

“MILES OF SMILES”

Delivering a Consistent Customer Experience in Ocean City, Maryland
June 3, 2025



HOTEL • MOTEL • RESTAURANT • ASSOCIATION • INC.





Attitude

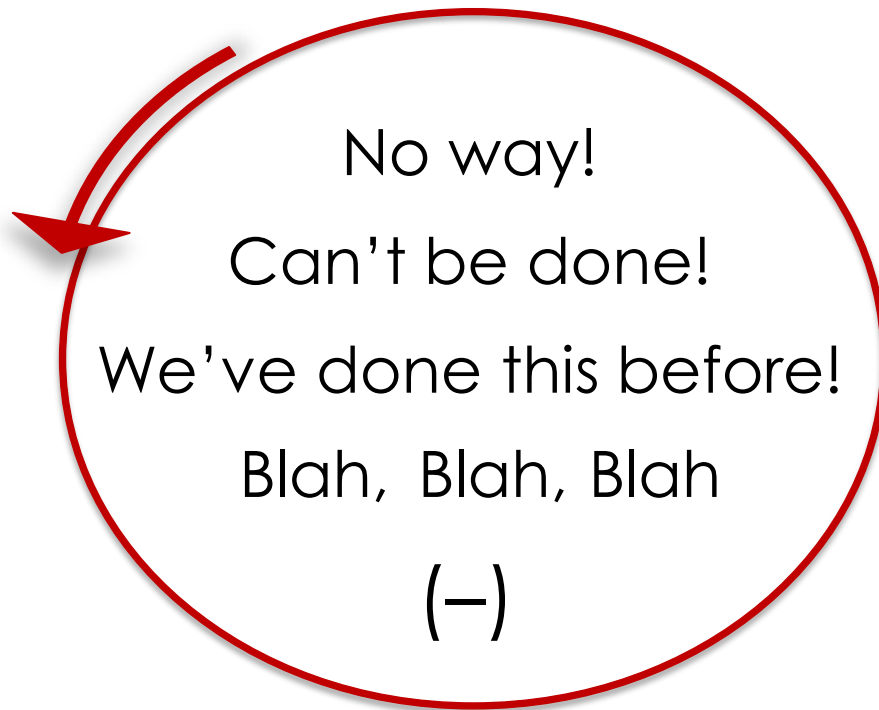
The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or even do. It is more important than appearance, giftedness or skill. It will make or break a company...a church...a home. The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day.

We cannot change our past... we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the string we have, and that is our attitude. I am convinced that life is 10 percent what happens to me and 90 percent how I react to it. And so it is with you...we are in charge of our attitudes!

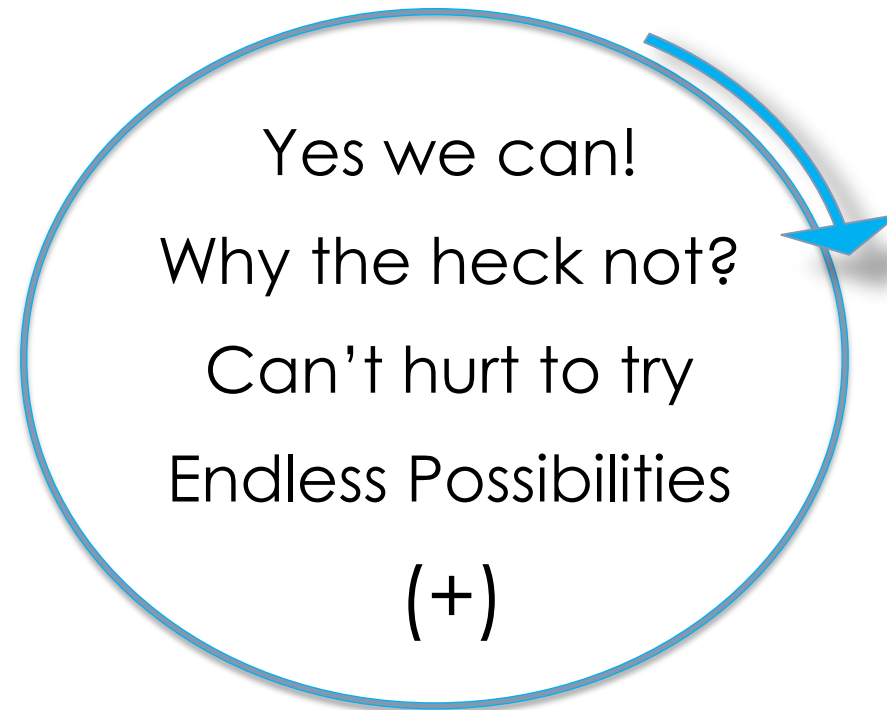
-Charles Swindoll



All Aboard The Blue Train



Destination:
Nowhere



Destination:
Ocean City!



Three Economies

Price

Experience

Convenience



Four Reasons People Buy

Brand: 19%

Product: 19%

Price: 9%

Experience: 53%



Where Have All The Customers Gone?

- 1%** - Died
- 3%** - Moved away
- 4%** - Naturally float
- 5%** - Change on a friend's recommendation
- 9%** - Can buy it cheaper somewhere else
- 10%** - Are chronic complainers
- 68%** - Go elsewhere because their expectations were not met
(Even because of one person's attitude!)



