

# The Dynamics of Effective Customer Management

Hamburg, February 12th , 2014



# The Marker Hotel

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# The Marker Hotel

Video

[http://youtu.be/Tp7g\\_PyTJi8](http://youtu.be/Tp7g_PyTJi8)

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## What is Effective Customer Management?

- ECM can be defined as the relationship between an organisation's service quality and its profitability and success.
- ECM is a process where the consistent delivery of high levels of service enables higher levels of Guest Satisfaction. This in turn produces levels of Guest (customer) loyalty which increases the profitability, reputation and long term sustainability of the business.
- Prior Guest (customer) experiences will influence future Guest (customer) experiences.

# The Dynamics of Effective Customer Management - Questions to ask & answer today

- What are the factors that stimulate and influence Effective Customer Management (ECM, CRM, Management of Guest Satisfaction & Loyalty)?
- How do you create a culture in your business where your team will consistently deliver superior levels of service and guest (customer) care?

# What are The Dynamics of Effective Customer Management Strategy?

## The Dynamics of ECM Strategy



# The Dynamics of Effective Customer Management

## – 1. A Great Experience

### Components of The Guest Experience







Mittwoch, 12. Februar 2014



# The Dynamics of Effective Customer Management

## – 2. Human Resources

- Create a strong Culture: (Hire, train, develop a team who will commit, deliver and instill the values of the Brand).
- Recruitment: Be prepared to Hire, lose, grow & replace ‘Stars’ in your team.
- Continuous Improvement Process: Create a Mindset.
- TEAM: Together Everyone Achieves More (Total Buy-In).

# The Dynamics of Effective Customer Management

## – 2. Human Resources

- Experience: Experienced Professionals (Attention To Detail).
- Empathy: View it from the guest's experience.
- EQ (Emotional Intelligence): How do you, your team connect with the Guest.
- Preparation: Understanding, Resilience, Positive Thinking (Attitude is Everything).
- Passion: Embrace all feedback, Learn & React Quickly.

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# The Dynamics of Effective Customer Management

## – 2. Human Resources

- Business Acumen: Success = Profit = Reinvestment = Sustainability.
- Communication: Consistent communication.
- Collaboration: with Industry Partners.
- Best Practice: Learn from other industries.

# The Dynamics of Effective Customer Management

## – 3. Technology

- Service Offer: What can you offer the guest (customer) that is different?
- Empower your team: Create interest and develop expertise.
- Return on Investment:

## The Dynamics of Effective Customer Management – 4. The 10 Basic Steps of Service (Hospitality)

- Make **eye contact** with the Guests and smile, greet and offer to help.
- Always use the **Guest's name** where possible.
- **Never say 'no'**, offer an appropriate alternative and / or ask for assistance.
- **You 'own' any Guest complaint** you receive. (Follow-up, Ownership, Empowerment).
- Always offer our Guests assistance and **'walk' the Guest** to their destination if possible.
- Be yourself but always project a **professional and friendly image** in dress, **manner and tone**.
- **Anticipate and Delight** – understand our guests needs and judge the situation.
- **Integrity** – You get one shot at getting it right!
- Respect **Guest's privacy** and confidentiality, **be discreet and care**.

## The Dynamics of Effective Customer Management – 5. Loyalty

**IT TAKES  
MONTHS  
TO FIND A  
CUSTOMER...**

...seconds to lose one



## The Dynamics of Effective Customer Management – 5. Loyalty

- Guest Acquisition (Assurance) → Guest Development  
(Education & Bonding) → Guest Commitment (Sales)  
→ Guest Retention (Continuation & Activity).

# The Dynamics of Effective Customer Management

## – 6. Sales & Marketing

- Have a Plan. - Critical Path
- Create a strong sustainable Brand.
- Market Knowledge.
- Correct Positioning.
- Experiential Marketing.

# The Dynamics of Effective Customer Management

## – 6. Sales & Marketing (continued)

- The Power of Social Media.
- The power of ‘word of mouth’ marketing.
- Timing of Business set up.
- Loyalty & Recognition.

