

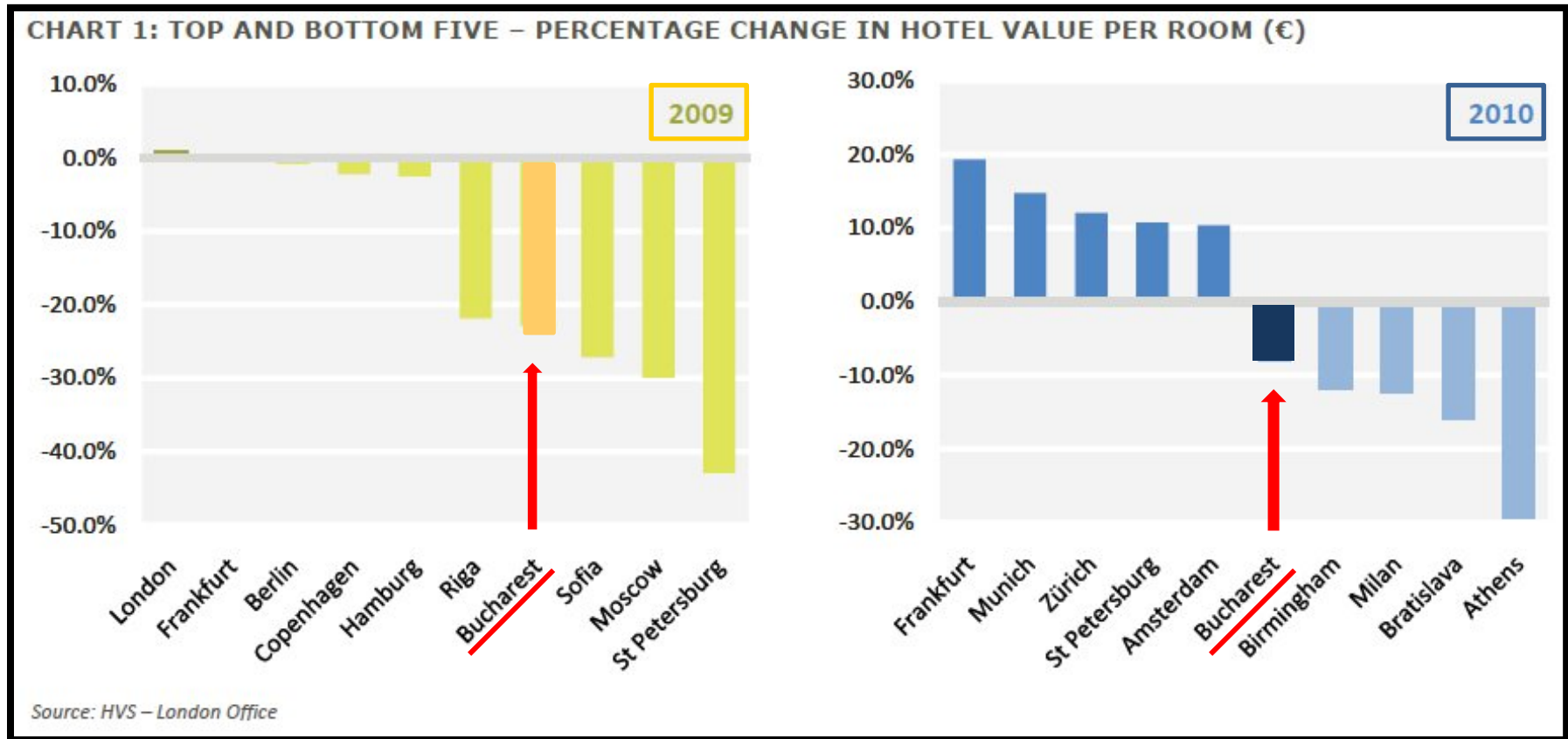


experienta 'on-brand'

