

OUT OF TOUCH



Eye contact and
body language
in a world of
masks matters.





How would you
describe the emotion
in this picture?



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Who would you rather interact with when visiting
GameTime?



Hopefully, you chose
this one!

It's important to understand what the guest sees and perceives when interacting with us at GameTime. Especially when we have our faces covered in masks and shields.

We can still set ourselves apart from all competitors by practicing great guest service in a safe environment and knowing what we need to accentuate when half of our face is covered.





EYE CONTACT

Practicing good eye contact is a skill for effective and vital communication and is mostly under-rated and under-utilized.

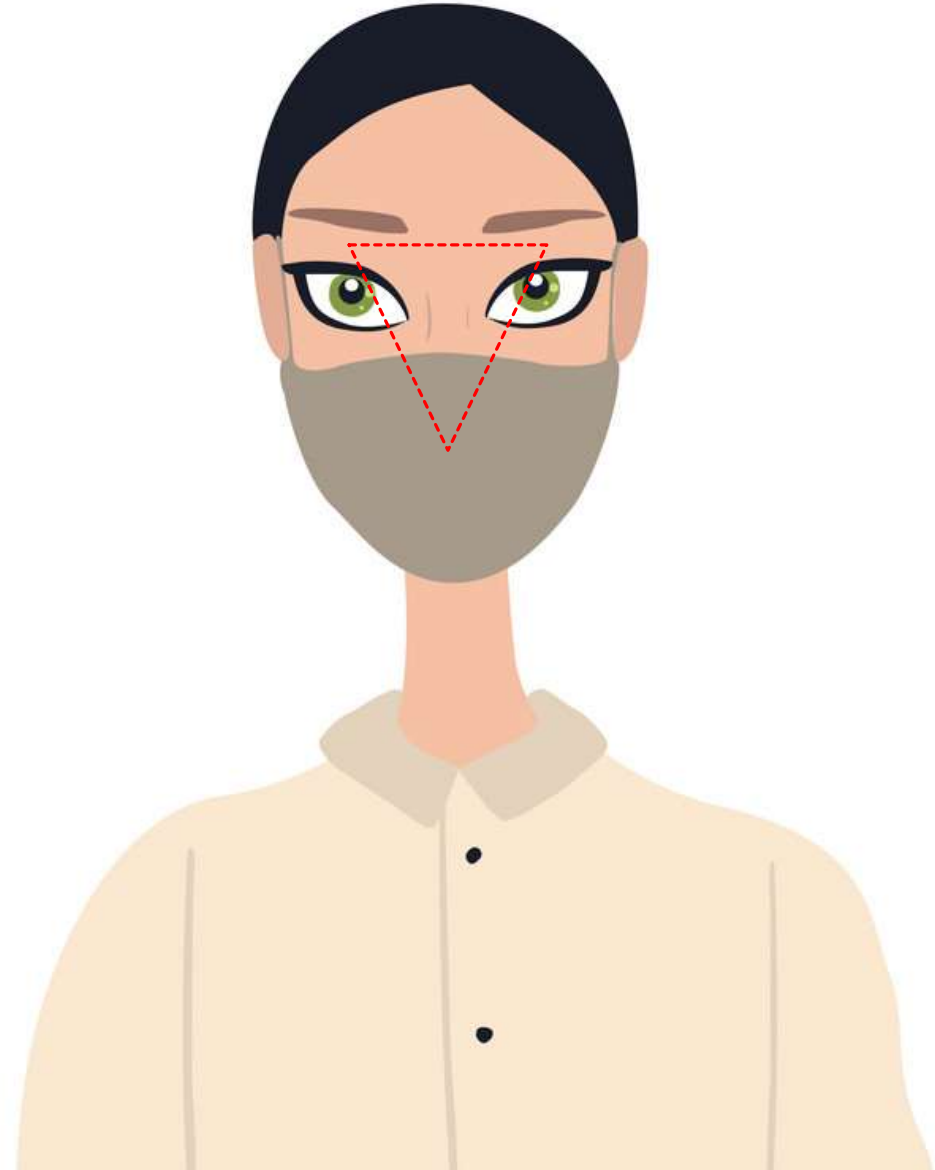
Keeping eye contact with the guest you are talking to indicates interest and saying to the guest “You are important, and I am listening”.



