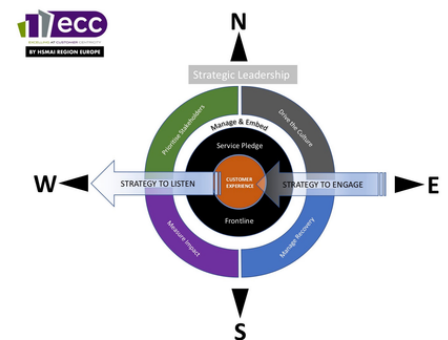


ECC – Excelling at Customer Centricity – an HSMIA Certification



With HSMIA Region Europe's Excelling at Customer Centricity programme, your team identifies and implement processes to close gaps that stop your team from excelling, consistently, when in direct contact with your guests. Actions are proposed with clear ECC measurements to add value through your internal culture and communication planning, the inclusion of key stakeholders, employee engagement and service recovery methods.



ECC Online Training Flow

Session One (2,5 hours) - Introduction to the ECC Programme & Stakeholder Management

- What's the programme - role of the Executive Coach and expectations.
- Why Customer Centricity
- How to prioritize & manage stakeholders interest

Session Two (2,5 hours) - Designing Instagrammable Experience, Measurement & Culture

- How to prepare to excel at designing key experience
- How we measure progress
- How we prepare to excel at creating a supportive culture

Session three (2,5 hours) - Communication & Service Recovery

- How do we excel at communication
- How do we excel at service recovery
- Next Steps

Note that there will also be one hour of homework between sessions

The ECC program would function effectively as group coaching for a company, supporting them in evolving their culture towards a more customer-centric approach. Your key team members will be trained to prepare and guide your team:

- To exceed your guests' expectations at key moments of contact, decided by you.
- To create 'instagrammable' experiences and a frictionless, seamless delivery

Your ECC processes will enable your team to go above and beyond, adding to your attractiveness, both as an employer and to potential business who learn about your guests' memorable experiences on social media and through ratings.