mystery shopping pentru
servicii hoteliere



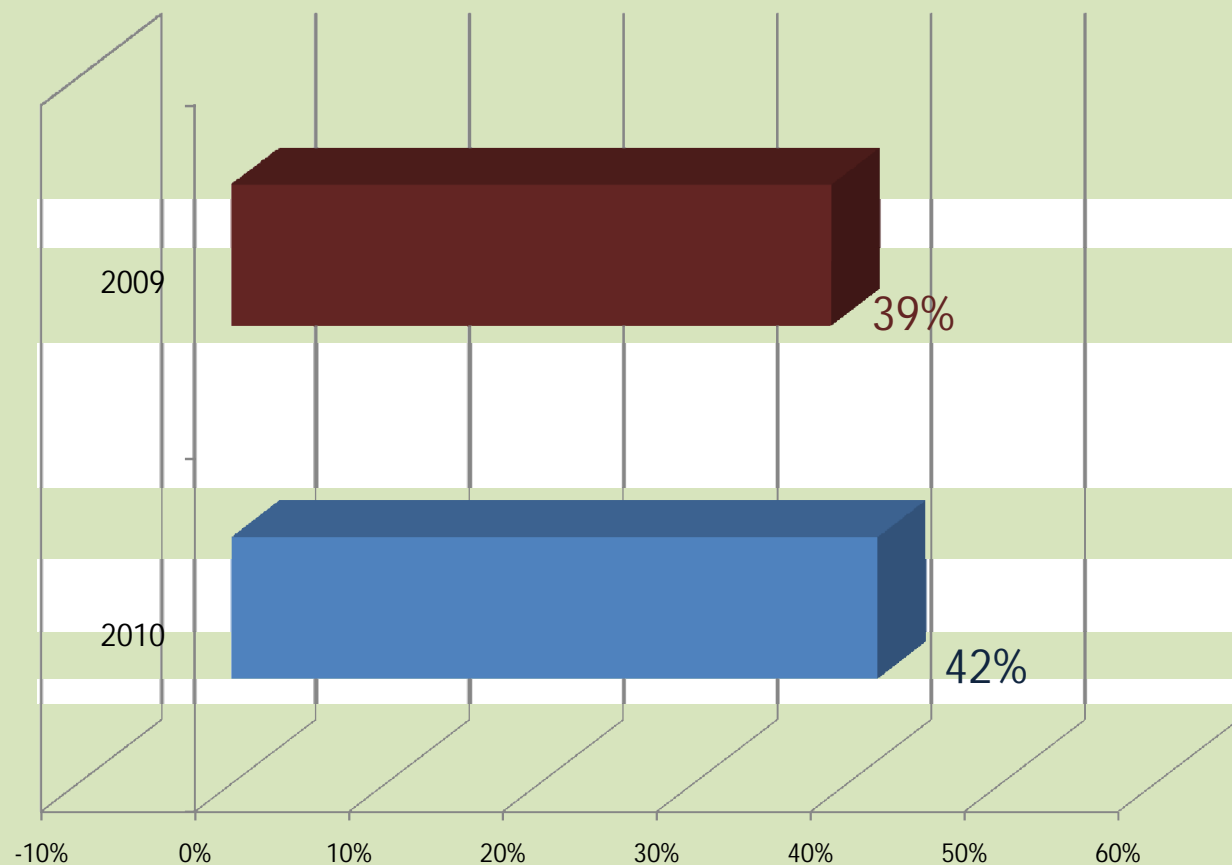
theCONSULTANTS



ce preturi ne permitem

cati clienti avem:

