

Impeccable: The Uniform, Grooming and Your Own Square Meter



Let me tell you what I look at when I walk through a hotel — the real order of my gaze, which is also that of the demanding guest. First, the shoes: they are the item nobody thinks gets looked at and the one we all look at; a clean shoe with a veteran uniform says craft, a dirty shoe with a new uniform says costume. Second, the hands and nails of whoever is serving me: they are going to touch my key, my glass, my plate — they are the hotel's hygiene in portable form. Third, the name badge and the overall look: complete and straight, or half-done and sagging. And fourth, the desk or the station: if its square meter is impeccable in mid-afternoon — not at nine in the morning, which is easy — that hotel has a real standard.

Notice that all four are gestures of professional habit — the touch-up, the name badge, the mutual check, the square meter — and that none of them replaces what is the company's responsibility: enough uniforms, footwear where applicable, replacement, cleaning or compensation, and work equipment, in accordance with the applicable regulations and collective agreement. Appearance rules, moreover, must be objective, proportionate, justified by hygiene or safety, non-discriminatory and respectful of privacy. With the proper means on the table, this test does reveal something: the habits of the teams. That's why it's the first diagnosis I make when I arrive at a new hotel: tell me what your uniforms look like at five in the afternoon — and how the house provides them — and I'll tell you the state of your entire operation.

If in your audit the two worst points were about your workstation and not about you, take note: it is the most common result and the most revealing — we look after what we wear and neglect what surrounds us, and the guest sees it all together, as a single message. Tomorrow, those two points. And next, we close the season on a high note.