



SOCIAL SKILLS

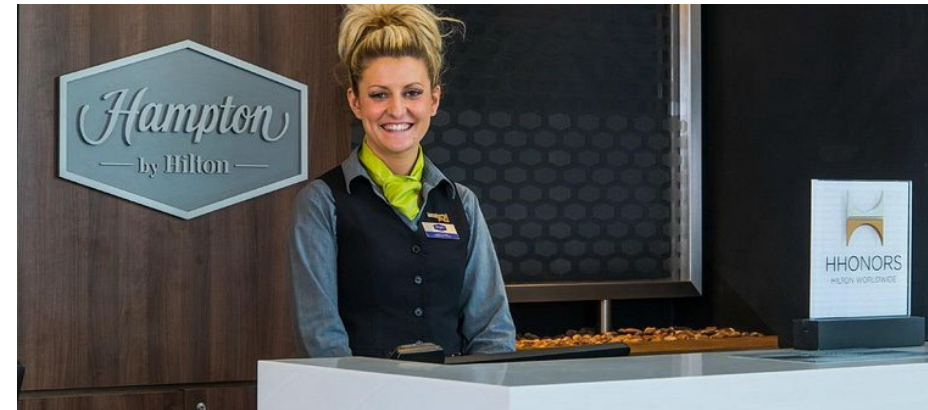


EVOLUTION OF SOCIAL SKILLS IN RECENT YEARS

- Major changes in recent years
- New customer expectations
- Growing demand for personalized experiences
- Technological advancements.

1. From “being polite” → to “creating emotional experiences”

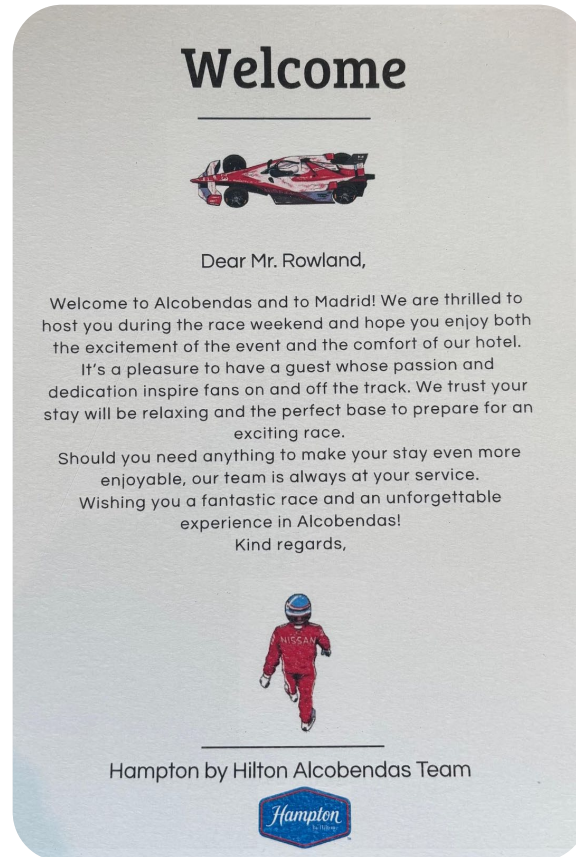
- Using tools to identify preferences
- Anticipating guests’ needs
- Unique experiences for every guest
- Personalized details
- Respect for data protection



2. From “basic human skills” → to “human + digital skills”

- Communication supported by digital tools
- Use of CRM, online reviews and guest data
- Hybrid interaction (human + technology)

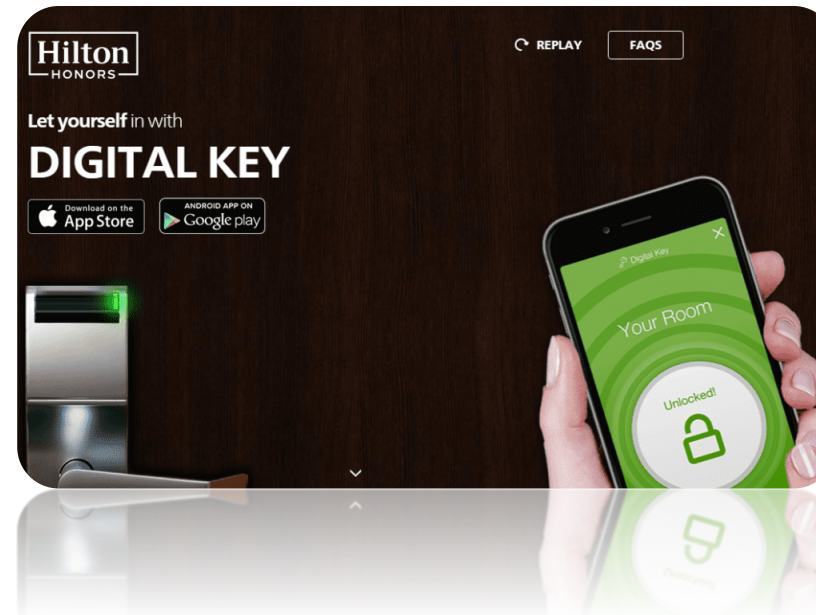
- **Personalised details**



- **Kipsu**, an instant messaging tool



- **Digital Check-in and Digital Key**



3. From “reactive” → to “anticipative”

BEFORE

We **waited** for guests to request something and dealt with issues as they happened.

NOW

We **anticipate** guests’ needs, **understand** their behaviour, and **prevent** problems before they occur.

3. From “reactive” → to “anticipative”

We use AI and guest feedback to proactively prevent issues. Cultural adaptability and inclusion are key:

- **Diversified food offering** such as Halal
- **Comprehensive allergen training**
- **Inclusion and diversity training** for personalised service

4. From “managing stress” → to “managing emotional complexity”

BEFORE

Staying **calm** and **avoiding conflict**

NOW

Managing emotions (self, guests, team)
under pressure and responding to
demanding guests

Emotional
intelligence



Daily operations involve more pressure, more demanding guests, and **less margin for error.**

5. From “teamwork” → to “real collaboration”

We have implemented a **recognition calendar**, where each month one department is highlighted and their work is acknowledged.

- Full **coordination** across departments
- Continuous **communication**
- **Shared team culture**



6. From “doing the job” → to “purpose and values”

At our hotel, our purpose and values are guided by **Hamptonality**

👉 Hamptonality is how soft skills are expressed in Hampton

BEFORE:

Soft skills = individual abilities

NOW:

Soft skills = a tool to transmit brand culture

HAMPTONALITY: SOFT SKILLS IN ACTION

Hamptonality	Soft Skill	Observable Behaviour
Friendliness	Empathy	Greeting guests by name, showing genuine interest
Natural approach	Communication	Simple, warm and authentic language
Positive attitude	Emotional intelligence	Maintaining energy under pressure
Authenticity	Assertiveness	Being genuine, not scripted
Guest care	Service orientation	Anticipating needs

SUMMARY

HAMPTONALITY: SOFT SKILLS IN ACTION

- 👉 Soft skills become a key driver of brand culture and guest experience differentiation
- 👉 It's not only about managing teams
- 👉 It's about building hotel culture