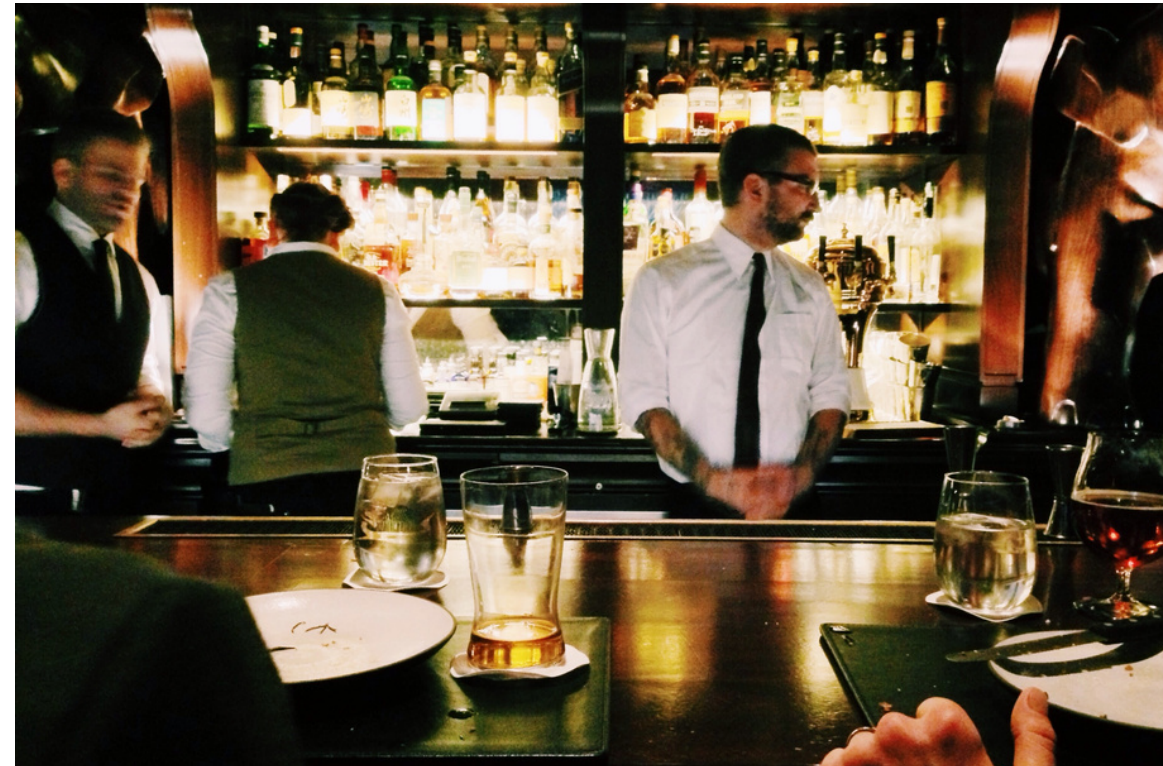


Introduction to the Hospitality CX



Helping hospitality leaders **transform** business **performance** and customer experience through **talent development** and **operational improvements**

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Introduction to the Hospitality CX

It is no longer enough to deliver good customer service. As the savvy traveller demands more, each hospitality provider must deliver an **EXPERIENCE**. By understanding each step of the customer journey, each team member can learn how to personally contribute, in a significant way, to the Customer Experience – **the CX**.

It is vital that you and your team understand your **Customer Journey**, who your key customers are, what are their needs and wants are and how to create **special moments** at each touchpoint delivering a great CX for every customer. Whether staying for the weekend, for dinner, for a coffee or just a quick drink, each team members can be motivated to deliver service excellence for each and every customer.

To enhance the CX it's important to get the basics right, develop communication, motivation and resilience and understand how to solve problems, manage crisis, handle complaints and how to get from good to great, delivering exceptional experiences for your customers, every time.



1. Understand your CX Overview

The Customer Experience - The CX refers to how a business engages with its customers at every point of their buying journey – from marketing to sales to customer service and everywhere in between. In large part, it's the sum total of all interactions a customer has with your brand.



