

Learn insider customer
service skills from the
hospitality industry

IN-HOUSE TRAINING

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A man is sitting in a brown armchair in a dimly lit room. He is wearing a light-colored jacket and dark pants. He is holding a dark bag or folder in his lap. To his right, there is a large, circular light fixture on a stand. The background is dark, with some light coming from a window or door on the left. The overall mood is professional and focused.

“Customer service is not something you do, but something you become.”

RAMIN SEMSAR

I'm quite lucky with my clients. Yesterday I worked with Lady Gaga in the morning, Raheem Sterling in the afternoon and Antonio Banderas in the evening. Hold on. Now I come to think of it; it wasn't actually them. It just felt like it was them. Allow me to explain.

When my partner and I stayed at a five-star hotel in Chiang Mai, we were slightly disappointed to discover that the sense of serenity in the "serenity spa" was drowned out by noise from nearby construction. A small bit of feedback I gave to the team was that they should've alerted us ahead of our stay so it didn't come as a surprise.

They responded by offering us complimentary dinner, and when we turned up at the restaurant, we were treated like celebrities. The best service we've ever received. We were greeted with beaming smiles. All the waiters knew our names, and the chef came out to personally talk through the dishes and the menu. He even asked what we liked and brought us something perfectly tailored to our tastes.

We were so impressed; we decided to return the following day. The experience was completely different. The food was still delicious, and we were still treated well, but we weren't greeted by name. No one smiled, and waiters walked past and only turned if we needed their attention. It's hard to explain, but the atmosphere was completely different. We were just regular folk having a good experience. There was no story to be told.

As we left the restaurant after that wonderful first night, it hadn't even occurred to me that the celebrity treatment was part of their attempt at service recovery. I thought the complimentary meal was the service recovery, and the treatment was simply how they treated everyone. I assumed this was the sort of place where everyone felt like a celebrity.

And this got me thinking. Why wasn't it the sort of place where everyone felt like a celebrity? And, more to the point, why aren't all customers made to feel this way when they go to a reputable establishment?

Making a conscious effort to ensure every client you work with is treated the same way you would treat Gaga, Sterling, Banderas or any other celebrity name is easily one of the best reputation-building exercises a business can make with little or even no financial investment.

Creating wow moments can come from the smallest of actions. While running workshops, I noticed that most people have a difficult time arriving at a new venue if they've never been before. I thought to myself, what would I appreciate if I was in this situation? And so, at 6 a.m. on the event day, we send a video by text message to each attendee showing them precisely what the walking route from the tube exit to the venue looks like. It's a video of me doing the walk! Anticipating attendee needs and taking the thinking out of the process means that they arrive relaxed and have an enjoyable experience.

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As another example from my own experience, a client once called me to discuss a dental website design on behalf of her employer. Once we got talking, she shared with me that she was going to Los Angeles for the first time and was excited. So, I went on Amazon and sent her a city guide to Los Angeles. She was so wowed that she shouted about it on social media and even insisted her employer use us to design his website.

I've written previously about the curious phenomenon whereby businesses get repeat customers from people who initially complain about the service they have received. This is because the company goes to huge lengths to overcompensate for the error. It certainly makes sense to treat disappointed customers in this way, but why not make things easier for yourself by proactively extending this treatment to everyone? Celebrity endorsements can be a huge boost for any business. But if you create a culture where everybody is treated like a celebrity, you might find word spreads just as fast. Studies show that 51% of UK consumers trust recommendations from friends or partners more than any other brand advertising.

And, in today's world, with so many influential people around us, you never know when you might be serving someone who could have a huge impact on how your business is perceived. So come on, let's treat everyone like an A-lister. And who knows, maybe one day soon, you'll find yourself saying, "I'm terribly sorry, Mr. Banderas, but we're booked up for months."

Shaz Memon

Founder of Clinics, Digimax Dental and charity Wells on Wheels
Author of Instagram for Dentists



One day in-house workshop

Customer Service Clinic is a one day workshop that will teach your team insider training secrets from the 5-star hotel industry.

Learn how to build your brand without spending a penny more on marketing. Develop and import skills directly into your business, taught by a concierge to VIP's & Celebrities.

