



KIM PURSCCELL
INTERCULTURAL ETIQUETTE
TRAINER





DMC

Destination Medical Center

Highest quality patient, visitor, and
community member experience both now
and in the future.

HOSPITALITY 1st

CREATING A
CULTURE FOR
WORLD CLASS
SERVICE FOR
OUR VISITORS
AND
COMMUNITY





4 MOST CRITICAL POINTS IN THE GUEST EXPERIENCE

Arrival / First impression

Complying with needs

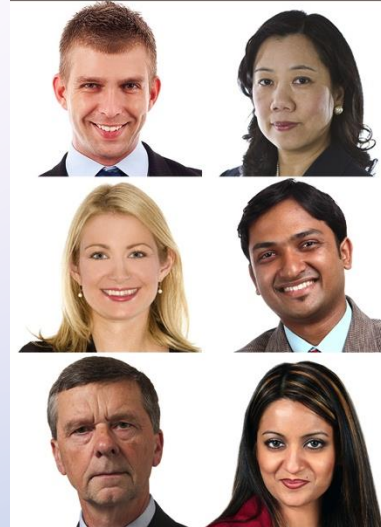
1st night – Stay or go out
decision

Departure / Goodbye

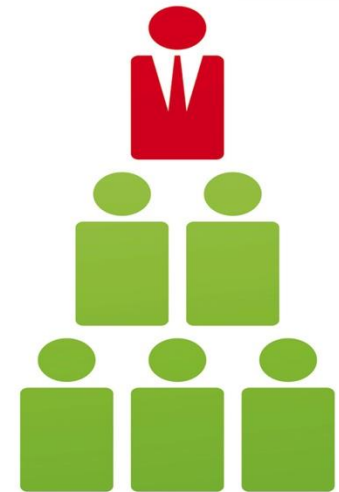
ARRIVAL / 1ST IMPRESSION



Mr., Mrs., Ms.
Miss, Dr., etc.



Class
Distinctions



F₄ O₁ R₁ M₃ S₁ O₁ F₄ A₁ D₂ D₂ R₁ E₁ S₁ S₁

BODY LANGUAGE & GESTURES



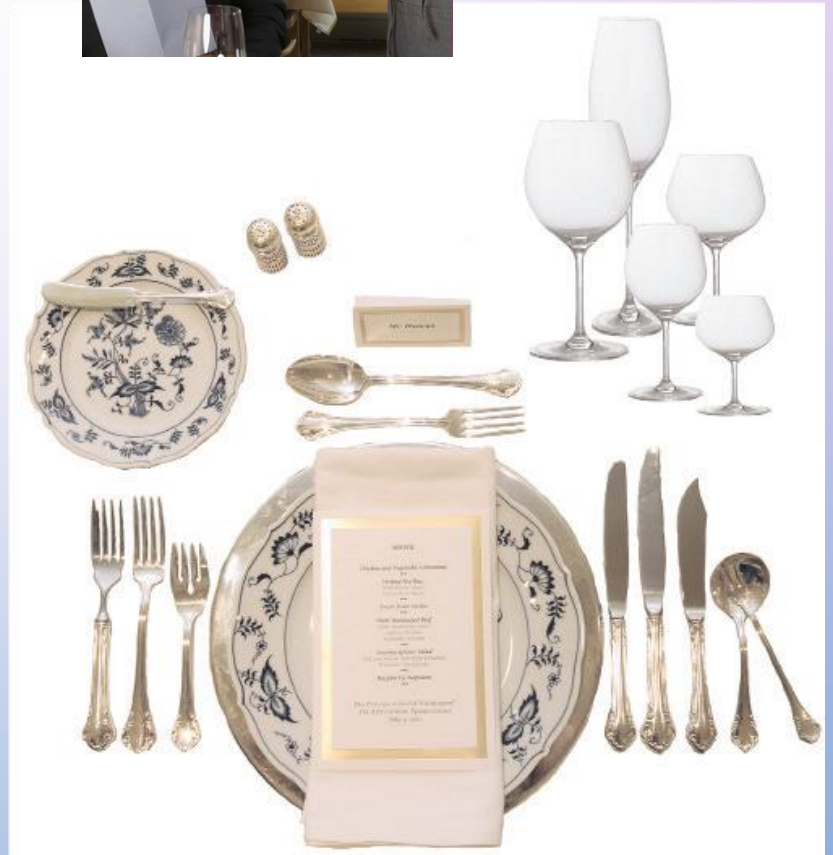
- Hand Gestures
- Crossing Legs
- Using Left Hand
- Eye Contact