It's Easy

A Perfect Product

Delivered By A Caring Friendly Person

In A Timely Manner

With World-Class Problem Resolution

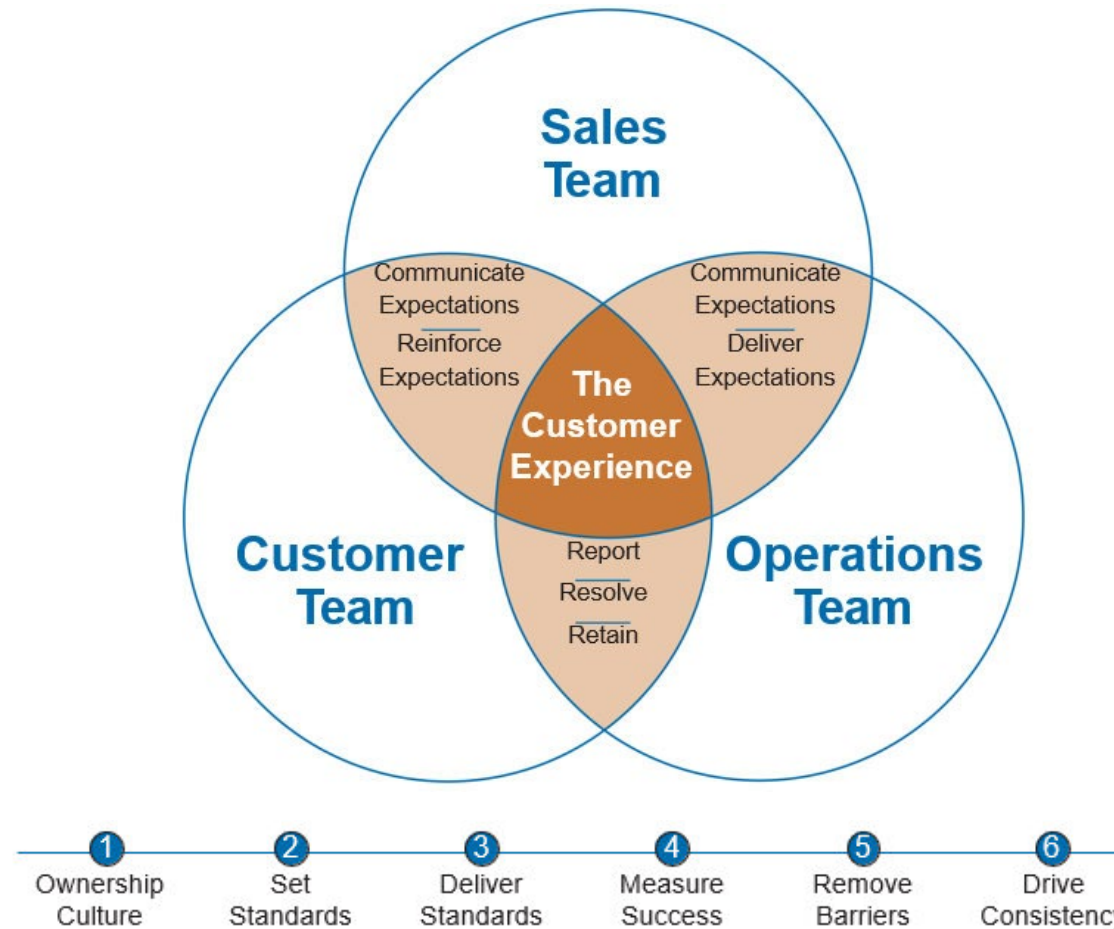


Four Human Needs

1. Welcome
2. Understood
3. Comfortable
4. Important



Customer Experience Playbook



Our Service Promises

MILES SMILES

SERVICE PROMISE



Warm Welcome - A smile and eye contact go a long way—greet every guest with both!



Spirit of Service - Be a Memory Maker - *Is there anything else I can help you with today?*



Passionate & Proactive - Help guests solve needs before they become problems



Rapid Response - Fast, dependable support when it's needed most



Fond Farewells - Thank guests for staying/playing/dining with you!

Go the Extra Mile — Be Our Next Featured Smile!

We're honoring the hospitality heroes who make every visit memorable with our Miles of Smiles Service Promise!

Get noticed by your boss and celebrated by us! You could be featured on our Facebook page—and win a \$500 cash prize at the end of summer!



Hospitality Language

How may I help...

Let me suggest...

I'd like to ask you...

It's my pleasure...

We appreciate your business

Thank you...You're welcome

I'd be happy to...

**The Answer
Should Always Be
“YES!”**



“Line Of One Culture”

The ability to create a solid and unified force of people and energy...focused on accomplishing the same mission.



Miles of Smiles Will Set Ocean City Apart!





PEOPLE

- Strategic Planning
- Executive Coaching
- Workplace Culture
- Keynote Speaker
- Training Videos
- On-Boarding Systems
- Attraction / Retention
- Team Engagement



boomerwrangle



PROCESS

- Data Analytics
- Intranet Platforms
- Digital Scoreboards
- Benchmarking
- CEO Dashboards
- Workplace Applications
- Website / E-Commerce
- Business Efficiencies

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