



HOSPITALITY
AWARDS

**BEST
CLIENTS'
EXPERIENCE
PROGRAM**

XI

Rendez-vous le 15 novembre 2010
Save the date: November 15th 2010
InterContinental Paris Le Grand
www.hospitalityawards.com

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BEST CLIENTS' EXPERIENCE PROGRAM

This Award will be attributed to a program designed by a hotel group or brand, or an individual hotel to establish and maintain the most profitable relations with their clients. This initiative must make the customer's Experience in the hotel better, thanks to a program of rewards, loyalty programs and quality commitment. The program will be assessed according to three complementary criteria:

1. The scale and ambition of the program
2. The quality of the tools applied to improve the relationship and its positive impact on the company
3. The performance in terms of brand loyalty, quality measures and repercussions on the turnover

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DESCRIPTION

- In which setting is this initiative developed towards the Client's Experience?
 - Client relationship management
 - Quality process
 - Others
- For how long has it been implemented?
- For which reason, after what kind of report did you choose to carry it out?
- Which goals do you pursue?
- What are the primary and secondary objectives?
 - customer loyalty
 - increase customer awareness,
 - have a better understanding of customer needs,
 - increase revenue,
 - gain new customers,
 - target the most profitable customers,
 - reduce structural costs...

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CONCEPTION

- Did you conduct market reports, surveys before launching the program? (main points learnt)
- Did you call upon external service providers to manage our program?

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IMPLEMENTATION

- What are the main tools that you use to implement the clients' experience program?
- Do you have a specific team dedicated to the program/procedure management?
- How often is the information gathered?
- What is the amount of the investment needed to launch the program/procedure? Under which form?

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CONTROL AND PERFORMANCES

- Which tools and/or methods allow assessing the program's effectiveness?
- What benefits have you gained from implementing the program, in terms of
 - customer and staff relationship improvements
 - revenue growth
 - staff productivity
 - reduction in complaints

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INFORMATION

Please feel free to attach any additional information or document to this questionnaire that you believe would be useful (TV ads, DVD, ads, posters, press file, etc.) and mail them with your candidacy file.

Please try not to go above 15 slides. It is important to include some pictures (your presentation might be broadcasted during the ceremony)

A one-minute film presenting your project is highly recommended

The finalists will be asked to provide a one-minute film which will be broadcasted during the ceremony.

Please note that a high-resolution logo of your brand (Illustrator vector) is required.

Submission deadline is September 17, 2010

For any further information, please contact us
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