COMPLYING WITH THEIR WISHES



STAY IN OR GO OUT

- CONTINENTAL VS
AMERICAN DINING
STYLES
 - PROPER TABLE SET-UP
 - SILENT SERVICE CUES
 - ORDER OF A MEAL
 - EATING VS DINING

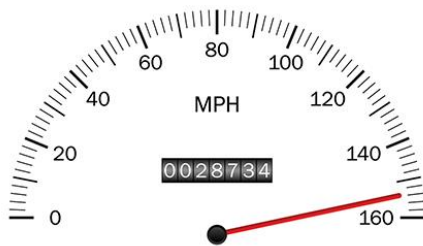


GIVING DIRECTIONS

- Measurements
- Appointment Times
- Dates



1. August 10, 2020
2. 08/10/20
3. 10 August 2020
4. 10/08/20
5. 10 AUG 20



CULTURE

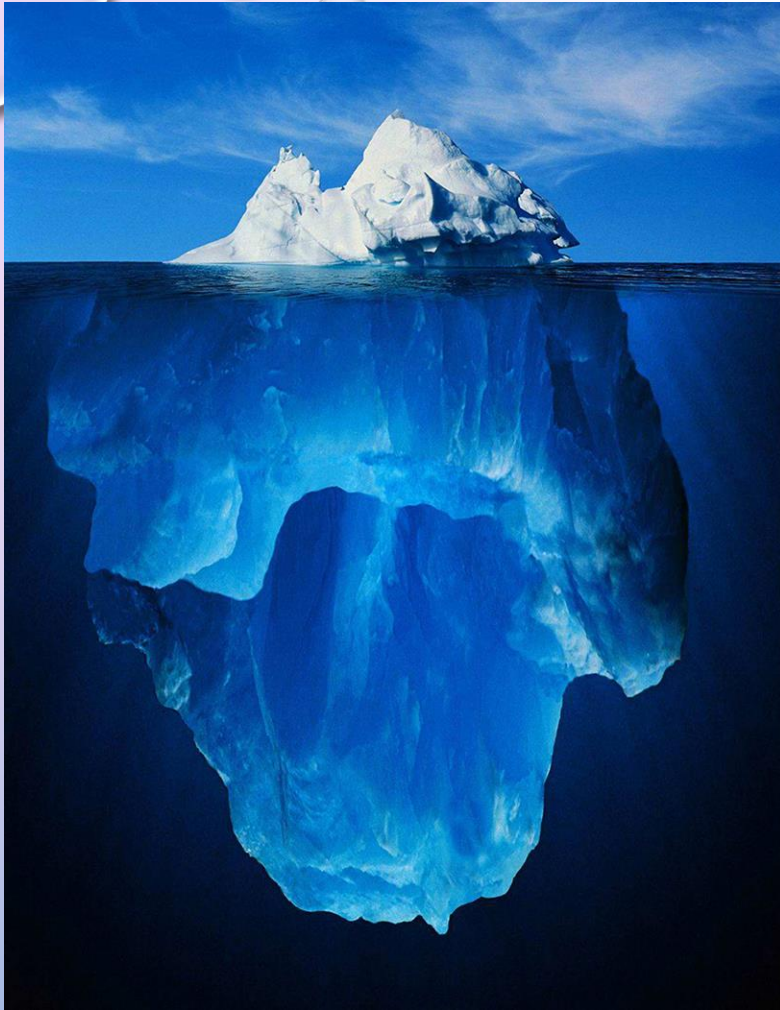


**WORLD CLASS
CUSTOMER SERVICE IS
THE PROCESS OF
CONSISTENTLY
COMMUNICATING TO
EVERY CUSTOMER –
WHETHER IT IS AN
INTERNAL CUSTOMER
OR AN
EXTERNAL CUSTOMER
– THAT THEY ARE
VALUED, AND THAT
THEIR SATISFACTION IS
PARAMOUNT TO YOUR
ORGANIZATON.**



