

If Guest Experience Were a Hymn

Hymn singing is a ritual in just about every religion on the planet. It helps a collection of people share a common expression of belief in a manner that is joyful or celebrative.

John Wesley, with his brother Charles, founded what is now the Methodist Church. In his 1761 book, *Select Hymns*, he wrote the “Directions for Singing” currently found in the front of most Methodist hymnals. If you substituted the word “Guest Experience” for “singing,” Wesley’s directions would also provide powerful tenants for delivering a remarkable Guest Experience. And, while churches may refer to their constituents as parishioners, members, or “the congregation,” always remember on the other side of the worshiper’s eyes is the perspective of a customer.

“Sing lustily and with good courage. Beware of singing as if you were half dead or half asleep.” Guests abhor handing their hard-earned funds or limited time to a team member who acts completely indifferent. When they witness front line members “taking their own sweet time” to respond to a request, it makes them search for other service providers (including churches) who serve “lustily and with good courage.”

“Sing modestly...that you may not destroy the harmony but unite your voices together.” Remarkable Guest Experiences require teamwork. If the housekeeper is slow getting hotel rooms ready, the front desk clerks continues to disappoint the guest with “Your room is not quite ready.” The waiter looks foolish if the chef failed to prepare the meal as described. In the same way, if the minister makes a promise the staff cannot keep, the disharmony leaves customers disappointed.

“Sing all...let not a slight degree of weakness or weariness hinder you.” Great Guest Experiences are about good closure. It means ensuring the Guests’ real need is met, not just their request. It involves ensuring the Guest is pleased with the outcome, not just satisfied with the effort. And, it takes going the extra mile even when we are tired and ready to go home.

“Above all, sing spiritually. Aim at pleasing God more than yourself...so the Lord will approve and reward you...” While a religious song has a spiritual goal, the end game for Guest Experience is somewhat similar. It is not about pleasing yourself; it is about pleasing your those you serve. Service processes should be designed for the Guest, not for internal convenience. And, making Guests happy yields the rewards of growth and the pleasure of knowing your team made a difference.

If your Guest Experience were a hymn, would it elevate the spirits of your Guests? Would it unite the passions of those who “sing” with you?

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