



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



DEEPAK GIRISH  
VISHNU DEV  
SUJITH PA  
SALIM U

Outstanding  
Customer  
Service.

Best  
possible  
place to  
stay

Delivering  
memorable  
moments  
everyday,  
everywhere and  
everytime.

Customer  
expectations  
are rising.

Good  
experience  
ever.

Great  
infrastructure,  
very friendly  
hospitality.

Designed  
For  
comfort.

Unforgettable  
experience.

Every  
moment  
matters.

Treat every  
guest like a  
VIP.

Want to  
maintain  
the online  
reputation.

Want to  
know about  
Radisson  
Rewards.

To provide  
personalised  
customer  
service.

Reduce  
labour costs  
and improve  
productivity

Give  
customers an  
innovative  
experience.

Need major  
improvements

Best'est'  
among all!

Well  
managed  
hotels for  
business trip.

Committed  
to our health  
and safety  
protocols.

Friendly  
efcient.

Delivers  
stress-free and  
upbeat  
environments.

They have  
trouble on  
making an  
online  
reservation.

Not showing  
empathy for  
customer's  
concerns.

Poor Quality  
Assurance by  
management.

Managers  
are honest  
and  
truthful.

Treating  
Guests To A  
Stay Of  
Comfort And  
Elegance.

Improving  
guest  
satisfactions

Not meant  
for Business  
Conference.

Customer  
service  
should be  
improved

Change in  
guest  
expectations

Sincerely  
apologizing  
even if they are  
not the cause of  
the problem

Observant.

Offering  
solutons.

Hotels are  
not data  
driven.

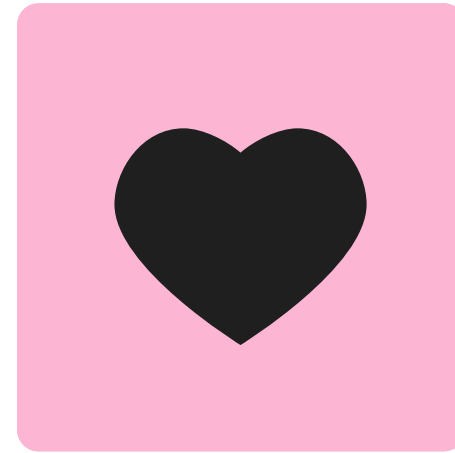
Customers ae  
not agreeing  
with hotel  
rules.

Mismanagement  
at front desk.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?