We all view the world through the Lens of Culture





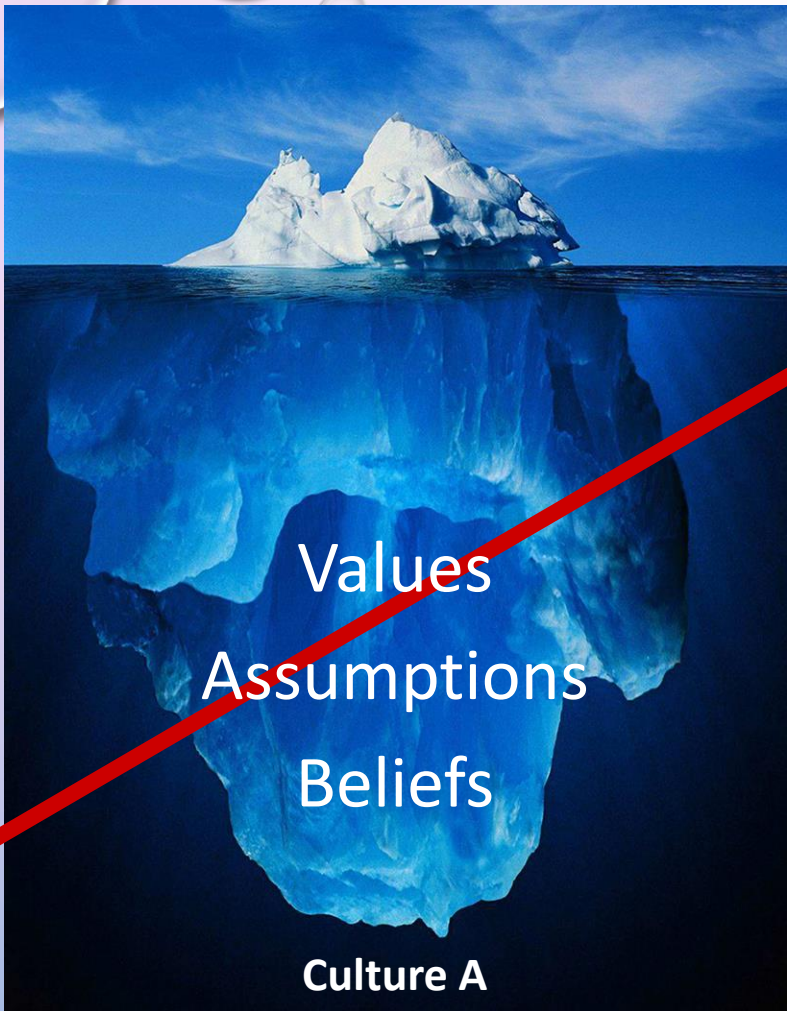
The Impact of Culture

Visible

- *Behavior*
- *Dress*
- *Language*

Less Visible

- *Values*
