



**DELIVERING
A NEXT LEVEL
CUSTOMER
EXPERIENCE**



For three nights in February, Lord Street will be transformed into a world of rainbows.

Easter weekend - Lord Street will be transformed into an open-air ballroom with French theatre company Transe Express performing underneath a 15m wide chandelier stage.

May Bank Holiday - some of the world's leading modern circus performers join the best of British to transform the town into a giant big top!

Summer '26 - The Food & Drink Festival, The Air Show, The Southport Flower Show and The British Musical Firework Championship are all returning.

October '26 - What would a book festival look like if it was designed by a kid? Books Alive is a celebration of books, stories and reading unlike any other.

A PERFECT CUSTOMER EXPERIENCE
KEY EXPECTATIONS
CLEANLINESS
FOOD & DRINK
ATMOSPHERE
SERVICE
HOSPITALITY

CLEANLINESS

everything matters

OUTSIDE & ENTRANCE

pavement, furniture, windows, mat & all surrounds

THE RESTAURANT, SHOP OR VENUE

tables, chairs, floors, counter, display & light fittings

TEAM APPEARANCE

clean, pressed clothes - neat, tidy and reassuring

TILL AREA

pricing, displays and shelves

PUBLIC SPACES

toilets, mirrors, ledges - anything visible to the customer





FOOD & DRINK

reassuring

PERFECT TEMPERATURE

hot food hot, cold drinks cold

BEAUTIFULLY PRESENTED

prepared with love

GOOD PORTION SIZE

great value for money

REASSURING QUALITY

taste, freshness, flavour and seasoning

GREAT TIMING

appropriate for level of business

ATMOSPHERE

noticeable energy

WELCOMING

great first impressions with appropriate music, comfortable lighting & ideal temperature

OWNERSHIP

Obvious pride in the space - furniture, fixtures and displays - neatly arranged, well-kept and cared for

ATTENTION TO DETAIL

everything in its place and ready to for action - neat, tidy, stocked and available

LIVELY TEAM

great energy, from a positive team, letting their personality shine





SERVICE

brilliant at the basics

- **FRIENDLY**
helpful, patient and polite (even under pressure)
- **PROFESSIONAL**
confident, knowledgeable and informative
- **ATTENTIVE**
listens carefully, understands the importance of getting things right
- **EFFICIENT**
well timed, not too long, not too quick
- **AWARE**
sees everything and works with urgency - attentive not intrusive

HOSPITALITY

more than expected

- **GENUINE INTEREST**
engaging with every customer, making them feel like regulars - even if they're not
- **PERSONALISE**
taking time to make recommendations and suggestions to improve their experience
- **ANTICIPATION**
reading the customer's minds - knowing what they want and need before they even know themselves
- **FLEXIBLE**
flexing the rules in the name of hospitality, letting them know nothing is too much trouble
- **MAGIC MOMENTS**
going above & beyond to make someone's day



BENEFITS OF A PERFECT CUSTOMER EXPERIENCE



- Customers leave happy
- Creates regulars (that are easier to serve)
- Better team morale & atmosphere
- Great value for money
- Enhance reputation
- Increased sales
- Impressive customer feedback
- More opportunities

THEORIES of HOSPITALITY & TAKING SERVICE to the NEXT LEVEL



Speak First

The first 10 seconds

The 5 Second Rule

The Rule of Three

Listen to understand

Empty Hands, Empty Head

Complimentary Service

Yes!

Unconditional

World Class

WHEN THINGS DON'T GO AS PLANNED



L E A R N

LISTEN EMPATHISE APOLOGISE REACT NOTIFY

“We are often judged by the way we handle a complaint,
rather than the complaint itself.”

H.O.S.P.I.T.A.L.I.T.Y.



H



HOST

Host your customers as if you were
hosting them at home.

H.O.S.P.I.T.A.L.I.T.Y.

O

OPPORTUNITY

Look for opportunities to make
someone's day. Simple, random acts
of kindness.

H.O.S.P.I.T.A.L.I.T.Y.

S

SELL

To sell is to serve and to serve is to sell –
recommending & suggesting shows your
interest in the customer's experience.

H.O.S.P.I.T.A.L.I.T.Y.

P

PERSONALISE

Treat everyone as an individual,
it's never one size fits all.

H.O.S.P.I.T.A.L.I.T.Y.



INTEGRITY

Doing the right thing,
even when no-ones watching.

H.O.S.P.I.T.A.L.I.T.Y.

T

TEAMWORK

It's a team event, just one person can let the team down. A culture of hospitality requires everyone's commitment.

H.O.S.P.I.T.A.L.I.T.Y.

A

ANTICIPATE

Reading the customer's mind
is the secret of great hospitality.

H.O.S.P.I.T.A.L.I.T.Y.

L

LISTEN

Always listen... When they arrive,
when they're approaching, when
they're ordering... always be listening.

H.O.S.P.I.T.A.L.I.T.Y.



INTEREST

The only way to provide next level service
& hospitality is to be interested in the
customer's experience.

H.O.S.P.I.T.A.L.I.T.Y.

T

TIMELY

Working with urgency and purpose,
because every second counts.

H.O.S.P.I.T.A.L.I.T.Y.

Y

YES

Finding ways to say 'Yes'.
True hospitality means nothing is too
much trouble. Where there's a will
there's a way!

H.O.S.P.I.T.A.L.I.T.Y.

Training
Hospitality
Leadership
Recruitment
Train the Trainer
Presentation Skills
Pre-Shift Meetings

Motivation
Rejuvenation
Next Level Service
Inspiration
New Site Openings
Key Note Speaker
One to One Coaching

Creative
Guest Experience
Playbooks
Culture
Training Material
Copywriting
Websites

10
HOSPITALITY



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