

The Five Diamonds of Customer Service Leadership
By Bob Seidler, General Manager
Woodlands Inn
Summerville, SC
www.woodlandsinn.com

Bob Seidler, a 1973 graduate of Cornell University's School of Hotel Administration, has considerable experience in achieving significant customer service success in his broad hospitality career. In addition to holding management and executive positions in larger hospitality organizations, such as Hilton, Marriott and Carlson, he also brings knowledge of achieving service success in small, boutique properties. Currently, he serves as the General Manager for the Woodlands Inn:

- *Twelve time winner of AAA Five Diamond Award*
- *Six time winner of Mobil Five Star Award*
- *2008 Travel + Leisure Best Service award, #1 in US, #3 worldwide*
- *One of 4 with Five Diamond & Five Star ratings in both rooms & dining*

Seidler has identified five key challenges to achieving and sustaining these extraordinary levels of service leadership; he calls them the ***Five Stars of Customer Service Leadership***.

- ❖ What is my relationship with staff?
- ❖ What is my management style?
- ❖ How do I ensure staff competence?
- ❖ How do we treat customers?
- ❖ How do I allocate resources?

In addition to discussing his philosophies of service leadership, Seidler explores them through the lens of Polarity Management®. This approach illustrates the strengths and how to avoid any downsides when applying these principles to real-world customer service leadership situations.

Five Stars Customer Service Leadership encompasses both the strategic and tactical aspects of providing leadership in the critical arena of customer service. While engaging the emerging theories of Polarity Management, the presentation offers proven, real-world applications to the challenges of leading a great customer service organization.