

COMING SOON FROM HOW2CONQUER

Spin the Bottle Service

Hospitality in the Age of AI

by Kirsten and Paul Moxness

About the Book

Airports, hotels, bars, and restaurants all present opportunities for hospitality to touch the life of a stranger. In our increasingly data-driven world, we've created systems to quantify, digitize, and calculate how to get the most out of these moments of interaction, but is data really the only way to know if we're truly being of service?

Smart hoteliers and restaurateurs understand the power of personal interactions, and as the drive to digital speeds up, the ability to craft a meaningful human interaction will be a big differentiator in the market battle for guest satisfaction and retention. Using examples from over thirty years of international travel and experience in the hospitality industry, Kirsten and Paul Moxness explore key elements of creating personal experiences for guests, including:

- Making genuine gratitude a natural and contagious habit
- Respecting upgrades and freebies, and handling necessary downgrades
- Encouraging supportive teams and empowering each employee to provide exceptional experiences
- Taking a compassionate and proactive approach to safety and crisis management and resolving problems

Digital cannot replace human interaction, and hospitality is all about making memorable moments of personal experience. *Spin the Bottle Service* is here to show you that making the most of the touchpoints beyond digital can be as easy as a twist of the wrist.

About the Authors

Kirsten Moxness is an entrepreneur and expert in massage, wellness, and relaxation. Through her work, she became a forerunner in making massage one of the most favored employee benefits in Denmark. After being named IFSEC's #1 Global Influencer in the Security Executives Category, **Paul Moxness** retired from Radisson Hotel Group in 2018, where he was global Vice President of Corporate Safety and Security. The pair cofounded The Always Care Consulting Company, Inc., which offers strategic and developmental support to the hospitality industry.



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