

Chief Guest Officer 2.0



PROGRAMME OVERVIEW

Chief Guest Officer 2.0 takes the concept of Emotional Intelligence (EQ) framework further by building EQ components in guest care for Hospitality, Retail, Entertainment, and Hospital sectors.

EQ helps build relationships, which is a great way to ensure that your guest returns again and again. Understanding emotions is a critical element in relationship building, guest engagement, and brand loyalty, all of which can contribute to better sales, revenue, and ROI

In this programme, we're going to explain what EQ is and how you can use it to exceed guest expectations in the post-COVID-19 era.

Programme Outline

1. State the importance of earning and keeping the guest loyalty in Post COVID Era

2. Describe Emotional intelligence (EQ) and explain how it is a related service mindset
3. Explain Six Seconds EQ framework of Know yourself, Choose yourself and Give yourself
4. Get insight on how the wisdom of feelings (Guest & Colleagues)
5. Explain how to tune to the mode of guest caring intelligence
6. State the importance of Health & hygiene
7. Explain how to use the power of empathy
8. Explain how to align around memorable and relevant guest experiences at every touchpoint

Course Review

KNOWLEDGE GAINED DURING THIS PROGRAMME - 40%

PARTICIPATION AND INTERACTION WERE ENCOURAGED DURING THE PROGRAMME - 40%

TRAINER WAS ENGAGING AND EFFECTIVE - 40%

I FOUND THE PROGRAMME ENGAGING AND EFFECTIVE - 40%

VOCABULARY AND THEORIES USED IN PROGRAMME WERE EASY TO UNDERSTAND - 40%

I'M MOTIVATED TO IMPLEMENT MY LEARNING - 40%