



## Guest Services

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### Why employee nametags are so important

*Another great article from The Rooms Chronicle, the #1 journal for hotel rooms management! \*\*\*Important notice: This article may not be reproduced without permission of the publisher or the author.\*\*\* College of Hospitality and Tourism Management, Niagara University, P.O. Box 2036, Niagara University, NY 14109-2036. Phone: 866-Read TRC. E-mail: editor@roomschronicle.com*

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As the old question goes ... What's in a name? For hotels and their employees ... everything.

Nametags are the one common element that unites all of a property's employees. Think about it. Staff members from the same department may wear a common uniform, but the only common element for all employees, even from different departments, is the name tag. Yes, the name and job title on the nametag is unique for each employee, but the design and color is the same for each. Nametags represent brand identity to guests and so much more.

Nametags convey a sense of hospitality to those who wear them and to those who see them. It is standard practice in most lodging properties that ALL EMPLOYEES, from room attendant to the general manager, wear their issued nametag. No staff member is exempt from this responsibility ... or the privilege to serve others.

Few things are more frustrating for a guest than when they must ask an employee to disclose his or her name. As professionals who serve others, lodging employees must place themselves in a position where they can be readily identified by both guests and other employees. Reading someone's name off their nametag is certainly much preferred over saying, "Hey you! Can you give me a hand here?"

In today's world of heightened security concerns, nametags help both guests and management alike discern between who does and does not belong, especially in the back of the house areas of a hotel. For a small 60-room motel, this may not seem necessary. But within a 5,000-room casino resort or even a 300-room conference center, a hotel nametag typically serves as the key to entry into support areas. It also reassures guests to whom they can turn to in order to have their questions answered or needs addressed.

Nametags allow others to refer about employees to others by their given or chosen names rather than their physical characteristics. This is certainly preferable to describing an employee to others as the "overweight kid at the front desk", "the black housekeeper with extensive body odor", or "the speedy Hispanic parking valet with an earring and tattoo." And guests will seek to praise, complain, or possibly condemn the treatment they received from these employees to others.

An employee's nametag coupled with a warm welcoming smile is the most important element of any employee's uniform. Management should support this phil-osophy by requiring all employees to report to work in proper uniform, to include their own nametag. If the employee is missing their nametag, either send him/her home to retrieve it or create a new one for them. Nametags should be easily visible on an employee's uniform or attire whenever working or on property. ✧

