

Nook-Dee Boutique Resort Spirit

There are five foundations sit behind the below general service principles for Nook-Dee staff.

- Excellent and consistent service never come from one staff, it is from a team.
- For many people, if they are unhappy, they carry sadness / ineffectiveness to work.
- People are very different and in many ways, very much the same.
- Every day is a problem solving day.
- Not everyone lives for ONLY money, but also for values of life.

Spirit 1	Always wake up with smile and believe that there is a future at Nook-Dee Boutique Resort.
Spirit 2	Always be the first to treat and respect everyone as a GUEST, including your friends and colleagues. Everyone is equally special in this world. Never live a life with bias or discrimination.
Spirit 3	Always believe that time is valuable not only for what you and Nook-Dee can financially earn but also the friendship built within Nook-Dee, therefore, constructively, say what you want to say, comment what you want to comment, at the same time - listen to others with opened heart, praise others openly and do admit own mistake.
Spirit 4	Always try to do things right at the first time, rather than correcting it many times.
Spirit 5	Always look at one's self first of what and how one does when thing goes wrong. This will means a lot to effectiveness of problem solving.
Spirit 6	Always provide personalized service to every guest. Every guest is NOT the same; therefore, difference must be respected and well served.
Spirit 7	Always be the first to smile and greet every guest with WAI and Sawasdee ka / krub. Never stop greeting or smiling just because people don't do it back to us. This is the very basic for hoteliers.
Spirit 8	Always address guest by name correctly both in verbal and in writing. Everyone feels special when his or her name is recognized.
Spirit 9	Always clear your unpleasant mood and answer phone within 3 rings with pleasant and friendly voice. Voice is powerful and it is part of Nook-Dee's personality.
Spirit 10	Always be punctual for everything you do, time is valuable for everyone's life.
Spirit 11	Always be the first to pay attention to guest's need and offer assistance. Future lies with people who are proactive especially in hospitality world.
Spirit 12	Always know Nook-Dee product and service, we will work with attentiveness and look for most reliable answers, then share with everyone within Nook-Dee.
Spirit 13	Always pay attention to details from oneself to the product and service aspects as details help fulfilled the perfection of Nook-Dee.
Spirit 14	Always remember, at Nook-Dee, it is a resort and people delivering a design experience to inspire the spirit. It means Nook-Dee has its design for guests; however, it may come to hesitation in some

	<p>service processes of what would be the best design to deliver; then always use A-O-C technique (Ask-Offer-Choices).</p> <p>For instance, with the advanced reservation, the staff know that the guest will fly from London (long flight), Nook-Dee staff will ASK and OFFER CHOICES for example</p> <p>Staff: "Mr. Smith, how was your flight from London...." (Ask) Guest: Well, it is not too bad but I am a bit hungry. Staff: Would you prefer to direct to our restaurant to have your meal first, we can place your luggage in your villa or you are more comfortable to do the check-in now? (Offer Choices)</p> <p>- If the guest says: It is ok, I can do now. Then, check the guest in according to Nook-Dee's known design - If the guest chooses to go to restaurant first. Then, no surprise, this is also way of Nook-Dee unknown design. Both are Nook-Dee design.</p>
Spirit 15	<p>Always escort the guest to the destination yourself within Nook-Dee vicinity.</p> <p>Guest: At the restaurant: Where is the gallery? FB Staff: Mr. Smith, gallery is adjacent to the reception. This way please, I will accompany you to the gallery. Guest: Fine, I know the way. FB Staff: Certainly, Mr. Smith. Have a great day.</p> <p>Never only point out ways or direction, UNLESS the guest says he wishes to go by himself.</p>
Spirit 16	<p>Always, everyone is Nook-Dee and Thai ambassador. Do take pride from the way we appear to guests; the way we dress, talk and behave including take pride in being Nook-Dee people. Therefore, do take ownership of all problems occurred no matter of which department you are working at.</p> <p>- Never say "I don't know because I am not working within this area". - If you do not know how to answer or solve the issue, say "let me check with my colleagues of what is the best way to manage this concern for you" or "let me recommend you the best person to talk to". (If you need your manager to help solving the problem).</p>
Spirit 17	<p>Always check and report any defect both products and services within Nook-Dee to your colleagues and managers. The best environment for everyone is in everyone's hands. In another way, the comfort of guest is in our hands as the defect may mean to general presentation and service issue of the resort to safety and security concerns.</p>
Spirit 18	<p>Always be the first to express your team spirit. No one likes selfish person, so don't be one.</p>
Spirit 19	<p>Always ready to be trained and ready to train oneself. Learning sharpens experiences and quality of life. Do take training offered within Nook-Dee with commitment. The true learning will not happen only from the offered but also from the receiver.</p>
Spirit 20	<p>Always and again; GUEST is everyone we interact with every day.</p>
Spirit 21	<p>Always sleep with smile and believe that there is a future at Nook-Dee Boutique Resort.</p>