

Send handwritten thank you cards or a thoughtful gift to your most loyal clients. Offer an encouraging text or phone call to clients who've been with the studio for less than a year. Give a special merchandise discount code to the clients who fly under the radar. Let everyone feel seen and loved!

**9. 86d and gone.** In American restaurant lingo, to “86” something is to take it off the menu because it has already sold out or it is unavailable that day; it can also refer to a person who is no longer welcome on the premises. So if there is a class or program that isn't serving your clients' needs, it's time to stop pouring resources into it and focus that time, energy, and people-power somewhere else. Ditto for clients who aren't the right fit for your studio—it's OK to let them go.



**10. Make them shout “encore!”** It sounds cliché but it's true: the extra mile is always worth it when it comes to customer service. Exceed expectations and reap the reward of parents and students who love your studio as a second home. Their satisfactory experience can easily turn into more referrals and positive reviews.

Hospitality and dance may seem like two different industries, but I've learned they have so much in common—and their biggest commonality is the priority to make people feel good. Bring more hospitality into your customer service and your clients won't stop smiling. **Bon appétit!** □

## WORK IT OUT!

Who are the current people in “hospitality” roles at your studio?

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What are these employees already doing well in customer service? Where can they improve?

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How will you help these employees create exceptional customer service experiences?

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List three suggestions from the article that could be implemented with your team this month.

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**Anthony Andrieux** is co-founder of Fusion Dance Solana Beach in Southern California and a MTJGD Certified Coach™. Originally from Limoges, France,

Anthony traveled the world honing his management expertise and people skills, working in fine dining restaurants and aboard passenger cruise ships. With his hospitality experience, dedication to the arts, and boundless energy, Anthony loves helping others discover the benefits of exceptional customer service.