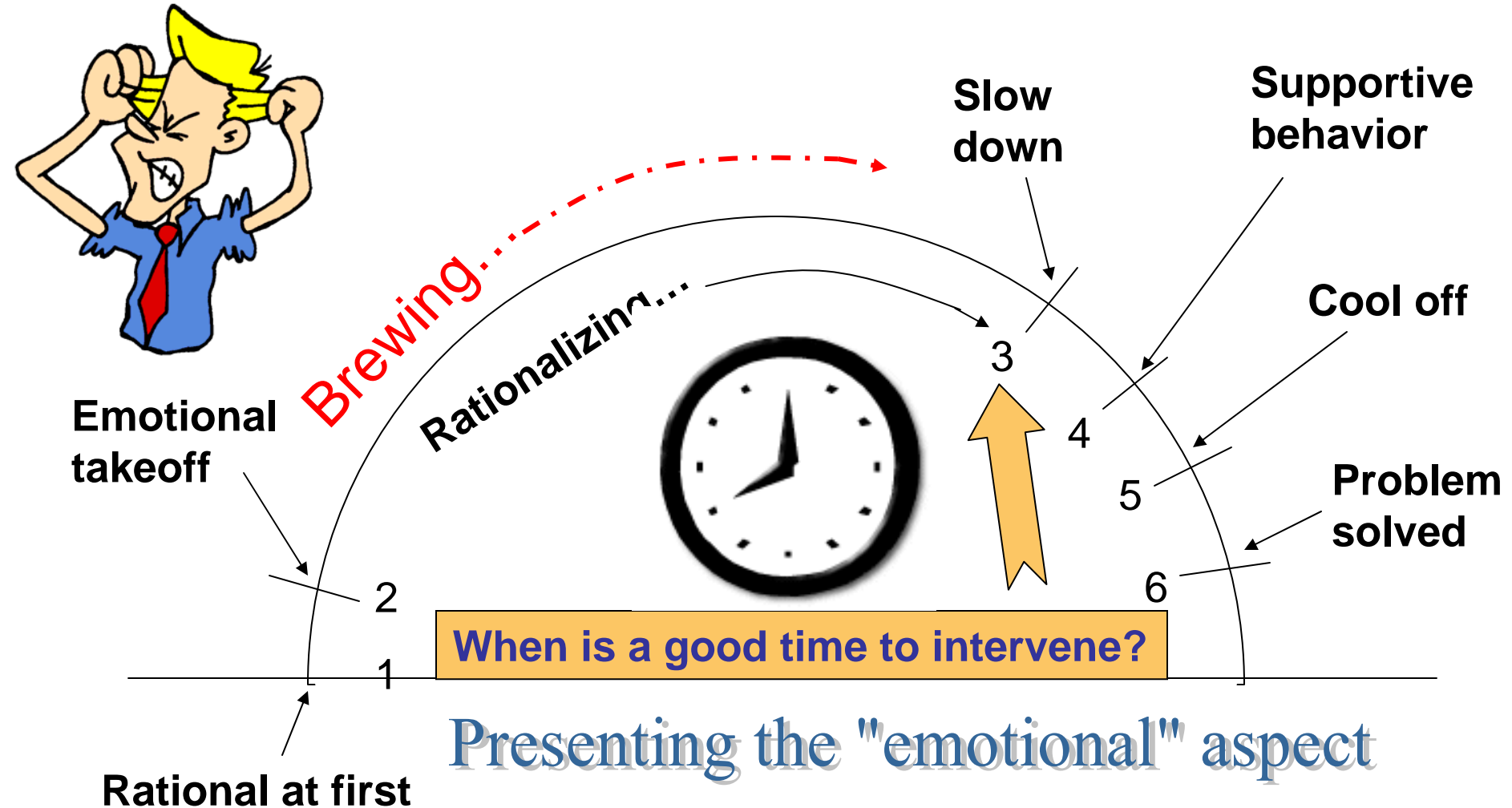
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Think before acting!

- ✓ Unusual?
- ✓ Emergency?
- ✓ My Responsibility?
- ✓ My Decision?
- ✓ My Action?

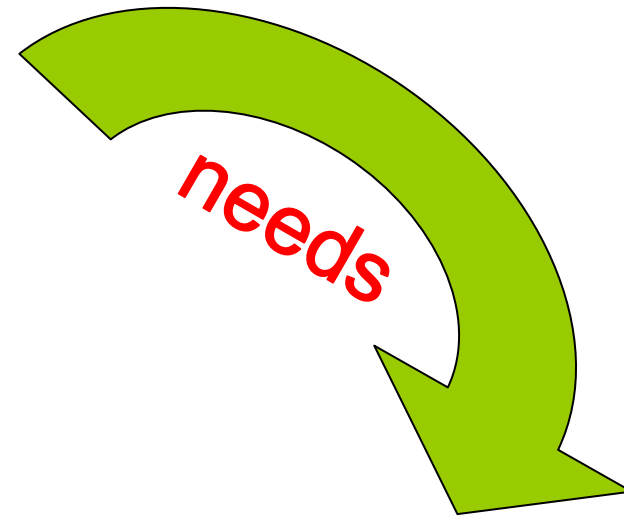
Don't run away!

Example: Calming Angry Customers



Recognise what buyers want

- Hotel rooms
- Meals
- Meeting rooms
- Business facilities



Conference
Organiser/Buyer

- Fast solutions to a complex problem
- Guaranteed success
- Peace of mind

Your Product Vs Your Offer

• Product

- Facilities
- Food & Beverage
- Souvenirs
- Decor
- Rooms
- Amenities
- Activities

• Offer

- Convenience
- Enjoyment
- Knowledge
- Experience
- Bonding Time
- Reputation
- Memories

Power of “*Empowerment*”

Shift from Management to Employee

Dimensions of Empowerment

Meaning of work role

Beliefs in ability to perform

Self - determination in making choice

Degree of Impact & influence

Locus of Control

Challenges Ahead

Change the Boundary Markers

- Identify and widen
 - Sphere of Control
 - Sphere of Responsibility
- Redefine the meaning
 - Power and Authority
- Modify the mindset
- Relationship Structure
- Values System





Thank You



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