

Notes from March 27 Visioning and Goal-Setting Session: Service Excellence

Defining the Theme and its Significance

Making Michigan a "Welcome" state. From the gas station attendant they encounter, to the maid that cleans their room; customer service should be a priority
In 5 years... being more welcome to international travel guests

Refers to all interactions the visitor has with people in the state. Gas stations- welcome centers and hotels. All sites and places when money is *illegible* or verbal conversation including law enforcement
Very average, those that realize the importance are great- the rest are average

Imperative. If a visitor has a bad experience- your chances of getting them back are slim to none. Competition is huge outside of the state. Pure MI will get them in the door. SE will get them in the drawer

Very important, must improve pastime image and share pastime highlights and features of our state.

Improving but have much more to *illegible* and improve, awareness, importance.

Big swings, variable. Good foundation to build from. A desire to secure and satisfy. Need for buy-in from ownership or person with the money. Genuine. Want the Disney experience. Speak one language. On the back of *illegible* and CVBs

Service excellence means first impression should be consistent. Only strong as weakest link. Finally attitude/ excellent service brings repeat visitors. Demonstrates pride
Lacks consistency, unified approach

Being very welcoming- helpful to all who walk through our doors or enter our state. The significance of service excellence is that can/should/will set us apart from all other states. It carries through on the tone and feeling set in the Pure MI commercials
I think we are good, but have room for improvement. I think we have the capability to set the standard of excellence for America's favorite vacation destination

If I say I'm great, that's advertising. If someone else says I'm great, that's the truth. Service excellence offers the conduit, which the value of word of mouth follows
Pockets of service excellence but not yet perceived as a component of the blend

Service excellence in the tourism industry means that every Michigander regardless of their position, if they provide a service, that they be educated and equipped *illegible*. The highest level of service that will set them apart from others which ultimately we *illegible*

A start. Need ongoing consistence program. Frontline employees. *Illegible*.

One of the top most important hospitality need to set yourself apart from competitive set
Improving

Defining the Future of the Theme

There is consistency in the way that our cities in Michigan are delivering on the Pure Michigan promise. Michigan is recognized as one of the friendliest states in the country.

Full time program- statewide. Consistent- workbooks- certificates- national recognition program. Funded state \$250,000/ year- full time staff. People trained, college courses

All employees that come in contact with guests are well educated on their area. All travelers are welcomed to the state and thanked for visiting. A positive attitude is evident by MI resident

Gas stations will welcome visitors. Welcome centers in Michigan will be *illegible*. Visitor numbers up because product and service

Places of business- both tourism and non-tourism display certificates of custom service training. People are truly welcoming to visitors. Hospitality program in place has been embraced by all types of businesses. *Illegible*

All people in Michigan are ambassadors and promoting their state enthusiastically. Service is being recognized throughout the state

Enforce and support the current standards with timeline and good dates. Put the money in the area of training and development of awareness starting with high school students, college, and all public works seek companies for sponsorships

Multi-lingual. One brand- delivery of the brand promise (needs to be defined). Across all touch points- gas stations, convenience store, retail shop make me feel special. A Pure Michigan “wow”

Consistency around the state has been established within service and hospitality. Employees within the hospitality industry are proud of their state as a travel destination. International

Customize PowerPoint presentation supported by video vignettes for small business orientation. Pure Michigan sticker on establishment certain criteria. Pure Michigan service excellence manifesto of service standards

Consistency across all areas. Visitors will know what to expect. Rave reviews. Return/loyal guests. Attitude of hospitality

Elements of a Goal Statement

Michigan Service Excellence can be obtained through a consistent desire to improve on delivering excellent service to those visiting Michigan

Funded full time, statewide program. Trained trainers. 10,000 people per year trained via certified program. Job to get done

Consistent training, educated, welcome, genuine, training, positive

Genuine welcoming spirit, infectious enthusiasm, culture of extreme hospitality, diversity, pride in Pure MI

Yes, I can! Positivity, what can I do for you? How can I add value? Incredible experience, beyond expectations

Create hospitality program that the hospitality industry adopts and implements... *illegible*

Experience, enjoyable, remember ability, every last, once in a lifetime, a wonder of the world, priceless, breathtaking, relaxing, refreshing, recharging

Consistency, one voice, unique, genuine, sustaining, demonstrate return money, put money where our mouth is, not cookie-cutter, not just front line, create a welcome that is "Pure"

Generate full appreciation of hospitality's commitment to service excellence to deliver the Pure Michigan Promise