



The Power of Follow Up - High Tech or High Touch?

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We all deal with technology daily, whether it is one of dozens of social media outlets, responding to a guest review, using an app as either a consumer or service provider or simply emails.

To those of us over 40, we may recall when we were promised computers were going to make our lives simpler and shorten our work week. While we likely agree that technology has increased our capabilities, I do not know many of us that have found the work week to be anything but more complex, as those potential capabilities have added many more duties and activities.

This column is a snap shot message - the power of follow up.

Like most of us, I have more than one computer and my 17" laptop Dell failed for a 2nd time over a 4 year period. Complete freeze - would not boot, and luckily for me, it was a back up unit and I had opted for a service plan with Data Doctors after the 1st failure. They analyzed the problem, offered several solutions and two days later returned it to me with a minimal bill for parts. It is now almost completely rebuilt and things seem to be in order.

The follow up came today with a phone call from the tech who serviced my unit. Without prompting, he called me to see if it was working as it needed to be. This was a highly unusual event - the follow up from email evaluations acco

Messaging

unexpected and pleasant surprise.

The cost to Data Doctors? \$000.00

The benefit to me? The sense that someone actually cared about how the work affected me!

Which was this - high tech or high touch? The answer is both.

In hospitality, we need to remember this fact - guests want to be appreciated and that includes the sincere, genuine attention that cannot be scripted or mandated by a brand standard or rule. It needs to come from us - the hotel owner, manager and associate!

There are many ways to identify those unique touch points, and we @HospitalityEducators.com can help you find them.



About John J. Hogan

John J. Hogan, CHA CMHS CHE CHO is a successful hospitality executive, educator, author and consultant and is a frequent keynote speaker and seminar leader at many hospitality industry events.

He is Co-Founder and Chief Learning Officer of HospitalityEducators.com, which was founded in 2010 as a solutions center for hotel owners and managers. He is also the Principal of HoganHospitality.com, which offers hotel expert witness services and hospitality consulting.

Specific new services, workshops and keynote topics can be found at johnjhogan.com, including

- ***WHAT THEY DON'T TEACH YOU AT HOTEL SCHOOL***
- ***IT'S THE SIZE OF YOUR IDEA, NOT THE SIZE OF YOUR BUDGET***

He is currently working with his partner Kathleen Hogan and others on several new projects including the [HOTELIERMASTERMIND](#) series, an eBook series with Howard Feiertag on hotel sales, two new web sites and a fresh set of Keynote and Workshop programs, hospitality services and columns.

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