



Delivering Customer Service Excellence

15 May 2019 • ABTA Ltd, 30 Park Street, London, SE1 9EQ

Agenda

09:30 **Registration, tea and coffee**

10:00 **Welcome from the moderator and setting the scene**
Charles Fachiri, Senior Customer Support Manager, **ABTA**

10:10 **Trends in customer service and learnings from the travel industry**

- Consumer trends and priorities
- Why customer service matters
- Latest results from the UK Customer Satisfaction Index (UKCSI) and characteristics of high performing organisations
- Performance of travel brands

Joanna Causon, CEO, **The Institute of Customer Service**

10:40 **Questions and discussion**

10:50 **The business case for investing in customer service**

- Aligning customer service strategy with your company strategy
- Building loyalty via excellent customer service
- Repeat business, recommenders and brand awareness
- Championing the voice of the customer
- ROI and upselling bookings

Georgina Hunt, Legal Executive, Customer Support, **Kuoni**

11:15 **Tea and coffee break**

11:40 **Case study: transforming pre-departure communication**

- Virgin's project around streamlining communications
- Consolidation of CRM communications
- Building a more detailed picture of your customer and their journey
- Personalisation and re-thinking content: what works and what doesn't

David Gawn, Customer Experience Manager, **Virgin Holidays**

12:10 **Are you delivering all the necessary pre-departure information?**

- Package Travel Regulations – providing customers with appropriate pre-departure information
- FCO Advice
- Health and safety advice
- Ensuring information is accessible to customers and delivered in an attractive way

Heather Pennock, Destinations Manager – Health, Safety, Crisis & Operations, **ABTA**

12:30 **When can travel brands use automation and technology to improve the customer experience?**

- Understanding the customer journey
- Building a true omnichannel strategy
- Finding the balance between digital and human
- What is the role for chat-bots?

George Hackett, Head of UKI Sales, Freshdesk, **Freshworks**
Simon Johnson, Head of Customer Experience, **Big Bus Tours**

13:00 **Lunch**

14:00 **Training and workforce development – ensuring your staff are equipped to deliver great customer service**

- Gold Medal's customer service transformation
- Empowering staff to do the right thing for customers and confidence building
- Managing communications across different channels
- Ensuring your team is prepared for future challenges
- Having a process to deal with issues when the customer is on holiday

Lisa Smith, Global Customer Experience Director, **dnata**

14:25 **Questions and discussion**

14:30 **Delivering great customer service for challenging customers and handling complaints**

- Keeping staff focused on investigating the case
- Ensuring a desired outcome is identified
- Practical skills for challenging customers
- Benefits of ADR

Charles Fachiri, Senior Customer Support Manager, **ABTA**

14:55 **Tea and coffee break**

15:20 **Group discussion – how can you improve your customer service strategy?**

- Key takeaways to implement in your organisation

15:40 **Using customer service feedback to inform wider strategy**

- Feedback, reviews and the voice of the customer
- Responding to reviews – both negative and positive
- Understanding key complaint drivers
- Collecting and using your customer feedback

Ben Marley, Head of Market Development, **Feefo**

16:05 **Post-holiday customer service**

- Effective ways of collecting feedback from travel customers
- Ensuring feedback is shared with the whole business to improve customer experience
- Communicating with customers post-holiday to maintain loyalty

Michael Wallis, Customer Service Manager, **Arena Travel**

16:30 **Summary and close**

Charles Fachiri, Senior Customer Support Manager, **ABTA**

Co-sponsors



Delivering Customer Service Excellence

15 May 2019 • ABTA Ltd, 30 Park Street, London, SE1 9EQ



About the event

Is your customer service consistently high across all channels? Do you offer your customers the best customer experience pre and post-holiday? How do you measure success?

This popular one-day event explores how you can drive business growth and improve brand loyalty by delivering excellent customer service. Whether your customer is travelling for business or pleasure, the service they receive both prior to and post-departure will determine whether they return to use your services again. For new customers, improved customer service may also be the deciding factor on how likely they are to complete the booking with you, directly impacting your sales.

This practical one-day seminar is tailored for those working in travel, including large, medium and small organisations and will look at ways to improve your customer service strategy, empower your workforce and improve communication across all channels.

Benefits of attending

- Hear real-life examples from experienced travel industry customer relation professionals
- Get guidance on using different channels of communication seamlessly
- Develop an understanding of your customer and their booking journey
- Review your workforce development – are your team are empowered to do the right thing for the customer?
- Understand the business case for investing in customer service and how it can generate future business
- Network with industry peers and share ideas and best practice tips

Prices

ABTA Member/Partner **£229 plus VAT**
Non-Member/Partner* **£349 plus VAT**

**To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit abta.com/join*

Who should attend?

The event is ideal for those responsible for their customer service strategy in travel including large, medium and small organisations:

- Managing Directors
- Senior managers
- Customer operations teams
- Customer experience teams
- Sales teams and consultants.

Register now

You can book online and pay by credit card or request an invoice. Visit abta.com/events to book.

You can view our terms and conditions on the event webpage at abta.com/eventstermsandconditions

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email mturton@abta.co.uk

ABTA Conferences and Events

ABTA Conferences and Events delivers practical training for the travel industry. Our aim? To keep the industry up to date on the most important, business critical issues, with a key focus on practical learning outcomes.

ABTA is the UK's leading travel association with a membership of around 1,200 travel companies.

Our vision is to enable the British public to travel with confidence – supporting our Members as they build their businesses and acting as an emblem of quality and assurance for their customers.

Our level of brand recognition and trust among consumers is high. 76% of people feel more confident booking with an ABTA Member.

Upcoming events

Solo Travel Conference

5 June, London

Delivering Sustainable Travel

18 June, London