



旅遊學院
 INSTITUTO DE FORMAÇÃO TURÍSTICA
 Institute for Tourism Studies



Executive Development Programme

Customer Relationship Management

「客戶關係管理」高級管理課程
 6 - 7 August 2014

Put one of the most prestigious hospitality education institutions in your resume!

Institute for Tourism Studies (IFT) and Ecole hôtelière de Lausanne (EHL), the world's first hotel school in Switzerland, are offering an EDP on "Customer Relationship Management". This window of opportunity will make Switzerland just minutes away.

Facilitator	Dr. Meng-Mei Chen Assistant Professor in Marketing Ecole hôtelière de Lausanne
Language	English
Venue	Institute for Tourism Studies (IFT), Macao
Programme Fee	Macao ID-holders: MOP5,000 Non-Macao ID-holders: MOP6,500
Registration Period	16 June – 4 July 2014 (on first-come-first-served basis)
Registration Form & Website	http://www.ift.edu.mo/EN/ExecutiveProgrammes/Home/Index/284
Enquiry	Tel: (853) 85061 250 Fax: (853) 85061 283 Email: edp@ift.edu.mo



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PROGRAMME DESCRIPTION

Customers are facing abundant choices, time starving, communicating real-time with friends, concerned about privacy, yet demanding personalised service! Welcome to the Segment of One!

What should hoteliers do?

Hoteliers could start by turning guest history and transaction data into customer intelligence. Based on customer intelligence and updated information found on platforms such as social media, hoteliers could provide truly personalised service to customers. Personalised service strengthens attitudinal loyalty and customer engagement. This module will focus on how hoteliers could touch individual customer's heart, and their hotel become that customer's one and only hotel choice.

METHODOLOGY

Interactive discussions, practical exercises and case studies.

PARTICIPANTS

Hospitality professionals from supervisors to general managers and above.

THE ORGANISERS

Lausanne Hospitality Consulting SA of Ecole hôtelière de Lausanne
www.lhcconsulting.com/
www.lee.ehl.edu

Institute for Tourism Studies, Macao
www.ift.edu.mo



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LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

Knowledge

- Recognise the urgency to implement a CRM strategy to stay competitive
- Identify critical success factors and value drivers for a successful CRM programme
- Identify the key performance indicators to monitor CRM performance

Competencies

- Assess the current situation in the company to optimise a CRM programme
- Develop goals and identify priority of implementing a CRM programme
- Serve as a CRM champion in the company

Mindset

- Shift mindset from transactional marketing to relational marketing
- Get ready to face the era of the segment of one

DISCLAIMER

We reserve the right to postpone or cancel the course. In the case of cancellation, participants will NOT be subject to any charge or compensation.





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THE FACILITATOR

Dr. Meng-Mei Chen is an assistant professor in Marketing at Ecole hôtelière de Lausanne. Her research interests are online consumer behaviour, customer relationship management, channel management, and the hotel industry.

She has worked in Taiwan, the US, Puerto Rico, and has been in Switzerland for the past 12 years. Her hospitality industry experiences include various positions in travel agencies, hotels, and a casino.

Her understanding of finance and hotel operations brings rigors to her marketing thinking. She leverages her sense and sensitivity from her cross cultural experiences to deliver unique insights.



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