Turn your clients into brand ambassadors and raving fans. Let their endorsements elevate your brand and Google reviews!

Most businesses deliver precisely what a client expects, or often less leaving them feeling indifferent. Learn how you can use this to your advantage by exceeding client expectations, consistently and effortlessly every time.

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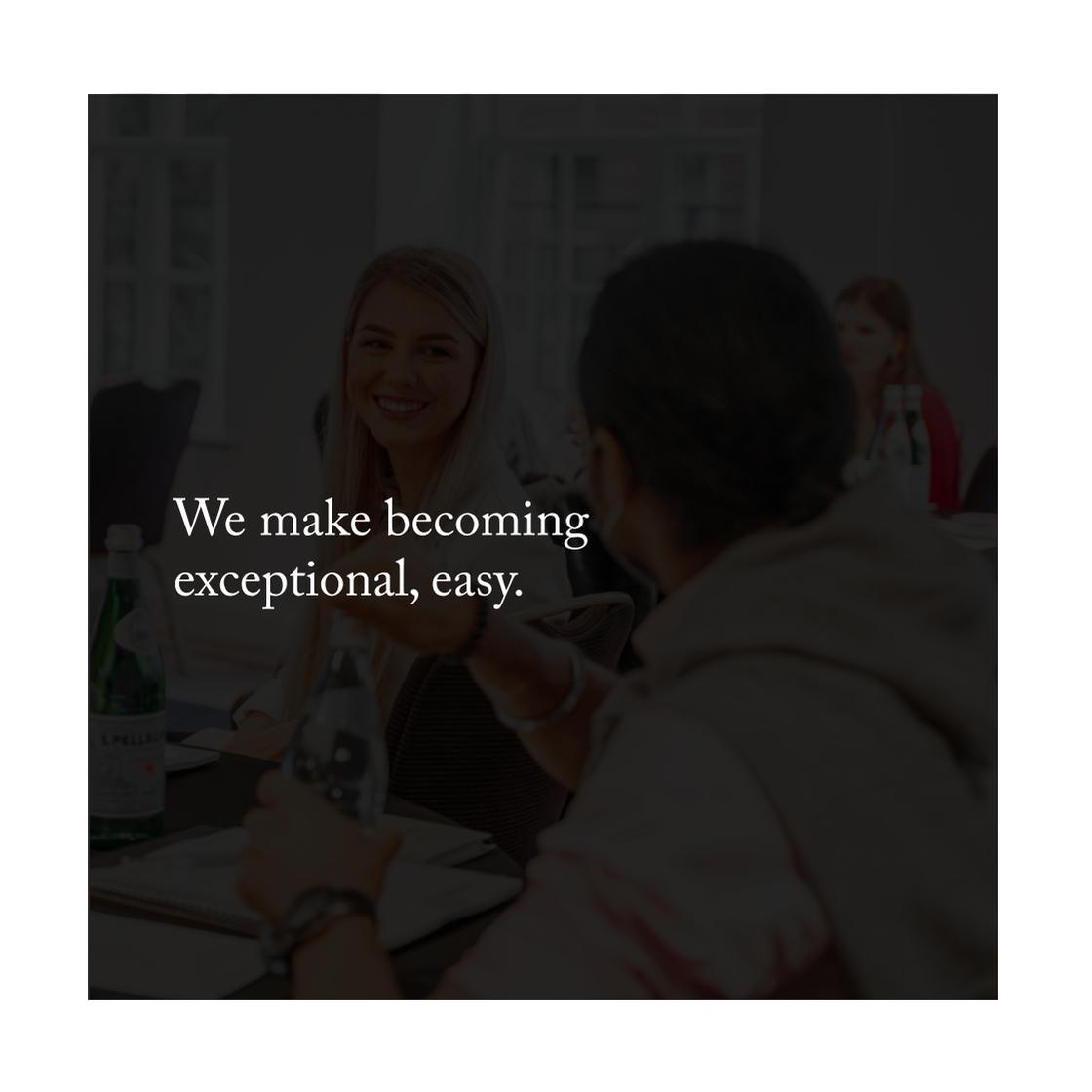
Meet your trainer

Ramin, born in London, has been working in guest relations for luxury hotels and training the hospitality industry for over 15 years. His career started as a receptionist in Hyatt Regency London The Churchill, a 5-star luxury property. He was promoted to departmental trainer within six months and then further promoted to guest relations overseeing arrivals of regular guests, VIP's & Celebrities (President Obama & Michelle Obama, Neymar, Jessie J, Secretary of State John Kerry, Princess of Saudi Arabia and many more).

