



SATISFIED EMPLOYEES + SATISFIED CUSTOMERS = HIGHER PROFITS WITHOUT ADDITIONAL EFFORTS

I was sitting one morning in the breakfast room in my hotel in Barcelona and, while enjoying fresh orange juice, coffee and scrambled eggs, I watched some people around me: tourists, a few business people and a lady who took care of “our breakfast”.

Already in the morning you could recognize the spirit and the energy that drove her to manage her guests, or, even better, to make her guests feel comfortable during their breakfast. Whenever she realized, for instance, that some more guests took out bread and cakes from the breadbasket, she ran to the kitchen, filled it up and none of us had the feeling that there was ever not enough bread available.

Her eyes jumped from one table to another to check whether someone already finished his breakfast. In that case she immediately cleared the table and put new cutlery and napkins out; the result was that I never saw a queue of new guests waiting for an empty table in front of the reception desk.

I was impressed, because this lady didn't seem to me like a waitress, although she was “just employed” in the hotel as I found out later. **She gave the impression that she was the owner of this breakfast room and that all guests of the hotel were her personal guests.**

A total different example is a well know café in Ljubljana: it has happened to me several times that I entered the café, and although some of the waiters were standing behind the bar, no “dober dan” or something similar was heard. Of course, they couldn't greet me; then their conversation would have been interrupted.

It took me several tries waving with my arms until one of the waiters recognized my presence. When taking my order, none of them, regardless if it was a waiter or waitress gave me the feeling that I as a guest was very welcome in this café.

I don't know why I've been to this café several times – now not anymore, because first I thought it's because of me, but later on I learned that other guests had the same experience too – **but on the other hand maybe these guys' behaviour is already so rude that it's interesting to watch:** the way they spiritlessly serve coffee and cakes to their guests reflects some kind of unwillingness and dissatisfaction with their job.

I'm sure you know the big market place at mestni trg in Ljubljana. Don't worry; I'm not repeating now the story about the famous fish market in Seattle... Anyhow, when coming from Prešernov trg, you'll find one of the stands in the first row, where a family is selling sauerkraut. The closer you come the more you can smell it.

Do you know how cold it can be sometimes in winter, especially when packing sauerkraut with frozen fingers into dampish plastic bags? Or can you imagine staying there when rain is falling and heavy wind is blowing? **Whatever weather it was I never saw those people there selling their sauerkraut and wearing a scowl on their faces.**



Customers embrace this atmosphere with the patience and the time they spend while waiting in a queue to get their sauerkraut. They talk and chat or watch simply fascinated as the sales people in doing their job.

So, what's the point?

Why do some employees spread a lot of positive energy around them and others do not? Why can you as a customer or as a guest feel in some cases so well and in other cases not? Why can for instance one cashier in the supermarket send a very nice smile to his or her customers and others can't?!

- Maybe some employees do not really like their job, but there is no other way for them to earn money?!
- Maybe they are not satisfied with their business environment, but it's not in their power to change it?!
- Maybe there are personal issues responsible for their bad behaviour, but there is no one to whom they could talk?!
- Maybe they don't see any sense in what they are doing in their daily business, but there is – from their point of view – no way out?!

I could continue with this list of arguments, but the solutions are in almost all the cases connected with these employees' managers.

It is, in my opinion, **a manager's duty to find the right people and assign the right teams for certain jobs and challenges**. Also, because of the fact that at the beginning of every labour relationship – usually – both the employee and the employer are satisfied, the reasons for the before-mentioned examples must be generated after that time.

Therefore it's again a manager's obligation to listen on the one hand to his employees and on the other hand to his customers. A manager must personally and constantly be sure that ALL his employees are satisfied, **because satisfied employees will generate satisfied customers, and satisfied customers will again deliver a higher contribution to a company's success** than those who complain about it.