

**SPEECH BY MS JUNIE FOO, CHAIRPERSON OF SINGAPORE KINDNESS MOVEMENT,
AT SERVICE GOLD AWARDS ON WEDNESDAY 5 NOVEMBER 2021, 2 PM AT
ORCHARD HOTEL SINGAPORE**

Mr Alvin Tan, Minister of State, MTI and MCCY
Ms Kwee Wei-Lin, President, SHA
Dr William Wan, General Secretary of Singapore Kindness Movement,
Leaders of the Hotel Industry,
Award Winners and Distinguished guests,
Ladies and Gentlemen,

1. Good afternoon and Thank you for joining us here today at the National Kindness Awards-Service Gold 2021.
2. For 27 years, the Singapore Hotel Association and Singapore Kindness Movement have collaborated to celebrate kindness in the hospitality sector.
3. Performing acts of kindness is not limited to the people working in the industry. Hotel guests too, are an important part of the kindness equation. Therefore, I am elated to be presenting the Gracious Guest Award to show our appreciation to guests who have exhibited gracious behaviour towards our service staff.
4. Kindness is a two-way street and with the society that we live in today, this now includes the service industry.
5. We often read about bad reviews online or witness unhappy customers complaining about dissatisfactory service, but it's time we take a look at ourselves. Are we deserving of good customer service?
6. Service staff, just like any one of us should be treated with the respect they deserve. Gone are the days where people modelled the phrase 'The customer is always right' as an excuse to be entitled and uncourteous to our service staff.
7. Even if we are faced with a service experience that we may consider dissatisfactory, let's remember that there are better ways of expressing our dissatisfaction, one of which would be leaving a constructive review on their feedback form or to the management. There are many other ways to solve it amicably and in a civilized manner, without having to embarrass service staff in front of others.
8. Forgiveness is also the key to being a kind and gracious customer. People make mistakes and so do our service staff. Oftentimes, it may not even be the frontline staff's fault, but only them following their company's protocols. Taking your frustrations out on them would be futile.
9. It wouldn't hurt to go the extra mile to compliment and show appreciation to the service staff for a positive experience. We often only make a fuss out of a negative experience but forget to highlight and appreciate the positive ones.

10. Let me share an exceptional example from one of the stories of our Gracious Guest awardee; Mr Theodoric Tam a loyal and frequent guest of Fairmont Singapore. Mr Tam and his wife are prominently known to be courteous, lively and easy-going amongst the service team. He radiates a genuine and warm attitude and would always ensure to check up on the team's well-being. Mr Tam has never failed to take the time to specifically find out who served him in any way just so he can recognise them and send an email of appreciation to the team for taking care of him during his stay. The team from Fairmont Singapore said: "His simple words of gratitude gives us the motivation and strength to continue to strive for excellence and superb service. He is a role model of radiating positivity and kindness, especially during these trying times."

11. Mr Tam is one of the few exemplary guests that proves being a kind and gracious customer can motivate staff to go the extra mile which is beneficial for the hotel industry too. Mutual respect and showing graciousness are imperative regardless of whether you are a service professional or a customer. I hope the award recipients will continue to be our Kindness Ambassadors and serve to inspire fellow guests.

11. Congratulations to Mr Theodoric Tam and all the awardees for your dedication in showing kindness and graciousness through your noble actions. May we continue to be champions of kindness and inspire others to do the same. Together we can create a greater and stronger society by choosing kindness.

12. Thank you again and have a wonderful day!