

# BUREAU D'IMAGE

## PERSONALIZED SERVICE

Providing a memorable customer experience is a major challenge in the luxury hotel industry and in high-end service professions.

Our service personalization training course enables participants to master the best practices for creating a highly privileged customer relationship that exceeds customer expectations.

### Public :

Hotel or service staff working with customers.

### Prerequisites :

No prerequisites - We recommend that you familiarize yourself with our roadmap to ensure the success of the training.

### Operational objectives :

Adopt communication and loyalty techniques to personalize customer relations.

Service excellence:

Brainstorming workshops and role-playing exercises:

Distinguishing 4 customer experiences:

Functional, emotional, sensorial and relational experience.

Study of the pyramid of customer needs in a hotel (from respect to giving).

Being creative and solution-oriented in the face of unexpected situations.

Welcoming different cultures:

Discover cultural differences to better understand and anticipate situations.

Role-playing situations.

Going beyond customer expectations:

Team exercises.

Tools for creating an "emotional experience".

Practical workshops and debriefing.

Exercise: What more could you do at your own level to create this effect?

Luxury quiz

Fun luxury challenge in teams (test your luxury knowledge).

Each employee commits to implementing a concrete action to improve service excellence.

Everyone commits to a collective commitment: helping each other, passing on information.

Methods used:

Case studies, role-playing, participative teaching.

Access : To be agreed together, please contact us, we'll reply within 48 hours. All our training courses take place on our partners' premises.

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Duration :

1 day of 7 h comprising 2 sessions (2 x 3h30).

Rates & special conditions : Please contact us.

Systematically adapting our offer to suit your standards, values, training paths and locations: we undertake to send you a personalized offer within 48 hours.

Evaluation methods :

A self-assessment questionnaire is sent to participants via the EduSign platform. One month later, a second cold questionnaire is sent to learners, again via EduSign. The trainer will also confirm the acquisition of skills by the learners. A certificate of completion is generated on the basis of the participant's attendance and assessment.

Teaching resources will be delivered to participants by email via the EduSign platform.

Trainer expertise : Trainer trained and certified by Bureau d'Image.

If you have a disabled employee you'd like to involve in one of our training courses, let us know: we'll do our utmost to find a suitable solution.

Nota Bene : We strongly recommend a pre-training audit and post-training operational coaching.

Contact us :

Email : [contact@bureaudimage.com](mailto:contact@bureaudimage.com)

Our switchboard : 06 19 78 95 35

Updated in June 2024