

Delivering Customer Service Excellence

12 June 2024

ABTA, 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 Information 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
- The business case for investing in customer service

10:50 **Questions and discussion**

11:00 **Transforming pre-departure communication**

- Building a detailed picture of your customer and their journey
- Streamlining communications – lessons learned
- Finding balance between customer service and sales

11:30 **Tea and coffee**

11:50 **Empowering your staff to deliver excellent customer service**

- Training and workforce development
- Changing company culture – engaging employees across all departments
- Setting appropriate key performance objectives for customer service teams
- Ensuring employees have the tools they need to deliver great customer service

Gemma Bassy, Head of Administration,
Ambassador Cruise Line

12:10 **How to deliver great customer service when things change**

- Your legal responsibilities
- Delivering FCDO and health and safety advice
- What to do when a customer is disinclined to travel, but there is no advice not to

Meera Tharmaraja, Solicitor, **ABTA**

12:30 **Lunch**

13:30 **Welcome back**

13:35 **Customer service for all: accessibility and inclusion**

- Top customer service barriers and how to overcome these
- Knowing and understanding your customer: accessibility guides and different means of contact
- The importance of staff training and ensuring all staff are confident when dealing with PRM's and special requests

14:00 **How automation and technology can improve the customer experience**

- Understanding and creating a connected customer journey
- Making sure your customer service strategy does not become process driven

14:30 **Tea and coffee**

14:50 **Panel Discussion: 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

Gemma Bassy, Head of Administration,
Ambassador Cruise Line

15:10 **Industry case study: 'The impact of on-holiday' and 'post-holiday' customer service**

- Engaging with customers while on holiday and post holiday
- Collecting and using feedback data
- Using feedback to improve product quality, customer service and customer loyalty

15:35 **Summary and close of seminar**

Charles Fachiri, Senior Customer Information Manager,
ABTA

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About the event

Attend this seminar to get practical guidance on how to consistently offer the best experience for all customers across all channels.

Consumers always want high quality and consistent customer service and increasingly expect this to be the case across all channels and at all times and with much faster response rates. Learn how to ensure your customer service is seamless across all your touchpoints, including online, email, in person, via apps and on holiday. Get guidance on how to ensure your service is inclusive and that you are empowering your teams with the right tools to deliver excellent customer service for all customers and all access needs.

Explore how to assess whether your existing customer service strategies are up to date and how you can innovate and improve. Hear from industry speakers about how to align your customer service strategy with your company strategy, and when done well, the opportunities this poses and the return on investment to the business through increased awareness and customer loyalty.

From pre-departure to post holiday, discuss with peers and customer service experts how to best map your customer journey, ensuring all interactions with your brand are consistent and provoke the correct emotional response.

Benefits of attending

- **Hear real-life industry examples** from experienced travel industry customer relations professionals.
- **Ensure your customer service strategy is up to date**, and identify areas of improvement to take back to your business.
- Get guidance on **using different channels** of communication seamlessly.
- Get an update on the **customer today and their booking journey**.
- **Review your workforce development** – do your team have the confidence to provide great customer service?
- 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.

Who should attend?

- Directors and senior managers
- Customer operations teams
- Customer experience teams
- Sales teams and consultants

Prices

ABTA Member / ABTA Partner* **£235 plus VAT**
Non Member **£355 plus VAT**

This includes lunch and refreshments throughout the day, all delegate materials, presentations and an attendee certificate.

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28 June 2023, London