gradul de ocupare - hoteluri Bucuresti



RevPAR in
Bucuresti:
49 Euro*

profitabilitate,
in Bucuresti:
grad de
ocupare > 65%

* sursa HVS office - London

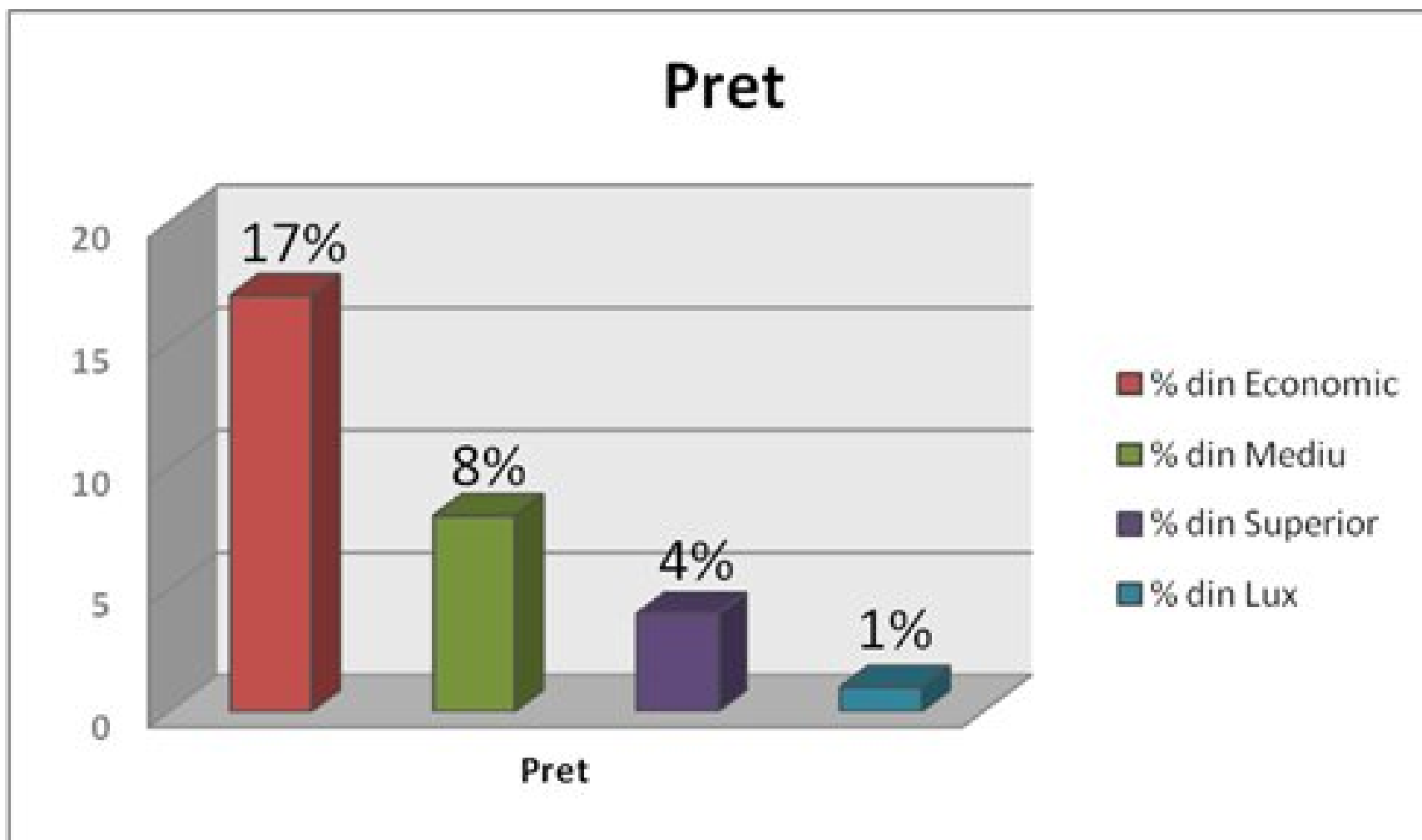
ce ne ramane?

- **sa loializam clientii existenti**
- **sa crestem valoarea incasata de la ei**
- **sa-i facem ambasadorii nostri**

vrem loialitatea clientilor

loialitatea se hraneste
cu amintiri!