- *Assumptions*
- *Beliefs*
- *Cultural Influences*



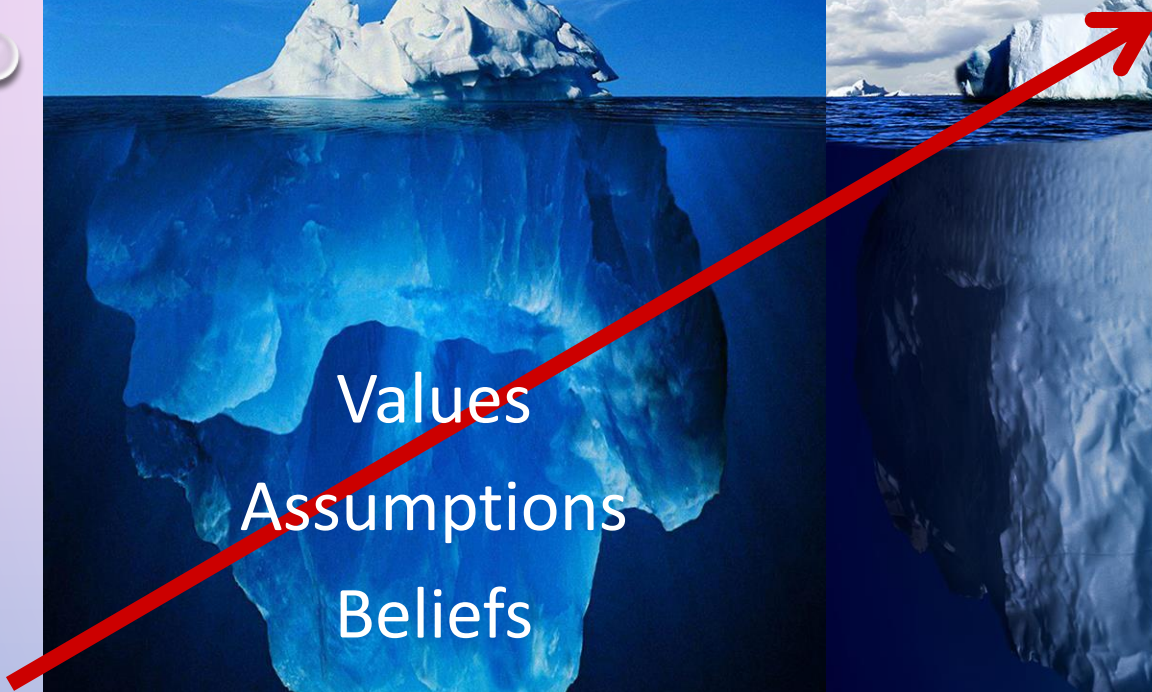
Values
Assumptions
Beliefs

Culture A

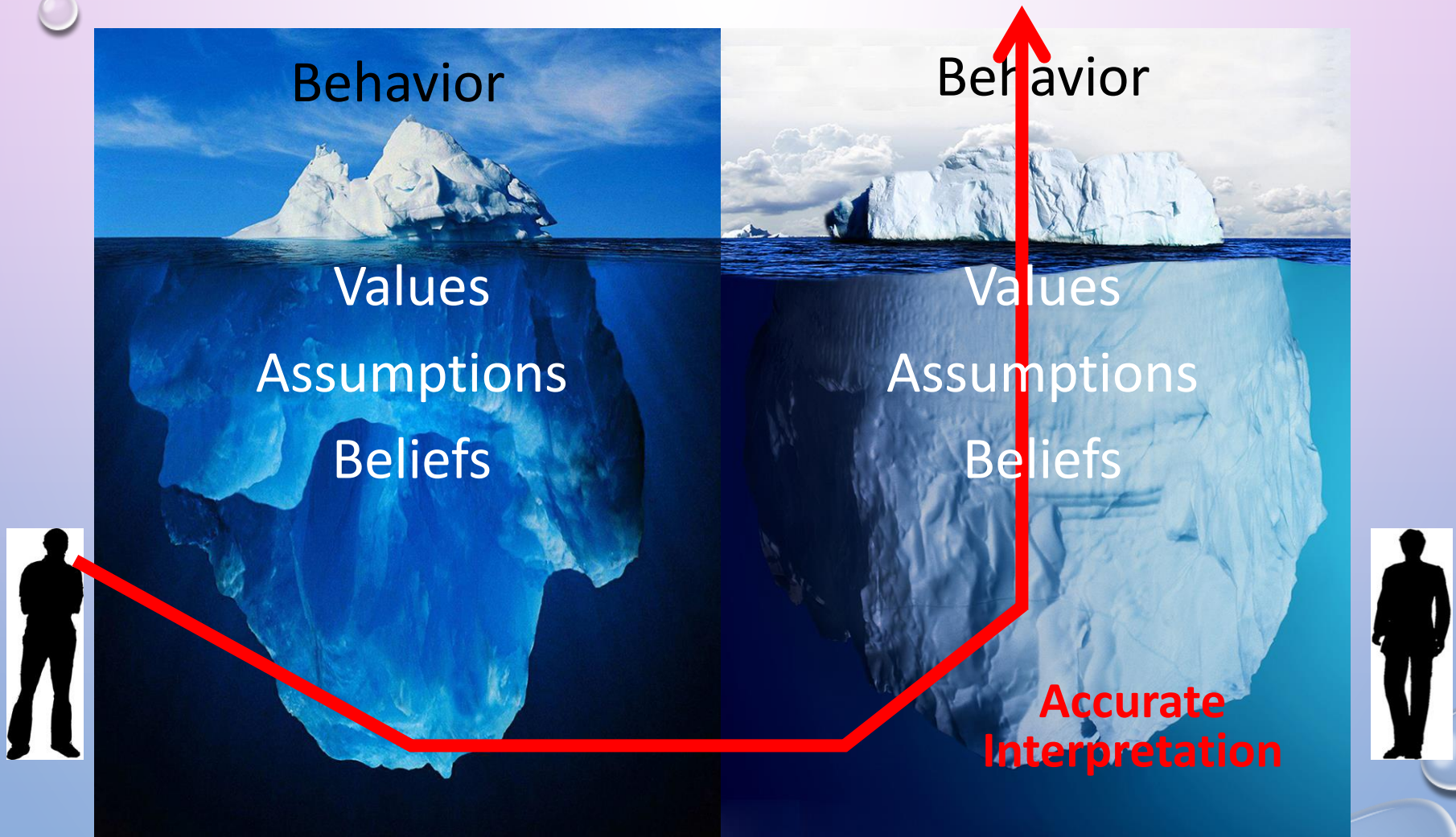