Ramin also gained experience working in Marbella, Spain, on Luxury 5 star resorts as their youngest guest relations manager. His flair for delivering the highest level guest experiences allowed him to make a natural transition as a trainer. Pre-pandemic, Ramin has been a trainer at a leading hospitality training company, serving teams from some of the world's most respected hotels. Ramin will show you how you and your team can apply 5-star customer experience skills into your practice/business to grow your reputation and referral base.

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A dark, semi-transparent photograph of a woman with blonde hair smiling at a man with dark hair in a meeting setting. The woman is on the left, looking towards the man on the right. They are seated at a table with papers and a water bottle. The background is slightly blurred, showing other people in a meeting room.

We make becoming
exceptional, easy.

Learning outcomes

- Creating WOW moments
- Building a loyal raving fanbase
- Making strong first impressions
- Communication hacks
- Non-verbal communication
- Developing and maintaining relationships
- Professional small talk
- How to uphold and maintain a conversation
- How to boost Google reviews
- Creating your customer service manual
- Creating customer service SOPs
- Company and area knowledge
- Welcoming in different languages
- Forbidden service phrases
- Injecting customer service enthusiasm to emails
- How to handle angry patients
- Moments of truth

and much more!

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We listen

To tailor your training we ask you to share any challenges you face with your team that may be limiting explosive Customer Service growth. We also ask you to rate your current customer service levels:

- Patient welcome greeting
- Making patients feel special
- Building rapport with patients
- Consistent customer service
- Email manner
- Telephone manner
- Doing more than expected
- Asking for Google Reviews consistently

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Investment

£2500

Visiting workshop

Up to 15 delegates from the same organisation.

Exclusive of travel and accommodation where applicable.

Zoom virtual workshop

Up to 15 delegates from the same organisation.

Split over 3 sessions, 3 separate dates.

(We split the sessions to maximise attendee attention.)

Permission to record the workshop for internal use.

Quote for larger groups available on request.