pretul nu creaza amintiri



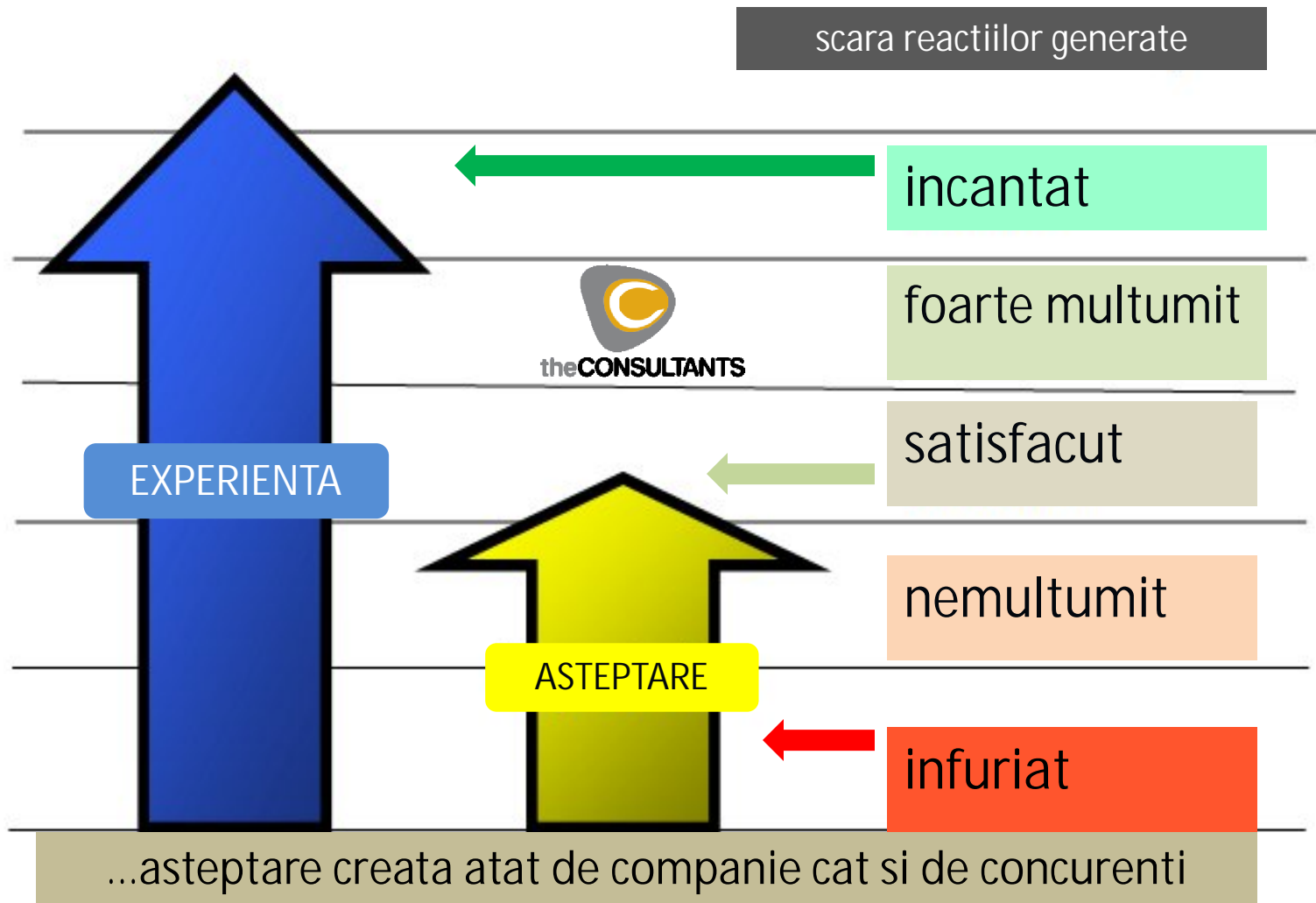
* sursa Coyle Hospitality, 5000 