Behavior

Culture B



INTERCULTURAL SENSITIVITIES

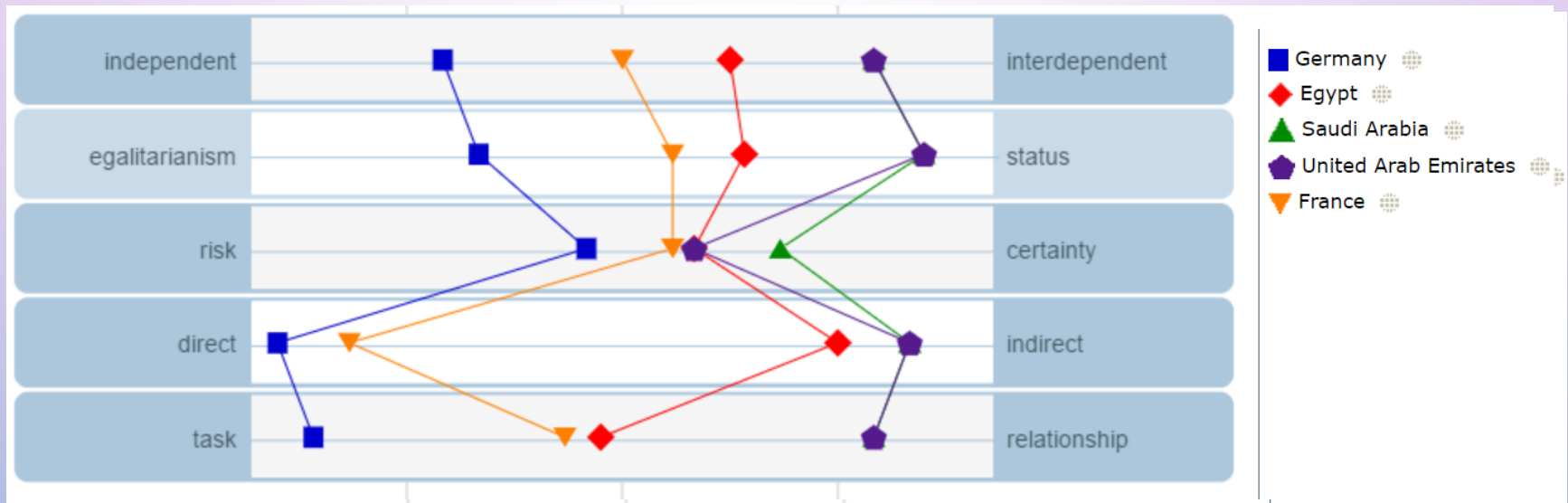


ACQUIRE CULTURAL KNOWLEDGE





National Cultural Profiles



United States