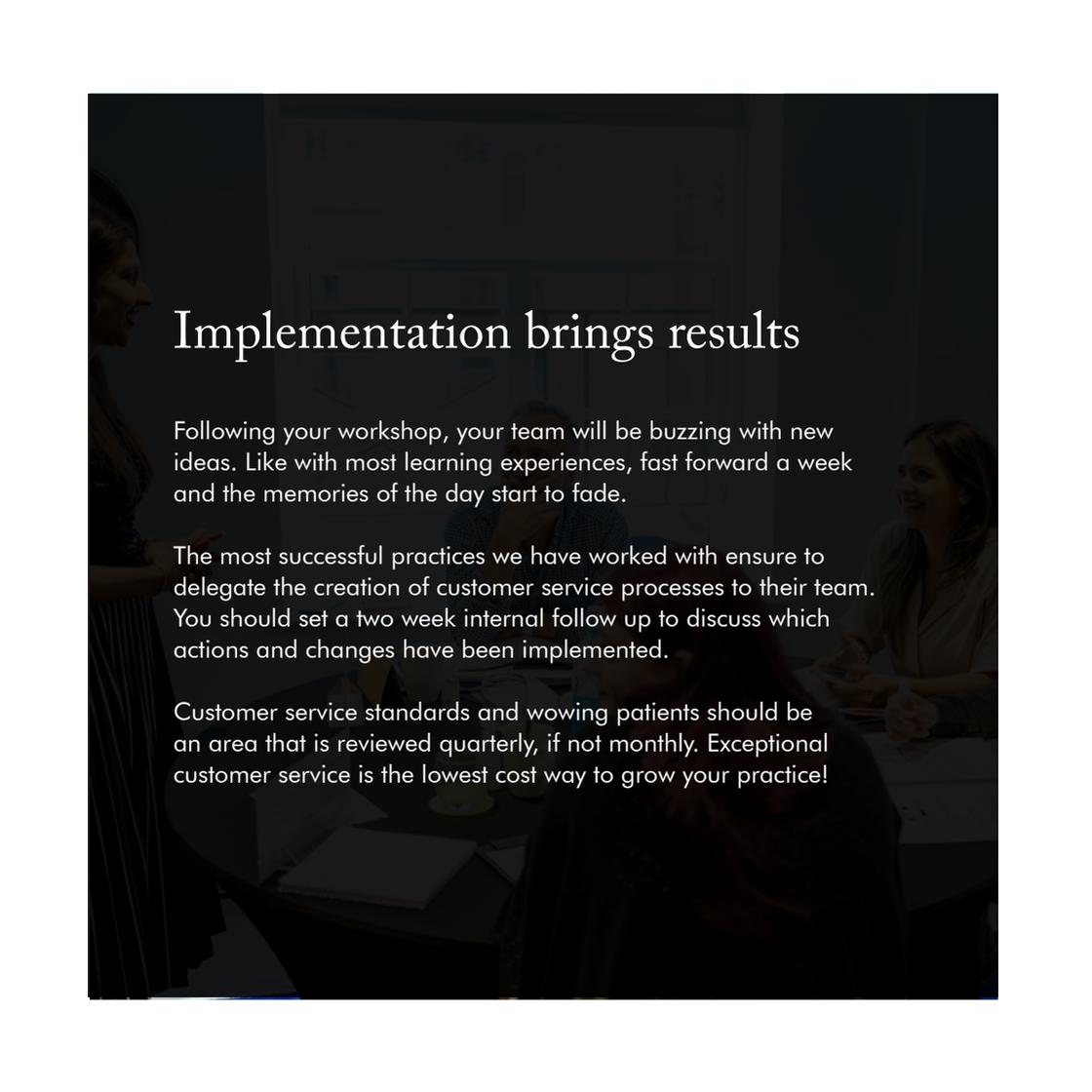
Booking: <https://clinics.co.uk/on-site-training/>

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A man in a light-colored suit and dark tie stands in the center of a narrow street. The street is flanked by multi-story buildings with windows. The overall image is dark, with the man and the text overlaid in a lighter shade. The text is positioned to the left of the man.

LET'S TALK

ramin@clinics.co.uk



Implementation brings results

Following your workshop, your team will be buzzing with new ideas. Like with most learning experiences, fast forward a week and the memories of the day start to fade.

The most successful practices we have worked with ensure to delegate the creation of customer service processes to their team. You should set a two week internal follow up to discuss which actions and changes have been implemented.

Customer service standards and wowing patients should be an area that is reviewed quarterly, if not monthly. Exceptional customer service is the lowest cost way to grow your practice!

Training day setup

Here are some tips to get the best out of a visiting workshop:

A silent open space with a table for your team to rest their workbooks is ideal. Classroom and banquet setups work well.

Where possible, we recommend taking your team out of their usual place of work to a nearby conference or hotel facility. The more engaged, relaxed, and focused we can keep your team members, the better your return on investment.

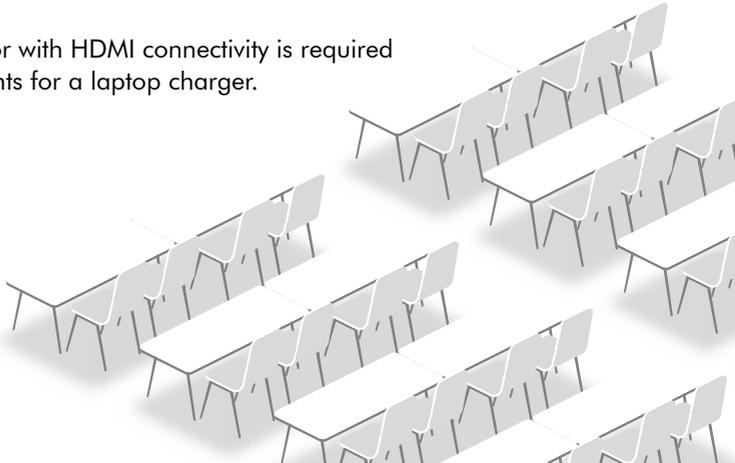
Please plan for refreshments and a light lunch for your team to make their day as comfortable as possible.

