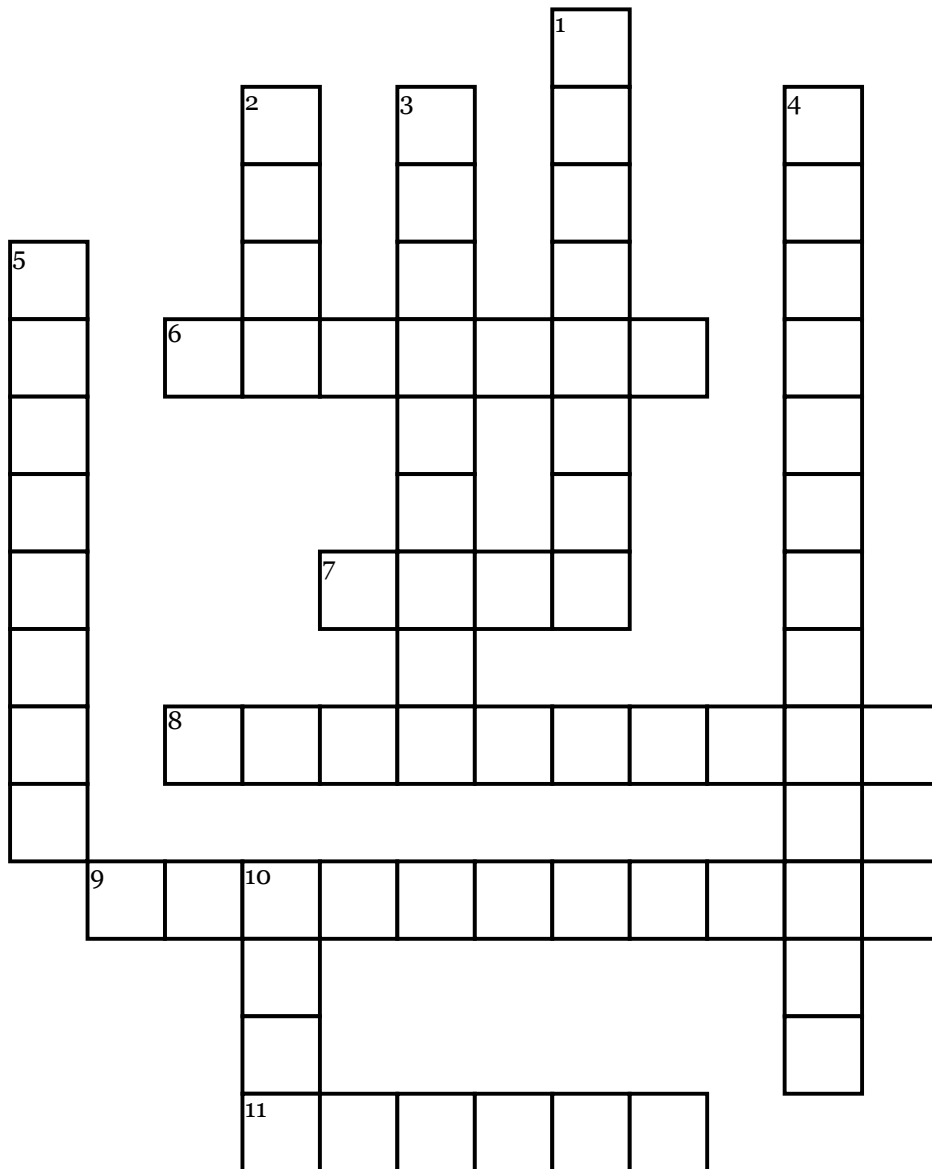


Service Recovery



Across

- 6.** A guest's perception is their ...
7. It is ... times more expensive to acquire a new customer than it is to keep a current one
8. It is not what you mean, but what is...
9. Fix the problem, quickly & ...
11. The first step of the recovery process

Down

- 1.** It takes 12 ... experiences to make up for one unresolved negative experience

- 2.** How do we regain the guest's trust? (acronym)
3. The second step of the recovery process
4. The third step in the recovery process
5. Don't forget to...
10. At the end of the day people won't remember what you said or did, they will remember how you made them...