

Presents:

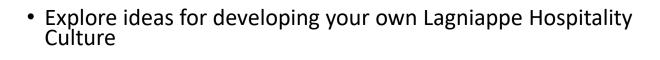
Using the Power of Lagniappe – Building a Hospitality Culture



Creating a Lagniappe Hospitality Culture

Today's Discussion

- The importance of creating a hospitality culture throughout the Community
- What is Lagniappe?
- Hear how Londonderry on the Tred Avon embraced the Lagniappe approach in all departments







'Ok, how about this motto: 'If you are unhappy for any reason, we will feel really bad'."

FUTURE

Definition of Hospitality

How do you define Hospitality?

How is Hospitality different than Customer Service?



Customer Service vs. Hospitality

➤ Customer Service — providing a service or product in the way that it has been promised.

➤ Hospitality — providing a service or product in the way that makes the recipient happy.



A clip from the movie *Meet the Parents*





What is Lagniappe?

Definition of Lagniappe = An extra or unexpected gift

• Why Lagniappe?

All community departments participate in creating a Hospitality Culture by providing a little something unexpected...not necessarily food related.



Irma's Potato Chip Story...

➤ The Start of Lagniappe at Londonderry

> Residents Reaction





Irma's Potato Chip Story...

The residents couldn't stop talking about it!

High and Lasting Impact...

Minimal Cost!



Irma's Potato Chip Story...

- ➤ What's Your Potato Chip?
- ➤ Challenged all departments to come up with their version of the Potato Chip.
- Lagniappe ...it's a little something extra and unexpected.

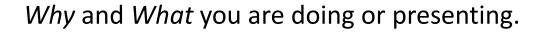


How Often Do You Surprise and Delight?

- It is not something that is scheduled
- Opportunity creates the opportunity, not the need to do it
 - Trying a new product
 - Leftovers used in a creative and fun presentation

** MOST IMPORTANT to your success...

Telling the story that goes with it.





The Story Behind Surprise & Delight

If you don't train the staff on how to tell the story...

Don't do it at all!



All Departments Participate

- ➤ How to begin your Lagniappe Program
- ➤ Ideas to get you started for
 - Housekeeping
 - Nursing/Caregivers
 - Maintenance
 - Dining
 - Sales & Marketing

How to Begin...

- Explain the concept of Lagniappe to all employees
- ➤ Keep the concept and plans a secret to the residents...remember surprise and delight!
- ➤ Give each department some examples, then challenge them to come up with their own



Ideas to Get Started...

- Housekeeping
- Nursing
- Maintenance
- Dining
- Sales & Marketing



Time to Begin Building Your Plan

➤ Break into 5 groups

> Discuss and develop three ideas to share with the group

➤ You have 9 minutes







Measure the Cost

The Revenue Reality

\$ 2	.500	/month
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■ \$4,000/month

\$90,000/three years

\$144,000/ three years

The Cost Reality

■ \$15,000 per resident







Measure the Cost

- ➤ Hospitality is not a line item on the budget, it is a culture to be nurtured
- Lagniappe is an unexpected gift...create surprise & delight for the residents

Benefits of a Hospitality-Based Culture Using Lagniappe

- 1. Increases inter-departmental planning and communication
- 2. Increases resident satisfaction...and resident referrals
- 3. Creates a positive "buzz" in the community...priceless
- 4. Sets a cultural tone of making things special



Thank you for participating today!



Your Partner for Culinary Excellence.

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