clienti, international

ce vor clientii?

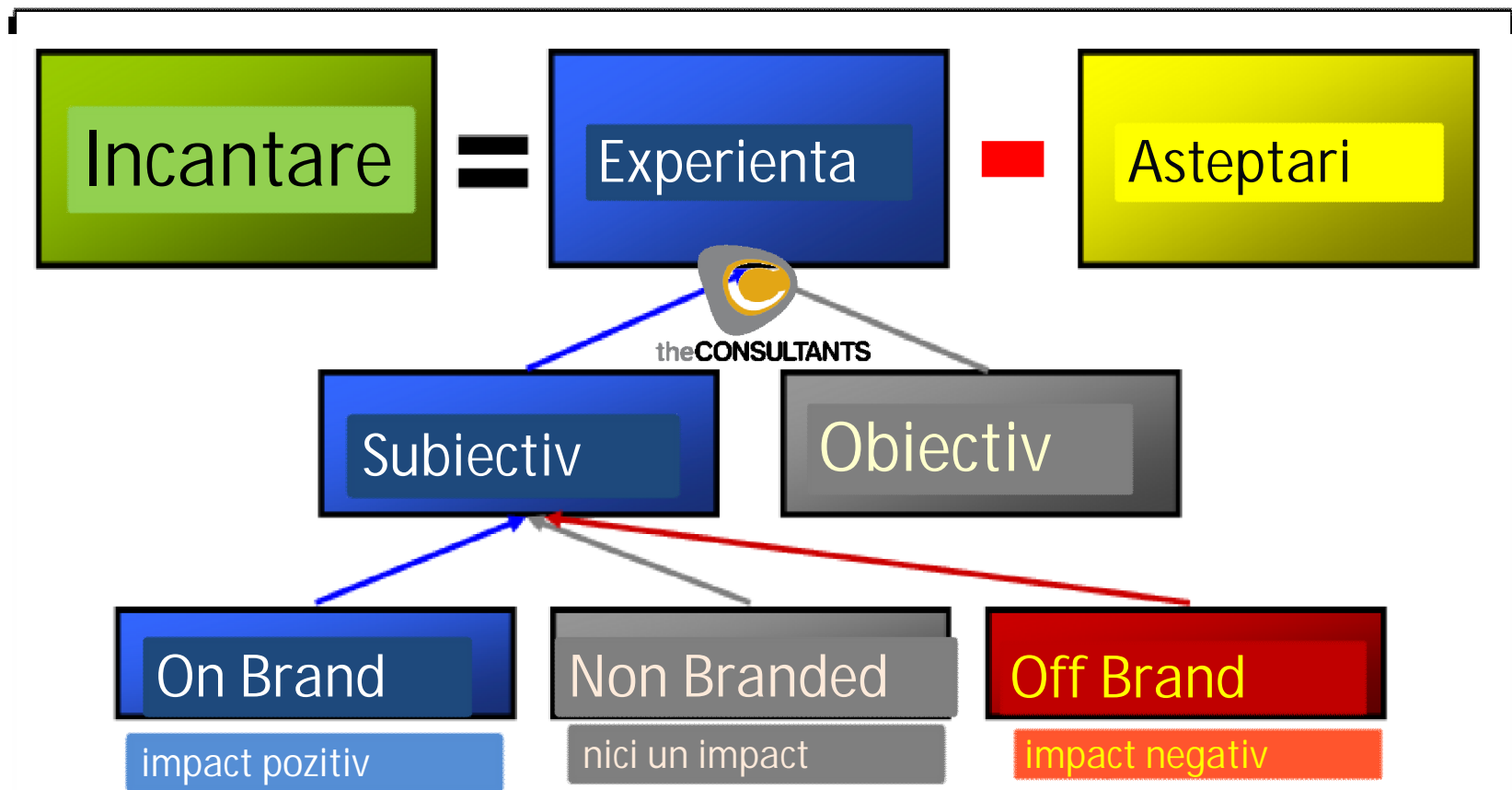
‘o experienta memorabila’!

