



# Credential Competencies

*with Certified Guest Service Professional (CGSP)*

The Certified Guest Service Professional exam (30 questions) requires students to demonstrate their abilities in the following categories:

## Recovery

*Turn It Around!*

Take a service failure and turn it around to create a positive outcome that strengthens the relationship with the guest.

**Recovery** answers the questions:

- Can I connect with the guest's physical and emotional needs?
- How can I go above and beyond to provide exceptional service?
- How does my behavior make guests feel welcome and appreciated?

## Knowledge

*Be in the Know!*

Understand the importance of having knowledge of the establishment or the surrounding area to help a guest with a specific request or generally improve his/her experience.

**Knowledge** answers the questions:

- How much do I know about the establishment and the surrounding area? How can I learn more?
- Am I listening to the others around me to learn more about the establishment or surrounding area?
- Can I use my knowledge to create a memorably experience for the guest?
- Can I save a guest from having an unpleasant experience?

## Personalization

*Provide an Individualized Experience!*

Create a customized encounter for guests to make their experience stand out.

**Personalization** answers the questions:

- What are the guest's needs and likes? How can I individualize the guest's experience?
- Do I treat the guest in a way that makes him/her feel valued?

## Passion

*Inspire Others!*

Create memorable moments for guests and inspire others by incorporating your passions into your work.

**Passion** answers the questions:

- What am I passionate about? How can I use my passion in my work?
- Can I share my passion with my coworkers?

## Commitment

*Be All In!*

Accept personal responsibility for being committed to capitalizing on golden opportunities.

**Commitment** answers the questions:

- What is my role in guest service? Am I going above and beyond in my role?
- How am I building relationships?

## Inclusion

### *Include Everyone!*

Provide a welcoming and inclusive environment for all guests, including those with disabilities and special needs.

**Inclusion** answers the questions:

- How does my behavior make guests feel included and valued
- Do I understand the guest's needs and expectations?
- What accessible facilities and services does my establishment offer?
- What are the laws concerning service animals? Am I acting appropriately around service animals?

## Personality

### *Be Yourself!*

Understand the importance of connecting with guests by being yourself, being personable, and showing your "human side."

**Personality** answers the questions:

- Am I acting naturally and showing my true self?
- Am I delivering excellent and interesting service?
- What stories are appropriate and interesting to share with guests?

# Elements of **Guest Service** Gold<sup>®</sup>

**1**

Define the basic gold elements of emotionally engaged guest service.

**2**

Prepare themselves and their work area to facilitate above and beyond guest/customer service.

**3**

Develop and implement communication tools for increased effectiveness when providing individual guest service experiences to diverse groups of guests.

**4**

Apply steps to deliver exceptional quality guest service with each and every guest interaction.

**5**

Maintain the highest level of service excellence in challenging, emergency, or crisis-level situations.

**6**

Define the "moment of truth" when guest service can be delivered on the highest level of emotional engagement possible.

**7**

Apply personal involvement and emotional engagement in the process of providing gold-level guest service.