



**IARE INTERNATIONAL MEETING
24 MAY 2007, BIRMINGHAM, ENGLAND**

INVITED BY:

**INTERCONTINENTAL HOTELS GROUP WORLDWIDE RESERVATIONS
CUSTOMER SERVICE CENTRE
UK & IRELAND**

ATTENDEES:

Symon Tyler – INTERCONTINENTAL HOTELS GROUP, UK
Helena Slater – INTERCONTINENTAL HOTELS GROUP, UK
Federica Banti – BEST WESTERN INTERNATIONAL, ITALY
Thomas Lortz – HYATT HOTEL AND RESORT, GERMANY
Jennifer McWade – CARLSON HOSPITALIY WORLDWIDE., IRELAND
Karen D’Eramo – CARLSON HOSPITALIY WORLDWIDE, IRELAND
Colette Oglesby – CARLSON HOSPITALIY WORLDWIDE, IRELAND
Ray McDiarmid – CLIENT LOGIC, UK
Kristiina Maria Laur – HILTON RESERVATIONS & CUSTOMER CARE, ESTONIA
Denise Grufferty – ACCOR, UK
Paula Bosley – ACCOR, UK
Catherine O’Shea – STARWOOD HOTELS, IRELAND
Tom Wood – STARWOOD HOTELS, IRELAND

AGENDA:

**10:00 – ARRIVAL AND REGISTRATION
10:30 – INTRODUCTION AND OFFICE VISIT
11:30 – OPEN FORUM TILL 4PM (BUFFET LUNCH PROVIDED BY IHG)**

KNOWLEDGE SHARING:

• CALL CENTRE STAFF MOTIVATION

Incentive scheme to be often changed; no long term incentives; how to calculate targets; how to evaluate an incentive based on languages with varying degree of conversion rates; how to communicate a new incentive to the staff (always explain why).

• QUALITY

Quality is good for staff motivation (incentive based on quality); the use of Witness and similar monitoring systems; quality people to be open minded and open to change; simplify evaluation form (not too many points); customer surveys.

- **TRAINING**

Training session duration, e-learning, external courses.

- **HOME AGENTS**

How to evaluate or train home agents; how to keep them up-to-date.

- **OUTSOURCING & OFF SHORING**

Discussion on overseas call centers; commitment to the company; other companies' experiences & customer satisfaction with outsourced call centers.

- **UNDER PERFORMING AGENTS; ABSENTEISM; SICK LEAVE**

Very common problem, country laws may put a limit

- **COACHING**

The use of communication & individual meetings with team leaders; scorecards delivery.

- **RECRUITMENT**

Languages and attitude as best requirements, all the rest can be learnt.