unica,
surprinzatoare,
personalizata

valoarea 'experientiala'

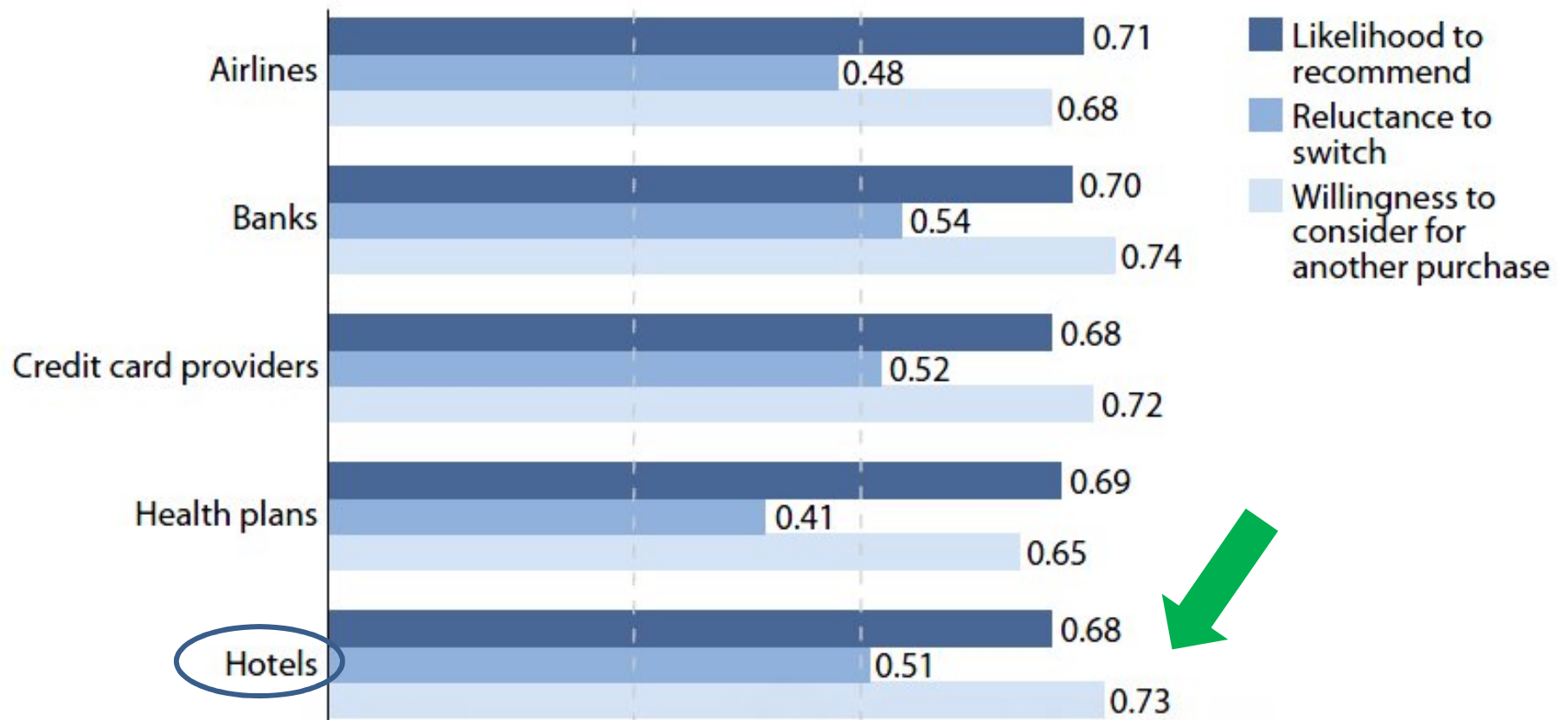


impactul valorii livrate



impactul valorii experientei

Correlation between high Customer Experience Index and three elements of loyalty



cum a fost proiectat:



Atentie: pe aici intrati in zona cu clienti: va rugam sa zambiti!

cum a iesit de fapt:

80-90% dintre angajati nu au zambit deloc in 4 zile de sejur!

principala problema:

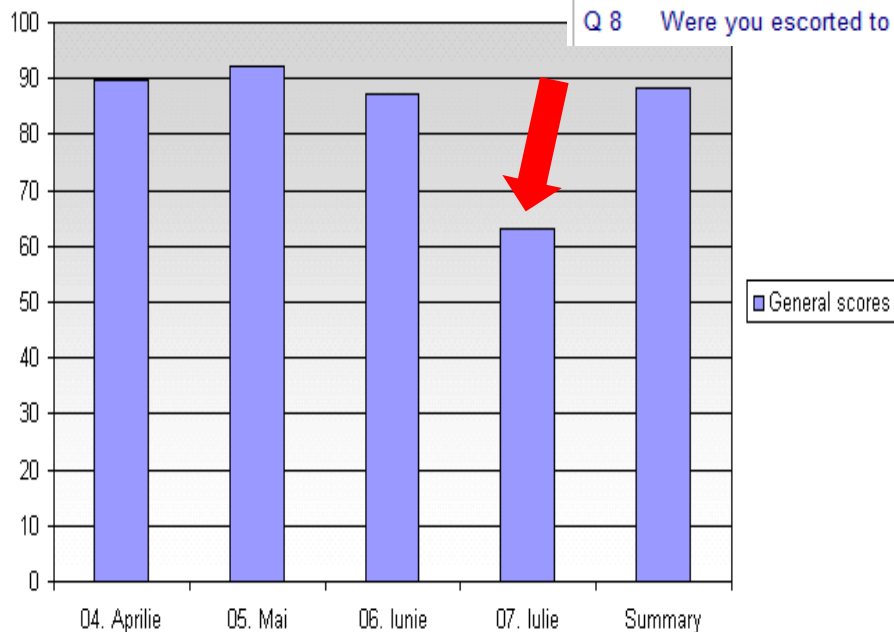
'variabilitatea' in punctele de contact



niciodata la fel, Romania, 2010

- Q 5. Ai fost intampinat prompt cand ai intrat?  No 0/2
 Q 5. Were you greeted promptly when you entered?
- Q 6. Era persoana prietenoasa si primitoare?  Yes 2/2
 Q 6. Was the person friendly and kind?
- Q 6.1 How did he/she greet you?(what did he/she say) 
 Q 6.1. Cum te-a intampinat (ce a spus)? 
Nu m-a intampinat nimeni, dar chelnerul mi-a raspuns politicos la intrebarea daca pot lua micul dejun cu plata.
- Q 7. Era tinuta persoanei care te-a intampinat curata si ordonata?  Yes 1/1
 Q 7. Did the person who greet you have a clean and tidy uniform?
 Q 7. If your answer is NO, explain why :
 Q 7. Daca NU spune de ce:
- Q 8. Ai fost indrumat spre locul de servire intr-o maniera curtenitoare?  No 0/2
 Q 8. Were you escorted to your table in a courteous manner?

