

Friday, March 19, 2010
2:00 pm – 3:00 pm

Creating a Culture of ServPoints: Taking the Customer's Pulse
(1 CEU)

Presenters:

William Bender FCSI, Principal, W.H. Bender & Associates
Mark Netsch, President and CEO, PerformanceScope, Inc.

Teach operators how to implement a powerful ServPoints Sequence of Service that consistently delivers their brand. Design Unique Experience Propositions that create loyal guests and grow sales. Train operator's how to design and use new tools for optimum service delivery. Service Performance Benchmarks (metrics) are measured using the Guest Index System that connects with the pulse of guests. If clients cannot measure, they cannot manage. Guest Index provides operators immediate guest feedback on their experience. Measure client implementation success and service execution by providing seamless performance results to your clients.