

Hotel Butlers, the Great Service Differentiators (Paperback)



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Reviews

Very good eBook and beneficial one. It generally is not going to price a lot of. I discovered this ebook from my i and dad advised this book to learn.

(Tyrel Bartell)

HOTEL BUTLERS, THE GREAT SERVICE DIFFERENTIATORS (PAPERBACK)

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Booksurge Publishing, United States, 2009. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. ASK NOT WHAT THE BUTLER DID, BUT WHAT HE CAN DO FOR YOU We all know the cliché from the movies and board games about the butler doing it, but what was it the butler did? In the hotel environment, the butler can be a failed experiment or a service facility that commands high-rack rates and keeps occupancy rates at 100 . Where the butler fails in hotels, it is because he is cast in (frankly) degrading-to-the-profession roles such as bath butler, fireplace butler, technology butler, baby butler (who provides rocking chairs and watches children), dog butler, ski butler, and beach butler. The idea being that anything offering superior service in some small area is called a butler in an effort to siphon some of the prestige of the profession. At least when the term valet was extended to dumb valet, that furniture item upon which one lays out clothing for the following day, there was no pretense that this was the real item. Fortunately for the profession, the public were not fooled or taken in by these dumb butlers and the practice has faded relatively rapidly-before it could sour the public mind on the concept of butlers in hotels. Fortunately also for the butlers working in top hotels around the world, who do justice to the profession, and the hotel managements who have recognized the value butlers bring to the bottom line and the reputé of their establishments. In an industry that is completely premised on the idea of service, and in which service is a key differentiator, it s a no-brainer to institute butler service. Butlers have always represented the pinnacle in service quality. This book will go a...

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