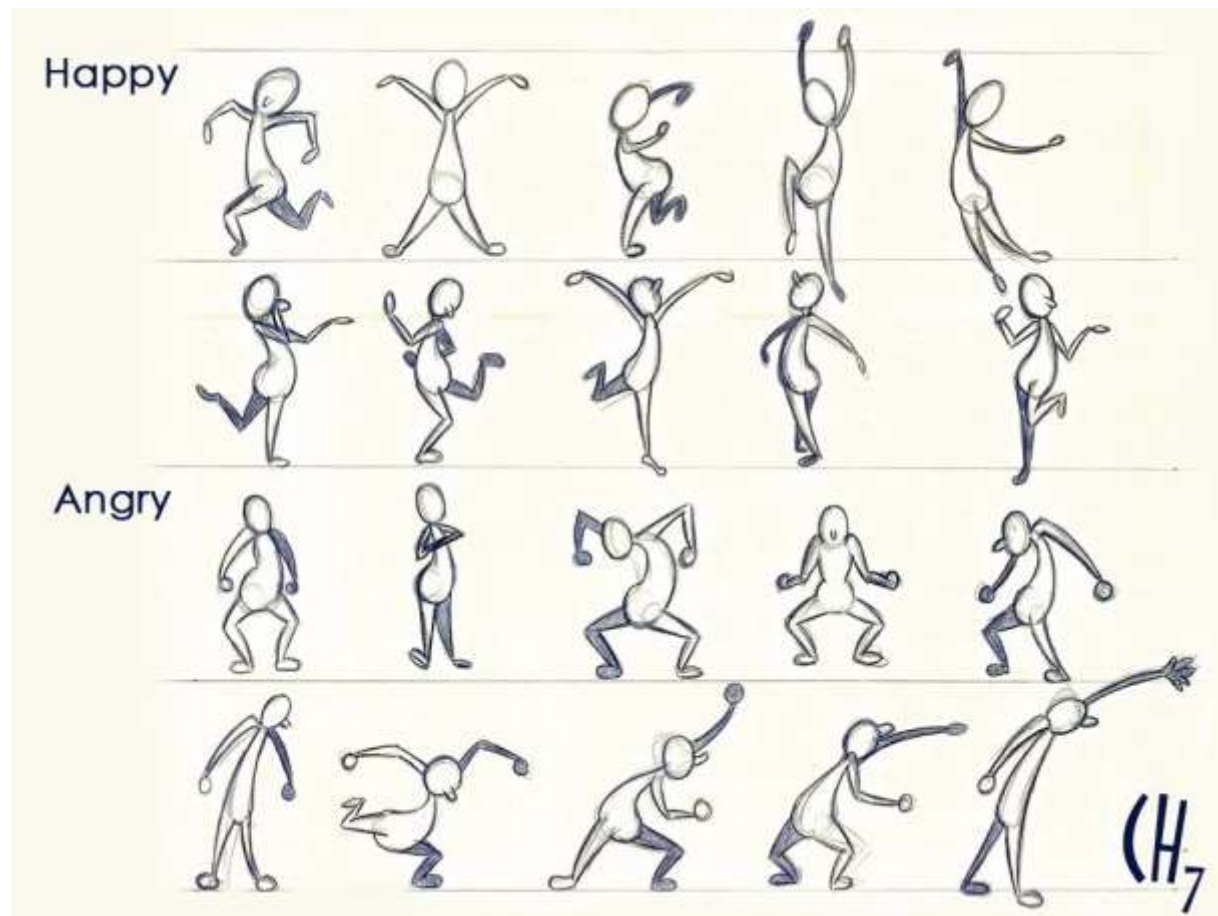
However, maintaining good eye contact does not mean you should stare unblinkingly at your guests, such a stare would be uncomfortable, not to mention creepy.

If you find maintaining eye contact a bit uncomfortable, try using the following method:

Imagine an inverted triangle on the guest's face, the bottom of the triangle should rest on the guest's brow, with its apex ending at the mouth. While the interaction lasts, alternate your gaze every 5 to 10 seconds from one point on the triangle to another. This will make your eye contact feel more natural & comfortable.



BODY LANGUAGE





Keep an Open Body Stance

An open stance is one in which none of your limbs are not crossed, and in which the body is 'open' & free of any barrier. This means your feet & arms are uncrossed and by the side of your body, and that you are not placing any object between yourself and the guest.

Maintaining an open body language when interacting with your guests creates a welcoming and confident atmosphere, & subconsciously communicates to them that you are honest and trustworthy.



When interacting with your guests, eliminate as much barrier as you can between yourself and the guest. Avoid leaning, crossing your arms or legs whether you are standing or sitting.

While this is not going to automatically turn your guests into raving fans, it would go a long way in positively improving their impression of you, as well as their attitude towards you.

Make use of Gestures

Gesturing is natural and you do it each time you interact with people. Use your hands to describe things or make emphasis.

Do not allow your hands to just move around in the air meaninglessly when you speak, add meaning to what you do with them.

Making deliberate use of gestures when interacting with guests will make you a better communicator. You will speak more fluently and articulately.



Avoid Excessive Movement

Avoid fidgeting when interacting with guests. Fidgeting is usually a sign of restlessness or discomfort and will make guests feel that you cannot wait for them to leave.

If you find yourself fidgeting when interacting with guests, see it as a sign that you are not fully focused on the interaction. Stop and return your focus to the moment. Listen with your eyes, take in all the information the guest is sharing both from their words and body language.



LEARN TO
USE YOUR
VOICE





The pitch, volume, and tone of your voice affect the meaning of the words you say when interacting with people. It applies not only when you are interacting with guests in-person, but also when you do it on the phone or via email.

No matter what it is you are saying, it is your tone that reveals how you feel, when you say them. Use your tone to express warmth, passion, humor, empathy, or whatever emotion you want your guests to perceive.



Personal Space

Avoid Invading the Guest's Personal Space

Keep a respectable distance between yourself and the guest to avoid invading their personal space.

Encroaching on your guest's personal space will make them uncomfortable or anxious.

Most people would react to an invasion of their personal space by backing away or ending the interaction if the discomfort becomes unbearable.





Whenever you are interacting with a guest, allow 6 feet between the both of you. At this distance you are not too close or too distant from the guest. Also avoid touching the guest. Observing the guest's personal space is a sign that you respect them and value their comfort, this will positively affect their attitude towards you while you interact with them.

SMILE!





Smile – even when wearing a mask!

This should be the easiest thing to do, but for some people, it doesn't come that easily, and they miss out on the impact their smile could have had on others.

Smiling has been studied and proven to have a positive effect on people, a genuine smile will make you instantly appear more positive and approachable. Even if it's hidden behind a mask.



Let's Recap!



Let's Recap!

Eye Contact



Let's Recap!

Eye Contact Body Language



Let's Recap!

Eye Contact
Body Language
Use Your Voice



Let's Recap!

Eye Contact
Body Language
Use Your Voice
Personal Space



Let's Recap!

Eye Contact
Body Language
Use Your Voice
Personal Space
Smile



“It takes months
to find a customer
and seconds to
lose one..”

Vince Lombardi