



## **IARE Meeting – 16<sup>th</sup> August 2007**

**The International Association of Reservation Executives  
Linking Contact Travel Centres Globally**

Attendees: Rochelle Stokes, Elizabeth Murray, Keith Barreto, Julie McConnell, Simon Krawat, Martyn James, Jodi Earle, Sheri Royston, Anne Orman

### **IARE Global Update**

Conference Call with Ronda Trog, Managing Director Customer Care Best Western International, Inc. who went through the history of IARE, who it is and what it does.

### **Presentation on Hyatt by Rochelle Stokes – Director of Reservations**

*Rochelle joined Hyatt in 1994 as Reservations Sales Agent. Transferred to both Perth and Melbourne in the capacity of Reservations/Revenue Management and Customer Service Management. When the Shared Service Centre (Reservations) opened in Melbourne, Rochelle was appointed the Regional Reservations Training Manager and it was at this point that she began using her formal qualifications, Bachelor of Education as the role of an Educator and quality assurance.*

- Overview of her responsibilities
- KPIs
- Follow the sun centre, over 29 languages
- Tenure
- Overview of business and branding
- Overflow/after hours
- India – overview of Executive Summary
- Coaching/Training/Development

Open discussion – “What each attendee does well and what they could do better” in their centre.

### **WELL**

- Processes & Procedures
- People Management
- Multi-skilled/Quality
- Reward & Recognition
- Coaching
- Recruitment & Training
- Employee Engagement

### **DO BETTER**

- People Management
- Strategic thoughts/”where we are heading”
- Multi-skilled & coping with a small team
- Training & Coaching format
- Incentives
- Caller behavior ‘why do our callers call’?
- Department interaction with other businesses (Franchise network)
- International regulations

## Aspect Presentation - Michael Stelzer, Country Manager AU & NZ

### “Boosting your Contact Centre’s Bottom Line”

*Michael is just new to the Aspect brand – but don’t let that fool you – he has over 17 years experience in the Call Centre industry with expertise in Sales, Marketing, Business Development and Channel Management.*

Michael presented on Aspects “Unified IP Contact Centre Solution.

## Tour of Accor Reservation Centre –by Keith Barreto, Operations Manager, Accor

(Hey all, watch the stairs (stares!!!))

### **Workshops**

<b>Recruitment &amp; Retention</b>	<b>Technology</b>
Simon	Keith
Jodi	Liz
Martyn	Rochelle
Julie	

(See separate e-mail with workshop “Think-tank”)

### Generational Discussion – Managing the Generations

A great discussion with some great ideas of how to manage your generations more effectively. But it was interesting to note that everyone is aware that there is a correlation between the generations and tenure.

### “Where to from here”?

Brief discussion on where to from here – it was suggested that if we want to continue with these meetings that those who are interested in getting a format and calendar together to contact Anne Orman ([anne.orman@abgroup.com.au](mailto:anne.orman@abgroup.com.au)) to set up a steering committee to get this Association working and effective down here in Australia.

### Evaluation

See separate sheet for Evaluation of meeting

Meeting finished at 4pm

A big thank-you to Accor for their hospitality & to Aspect for sponsoring lunch.