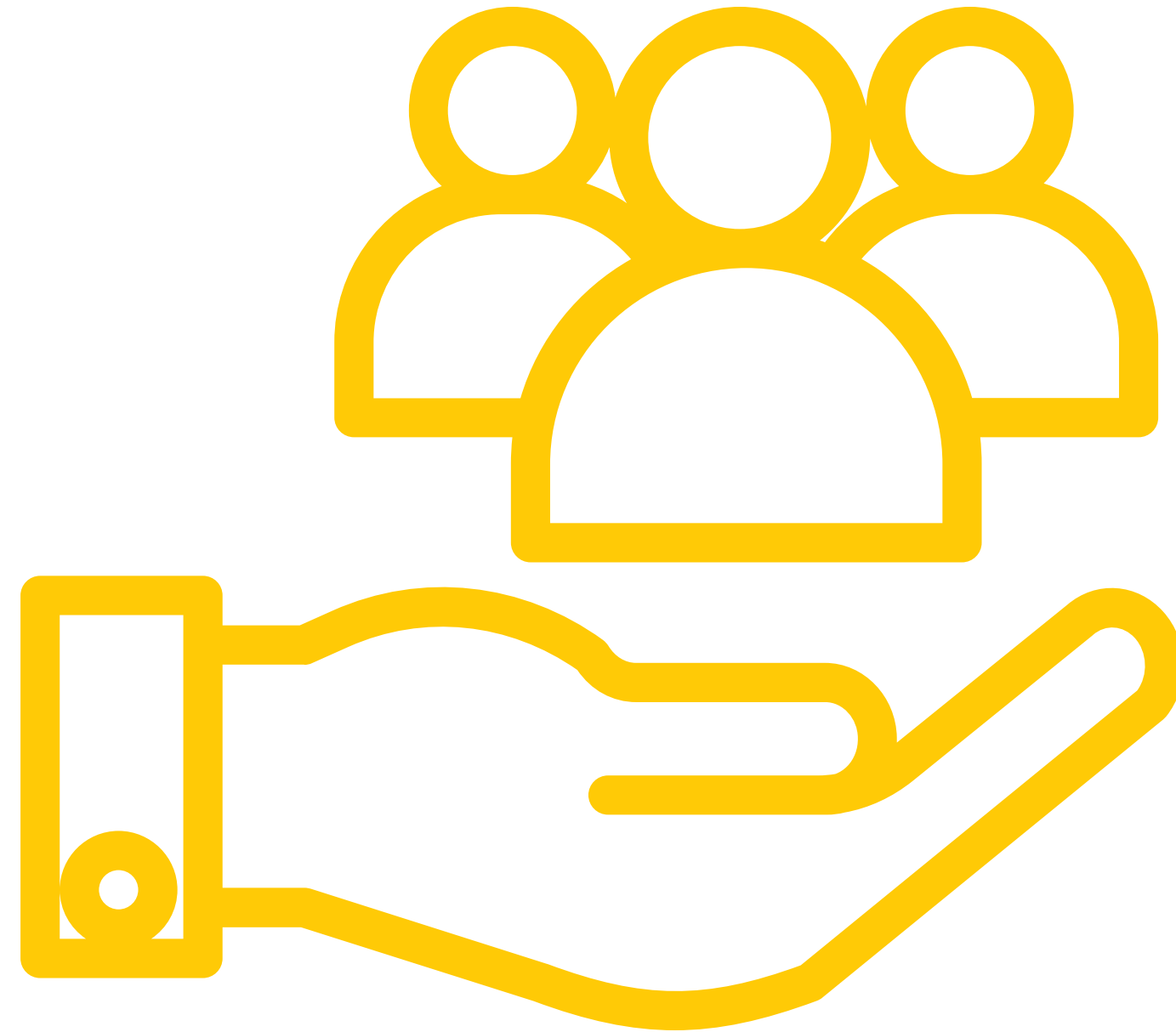
2. Understand your Customer Journey



The Customer Journey refers to a visual tool that helps you and your team map all the stages your customer goes through while exposed to your services. A customer journey map should include their pain points, the touchpoints they have with your brand, and the channels they use to communicate with you.

3. Who is your Customer?

Use your knowledge of your typical customer to your advantage. Who is your customer - age, demographic, key markets? What do they need and like? Why are they visiting your business. By understanding our customers we can understand how we can enhance their experience.



4. How can each team member positively impact the CX?



Through understanding the customer experience and the customer journey, team members can start to positively impact the CX through better communication, action planning and, streamlined operations and improved team performance .

5. Measuring Success - Customer Feedback

Measuring the success refers to how to you understand our customer customer promoter scores, online reviews, customer retention rates, and employee feedback on their ability to meet and exceed customer expectations.



Exceeding Expectations: Elevating the CX Training Programme

Find out more

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