

Customer Experience Edge™

Hospitality



Creating Legendary Experiences

Research indicates that up to 80% of all customers who leave for a competitor report having been satisfied with the previous company.* In today's business environment, companies are realizing that a satisfied customer is not enough. Signature Worldwide's **Customer Experience Edge™** is an organization-wide approach to creating a customer service culture that turns satisfied customers into loyal customers.

The program includes:

- **Assessment:** Defines the culture, standards and processes of the company from the employee perspective.
- **Stakeholder Meeting:** Establishes program objectives, provides an overview and includes a discussion on cultural changes with stakeholders.
- **Manager / Supervisor Orientation:** Introduces management to the training and resulting changes.
- **Kick-off Rally:** Builds excitement for upcoming training with an all-employee event.
- **Training for Managers:** Provides management with resources needed to integrate a customer service model into daily practices.
- **Training for Employees:** Introduces the customer-service culture concept to all employees.
- **Experience Training:** Focuses on application of the customer service skills to create individualized customer experiences.
- **Leadership and Coaching:** Equips management with the knowledge to coach employees on the customer service skills and performance.

* Reichheld, Frederick. Learning from Customer Defections. Harvard Business Review. 1996 March |

Customer Experience Edge can provide training solutions that enable you to:

- Increase customer satisfaction ratings
- Achieve industry quality ratings
- Differentiate yourself from the competition
- Manage cultural change.

Description

In just over two years, this comprehensive, enterprise-wide program will teach participants strategies and techniques for promoting customer loyalty, which is the key to increasing revenue.

Who Should Attend?

- Reservation
- Sales
- Marketing
- Front Desk
- Bellman
- Transportation
- Concierge
- PBX/Call Center
- Spa
- Retail
- Security
- Housekeeping
- Food & Beverage
- Maintenance
- Activities

Program Outcomes

- Implement a service strategy for the entire property that delivers a consistent guest service experience
- Implement strategies to build stronger relationships with guests – improving guest satisfaction
- Empowered staff who will take initiative to improve guest satisfaction
- Increase the property's positive buzz throughout social media.

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WORLDWIDE
business and training solutions