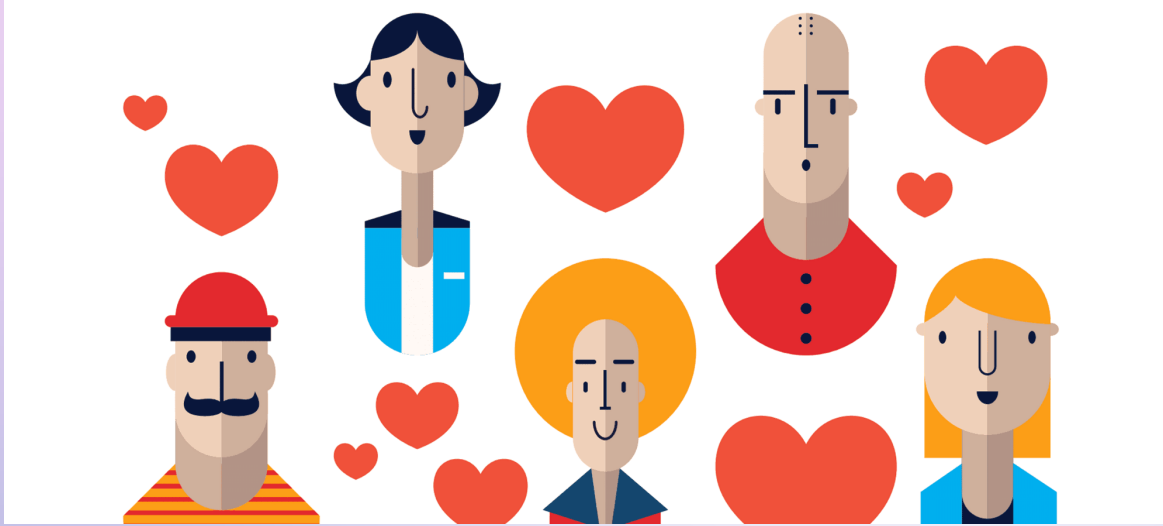


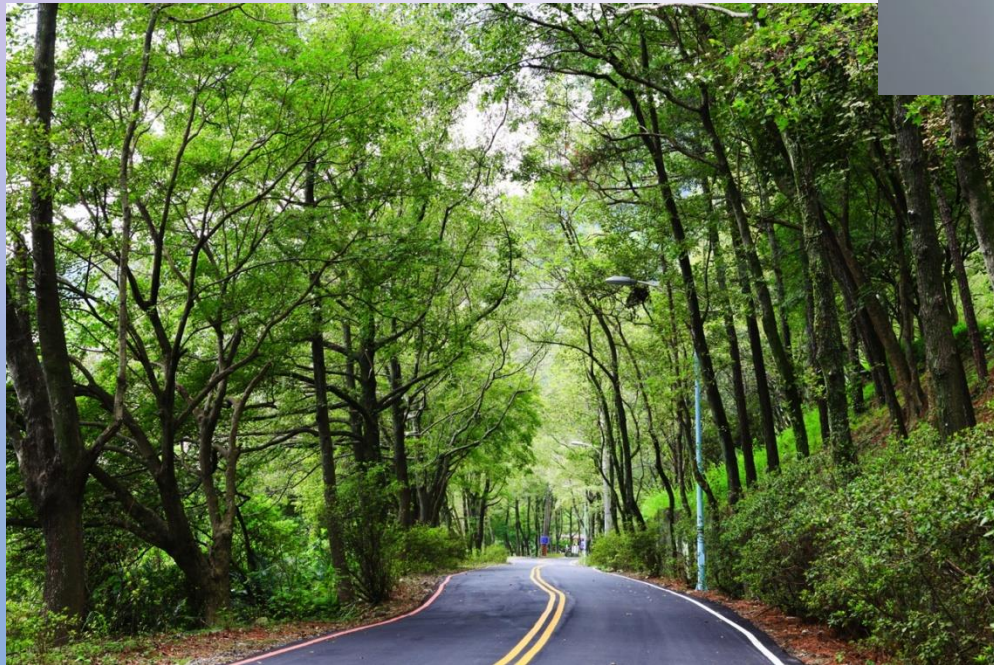
HOW TO SUCCEED IN THE INTERNATIONAL ARENA

*STRATEGIES TO BROADEN
YOUR GLOBAL AWARENESS*



BENEFITS





Thank-you