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Hilton Conference & Event Center, Zagreb  
17th March 2026.

MASTERCLASS

# The Art of Service Excellence

Anastasija Gerasimuk

*Quintessentially Group, Training & Quality Manager*



Hilton Conference & Event Center, Zagreb | 17th March 2026. | from 10:30 till 17 hours

### *Education Description*

Masterclass will be divided in four modules:

## 1 Exceeding Guest Expectations

This is the core of luxury hospitality. The module provides reminders and guidelines to hospitality personnel on how to go beyond the basics, directly improve guest satisfaction scores and create memorable experiences. It's relevant to all - from Front Desk to high Management teams and applies at every touchpoint.

## 2 Understanding Needs Before They're Expressed

This is what differentiates good service from exceptional service. Guests in high-end hospitality expect staff to recognise patterns, read subtle cues, and act proactively. This skill reduces complaints, boosts efficiency, and delivers the feeling of personalised service, making service unique and memorable.

During this session, we will delve into practical examples of how Quintessentially provides excellent service. By analysing examples, learners will be encouraged to share their creative ideas for delivering top-tier service at all times



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### 3 Emotional Intelligence in the Servicing Environment

Emotional Intelligence is a critical capability in luxury hospitality, underpinning effective service recovery, conflict prevention, rapport-building, and overall service excellence.

In high-pressure, guest-facing environments, strong emotional intelligence enables teams to respond thoughtfully rather than reactively, creating calm, confident interactions that strengthen trust and elevate the guest experience. This module focuses on developing the self-awareness and interpersonal skills required to adapt seamlessly to different guest personalities and emotional states, ensuring service feels both professional and genuinely human.

### 4 Service Recovery: Complaint Handling with Grace

In luxury hospitality, complaints are handled in real time and often under heightened expectations, making service recovery a defining moment in the guest experience.

This module focuses on delivering recovery that is elegant, swift, discreet, and solution-focused, ensuring issues are resolved seamlessly while preserving trust, dignity, and brand reputation.



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### *Target Audience*

- Front Office Managers and Guest Relations Managers
- Concierge and Guest Experience teams
- Food & Beverage Managers and Supervisors
- Housekeeping Managers and Supervisors
- Duty Managers and Operational Managers
- Hotel General Managers and Department Heads
- Team leaders identified for future leadership roles

### *Complexity Level*

**Medium** (previous experience recommended)

### *Language of Education*

**English**

### *Price*

**95€** (without VAT)

includes: coffee breaks, lunch, and training materials

### *Registration*

All interested participants need to register via [THIS LINK](#)



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### *Trainer Biography*

**Anastasija Gerasimuk** | Quintessentially Group, Training & Quality Manager

Anastasija is a London-based training and quality professional with over 10 years of expertise in Luxury Ecommerce and Luxury Concierge Services.

Her dedication and passion for service excellence will ensure that attendees experience engaging and insightful training sessions.

With her extensive experience in coaching and training, she now supports Quintessentially Group Luxury Concierge teams who service HNW & UHNW individuals globally.

She enhances their soft skills, provides opportunities to prepare for difficult conversations, and reminds all teams that consistent delivery of high-quality service is a long-term investment in member retention.

In addition to managing the Servicing Onboarding Program, Anastasija is actively involved in several projects: she supports the implementation of the Service Excellence Quality Assurance program, conducts training sessions focused on handling Common Member Requests, and collaborates across the business to provide workshops for key stakeholders, to help improve team dynamics and promote professional development organization-wide.



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## QUINTESSENTIALLY

Built upon a 25-year history of benchmarking luxury concierge services, Quintessentially caters to discerning individuals seeking bespoke lifestyle services to maximise their lives; and to businesses seeking earned expertise to help them best leverage their services for their most valuable audiences.

Providing individual members with access to the inaccessible, doors are continually opened. A myriad of additional services, including travel, education, private parties and real estate, ensure 360 lifestyle management that saves time and enhances lives. For businesses, we offer services such as corporate membership, and Quintessentially Experiences – Quintessentially's in-house brand experience agency – which helps deliver engaging and impactful experiences through live events, travel incentives and bespoke consultancy.



Za sva pitanja i pojašnjenja:

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