



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?



Feels

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



Does

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

MANAGING  
DIRECTOR  
OF  
RADISSON HOTEL

Outstanding  
customer  
services.

Best  
Possible  
Place to  
Stay.

Delivering  
memorable  
moments  
everyday.  
everywhere and  
every time.

Customer  
Expectations  
are rising.

Great  
infrastructures,  
very friendly  
hospitality.

Committed  
to our health  
and  
safety  
protocols.

Friendly  
efficient.

Managers  
are honest  
and  
truthful.

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

Offering  
solutions.

Observant.

Improving  
guest  
satisfaction

Delivers  
stress-free  
and upbeat  
environment

Treating  
Guests To A  
stay of  
Comfort And  
Elegance.

Designed  
For comfort.

Unforgettable  
experience.

Every  
moment  
Matters

Reduce  
labour costs  
and improve  
productivity.

Want to  
maintain  
the online  
reputation.

Need major  
improvements

Treat every  
guest like a  
VIP.

To provide  
personalised  
customer  
service.

Well  
managed  
hotels for  
business trip.

They have  
trouble on  
making an  
online  
reservation

Not showing  
empathy for  
customer's  
concerns.

Customer  
service  
should be  
improved.

Hotels are  
not data  
driven.

Mismanagement  
at front desk.

Want to  
know about  
Radisson  
Rewards.

Best'sest'  
among all!

Poor Quality  
Assurance by  
management.

Change in  
guest  
expectation

Give  
customer an  
innovative  
experience