General scores



inconsecventze frecvente:

nu esti intampinat

nu ti se zambeste

ti se vorbeste rece, 'robotic'

nu esti condus la masa

esti 'uitat' la masa

astepti mult nota de plata

nu esti salutat/condus la plecare

experientia imperfecta

non-branded

ne-memorabil

clienti ne-loiali



solutia: mystery shopping

informare continua

luarea de masuri in timp real

feedback

progres masurat

evaluatorul international

e intotdeauna strain

pune prea multe intrebari

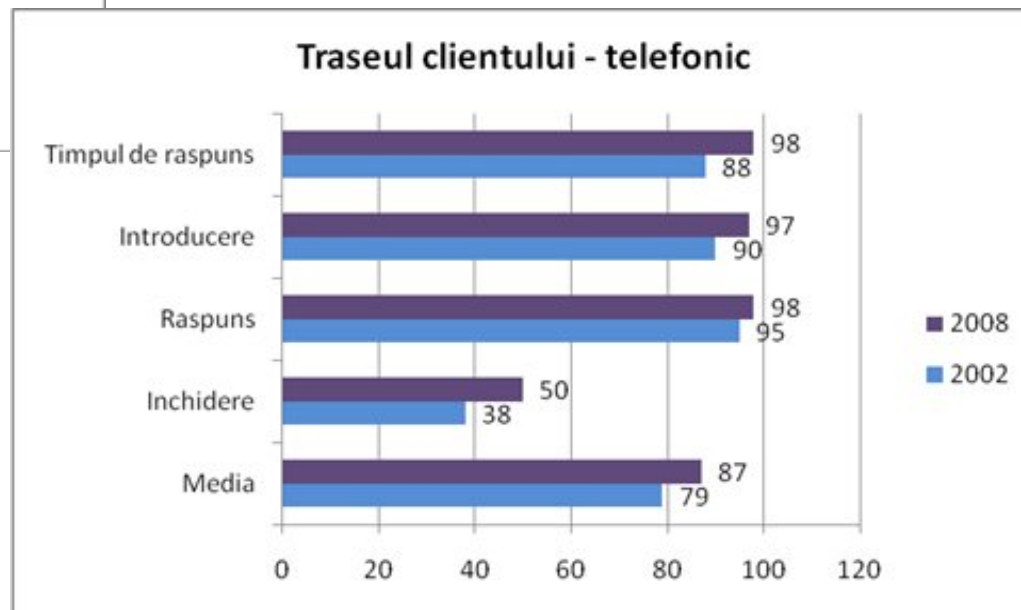
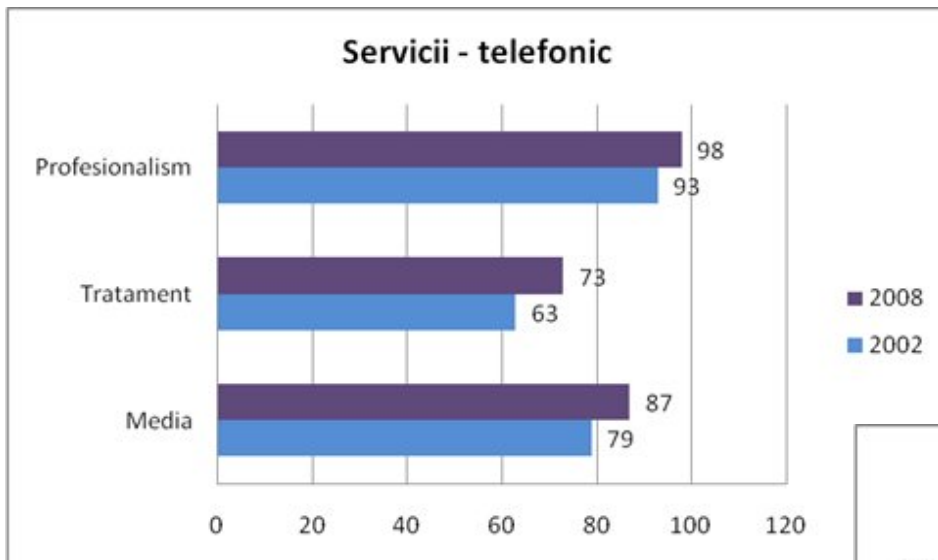
este 'peste tot'