Your team may not be accustomed to sitting for extended periods; please ensure the seating you provide is comfortable.

For your speaker

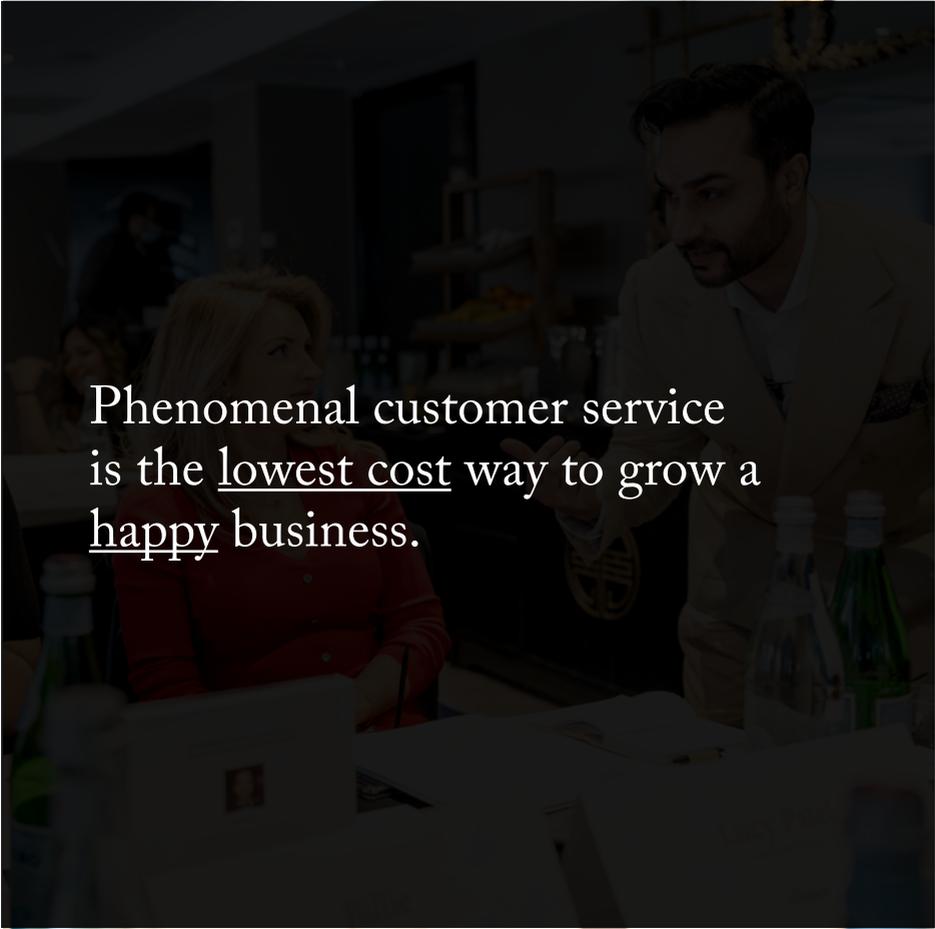
A screen 42" + or projector with HDMI connectivity is required with accessible power points for a laptop charger.

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WATCH THE WORKSHOP INTRO

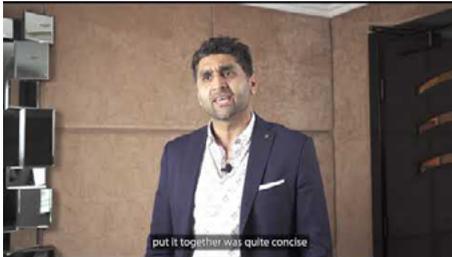


Phenomenal customer service
is the lowest cost way to grow a
happy business.

Reviews



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