



IARE...
The Travel Call Center People
Connecting people in every corner of the world

MILAN IARE MEETING

OCTOBER 04, 2006

ATTENDEES:

Sonia Bertulio, Best Western International Milan, Manager
Federica Banti, Best Western International Milan, Supervisor
Thomas Lortz, Hyatt International Frankfurt, Manager
Marco Leoni Hyatt International Frankfurt, Supervisor
Antonella Luciani, VAS Milan, Manager (Universal Studio, Pregio Hotels and Emepereur Hotels call center)

Knowledge Sharing:

Call Center Staff Motivation:

How to motivate call center Staff: by communication or money?
Incentive based on monthly, quarterly or yearly payment?
Is there one specific Incentive scheme in place or more?
Do you ask your staff if they agree with the overall incentive program?

Business:

How to increase conversion
Do you do anything special to steal business to Internet/GDS?

Quality

Do you have a Quality Department?
How is it organized?
What feedback form is it used (manual or electronic)?
How often is Staff evaluated?

Supervisory team:

Do your supervisors attend communication or coaching training?
What are their daily activities?
What are their major difficulties?

Communication:

Do you conduct Employee survey?
If so, how do you use your results?
Do you share results and action plan with your Staff?
Do you edit a News Letter?

If so, who's taking care of the edition, how often and how do you distribute it?

Training

Do you have a Training Department?

How is it organized?

What are the tasks of the trainer?

How long does it take to complete a training session to new Staff?

How and for how long is the new hired staff evaluated, in order to confirm his job contract?

Reservation System/Promotions

Do you organize refresher courses for your Staff?

How do you communicate them new promotions & campaigns?

Is your Operations Manual saved on a web page or a paper book?

Do you assign tasks to your Staff related to the Training? What do you expect from them from a Training point of view? Is there a supervisor always at their disposal?

How do you train the trainer? Does he/she attend specific courses?

CUSTOMER CARE

Do you have a Customer Service Department?

How is it organized?

Is there an International Customer Service policy?

How can a customer complaint?

Is there an Incentive scheme in place for Customer Service Staff?

If so, how does it work?

How do you train the Customer Service Staff? Do they attend specific courses?