sta doar in hotel

...vine rar

Europa masoara local

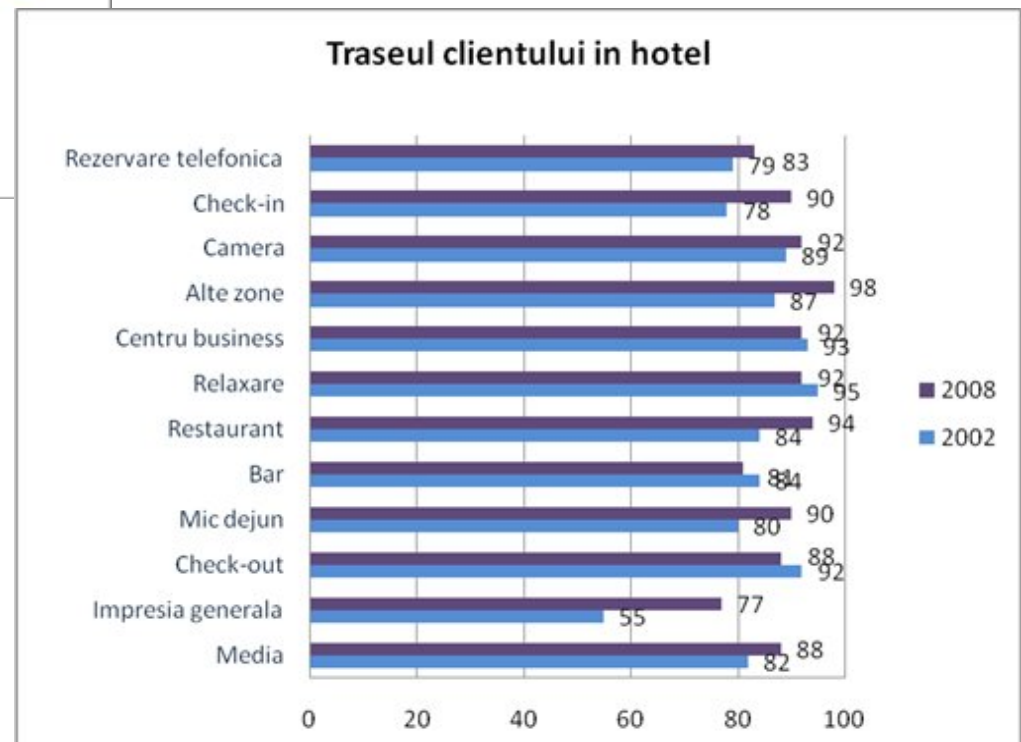
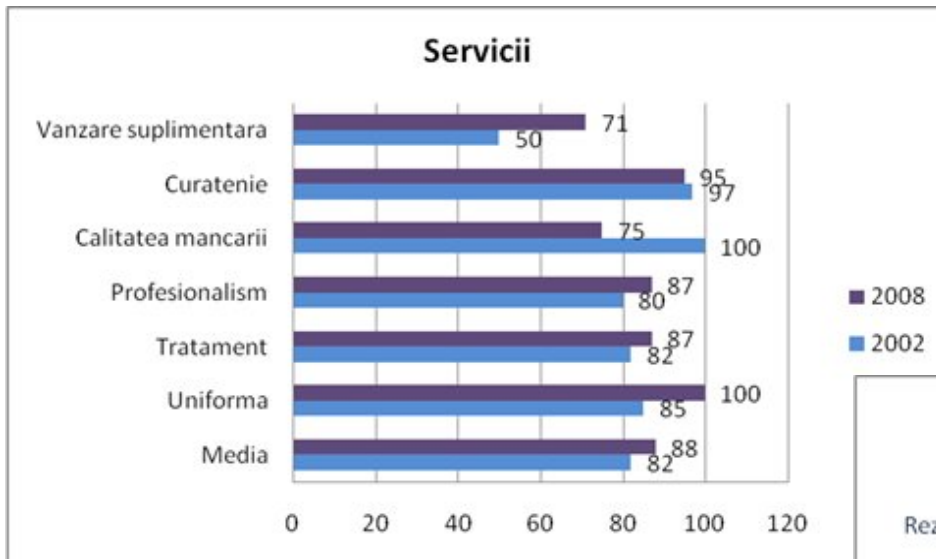
Suedia 2002 – 2008, servicii telefonice in hoteluri



* sursa Better Business Worldwide

Europa masoara local

Suedia 2002 – 2008, servicii
generale in hoteluri



* sursa Better Business Worldwide

ce puteti evalua?

rezervari telefonice

servicii in parcare

servicii in camera

servicii la bar

servicii in restaurant

servicii la SPA, piscina

servicii la evenimente

procesul vanzarii de evenimente

aspecte de etica

avantajele furnizorului local

e aproape

adapteaza programele pe specific

rezultatele vin imediat

e greu de identificat

...lucreaza mai ieftin!



mystery shopping continuu

**o solutie la indemana,
cu beneficii
pe termen lung!**

www.theconsultants.ro, www.shoppers.ro