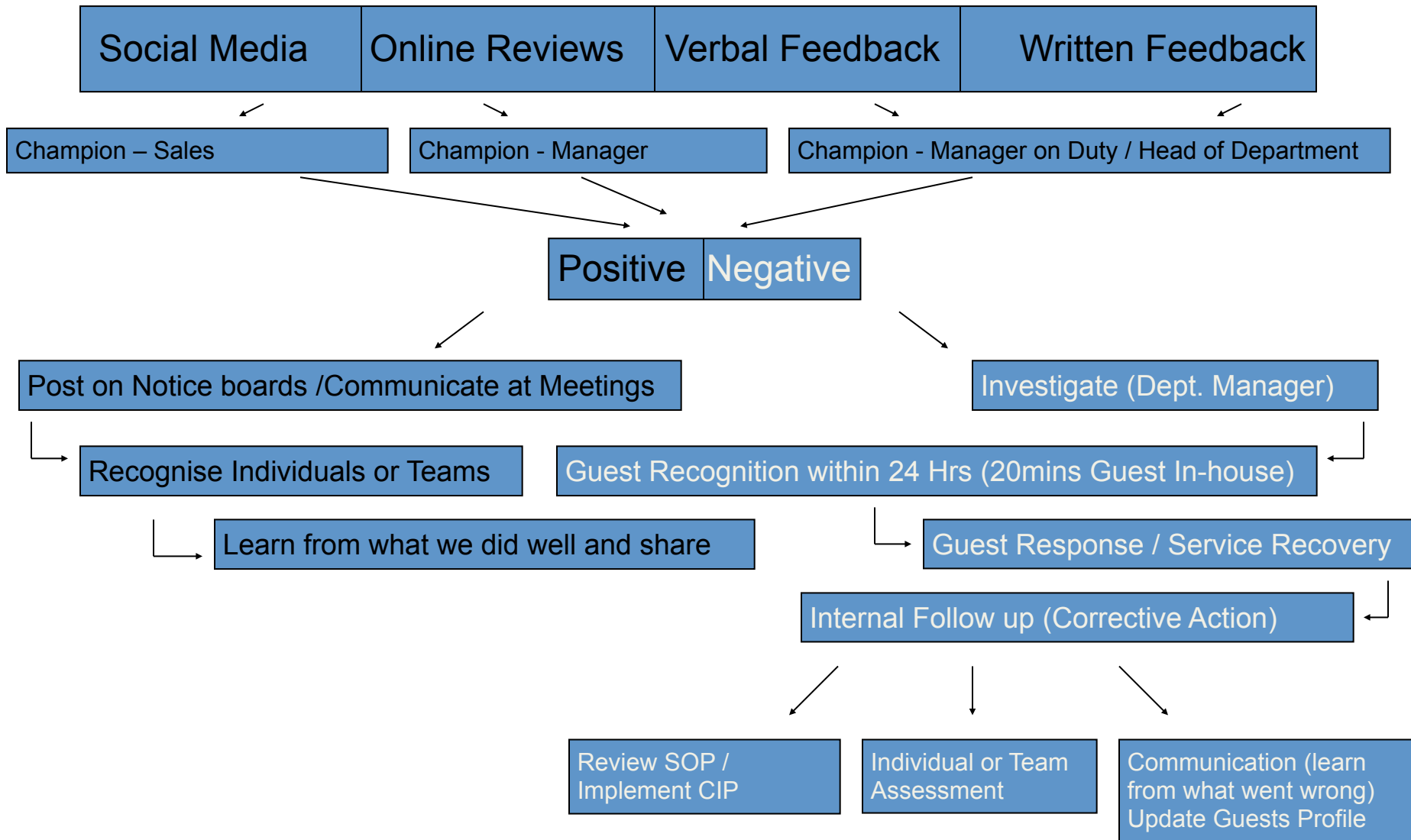
# The Dynamics of Effective Customer Management

## – 7. Continuous Improvement Process



# The Dynamics of Effective Customer Management

## - 8. How to find, respond, handle and embrace all guest



## The Dynamics of Effective Customer Management – 9. The Consumer, Customer, Guest

- The Guest (customer).
- Social Status.
- Reference Groups.
- Reviews.
- Loyalty Groups.
- Learn from the mistakes!
- Always Listen to the guest (customer).
- Always Notice and Never Assume.



## The Benefits of ECM

- Increased Profitability = Greater Shareholder return & further possible capital investment.
- Higher levels of positive feedback = Higher levels of Guest (customer) loyalty.
- A great reputation leads to more referrals, more word of mouth business and greater brand strength.
- A more motivated and focused team who will be encouraged to do more.
- Enables the business to become a market leader and take greater market share.

In order to succeed your desire for success  
should be greater than your fear of failure.

The difficult immediately, the impossible takes a  
little bit longer!

The Waldorf=Astoria, New York City

Excellence is not a singular act, but a habit. You are what you repeatedly do.

**Thank You**