



MOUNTAIN MANAGEMENT

TOUCH-POINT-ANALYSIS "ARRIVAL"



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Why does "customer-journey" become an important factor of success in our branch?

It is known that we have to count on an increase of "new guests" in the future, because loyalty is decreasing – even though the satisfaction rates are high.

That is why the RECOMMENDATION RATE gains in importance. The recommendation rate is measured by the Net-Promotor-Score (NPS). A recommendation takes only place when perfect scores are achieved!

New guests tend to be a little bit more critical and have in comparison to regular patrons (who know the ski resort) naturally a greater information need in the place.

The contact points, respectively touchpoints will be determined by a guest's experiences in the "touch-point-analysis". We translate this as: "walking in the guest's shoes", or also as "moment of truth".

It begins with the journey and ends with the arrival at the mid / upper station in phase 1. We know from our customer research that the first impression is very decisive how the guest evaluates us in the whole. (Bad parking organisation e.g. minimizes the satisfaction rate about 12 %!)



We deal with "hardware" (meaning information-systems etc.), but also especially with "software" (behaviour of our employees towards the guests at these brand touch-points).

It is very important that on one hand service standards are clearly defined, and on the other hand, it should be clarified for the guest which is the positioning (the things the ski resort stands for) in this context. What is the difference between us and the other ski resorts? Which experiences do we offer?

About what should the guest inform his friends and acquaintances?

The uniqueness should be visible and perceptible at these "touch-points"!

One also speaks of "brand-success-points".

Mountain-Management analyses the current situation on-site, discusses it with those responsible; fixes touch-points for phase 1 (Arrival), defines the standards and "wow-effects" respectively controls this dealing with the guests.

The aim is to create a consistent customer perception in order to increase the net promotor score (NPS).

You secure your future only by having a high NPS (thus top performances)!

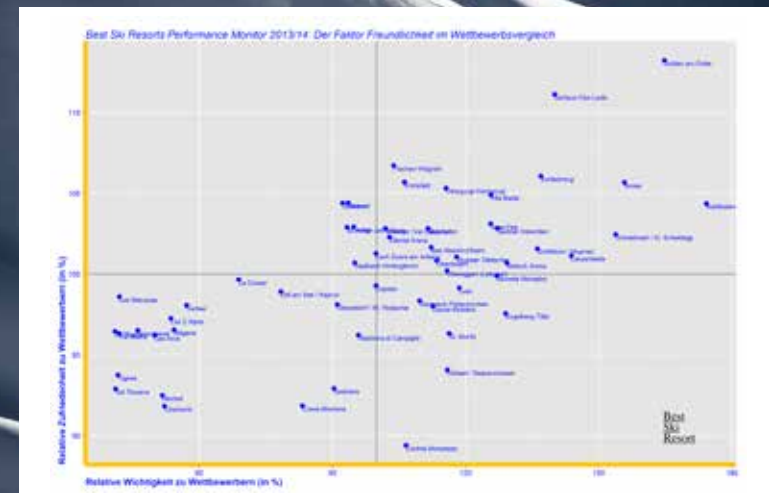
Start now with Mountain Management!

Our experience in the field of customer research, communication helps to achieve rapid successes?

OWN BRAND CONTENTS INSTEAD OF THIRD PARTY ADVERTISEMENT



HOW FRIENDLY ARE WE?



PHASE 1 | "ARRIVAL"

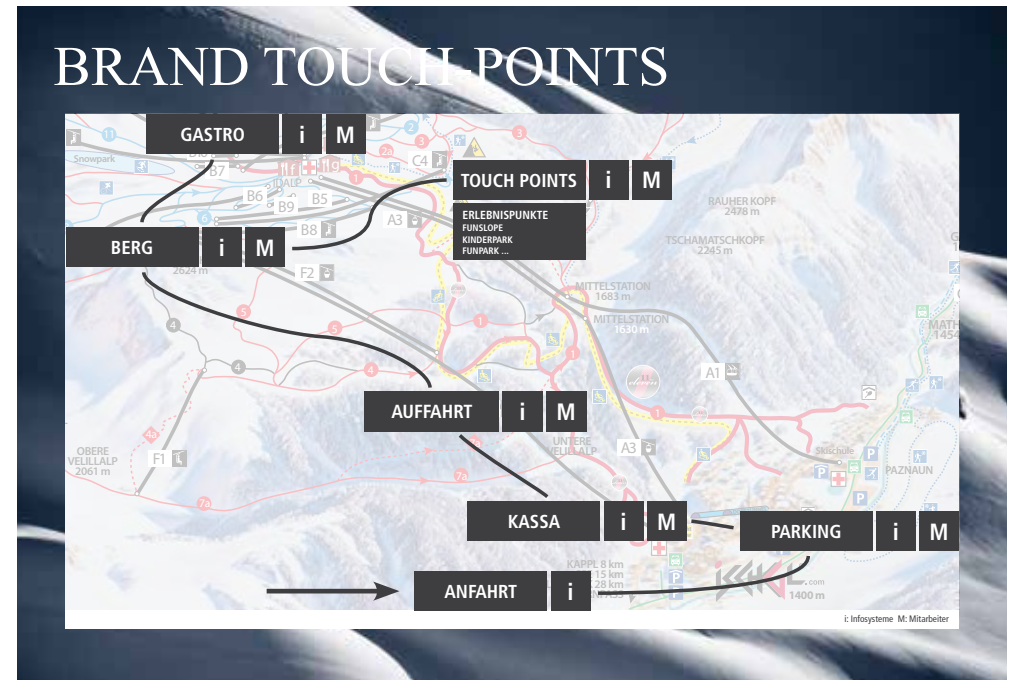
There is no second chance for a first impression!

This proverb is even more important for new clients. They do not excuse mistakes, respectively a bad first impression cannot be corrected quickly. Therefore, it is necessary to begin here with the considerations of the touch-points.

What can go wrong in this first phase (arrival)? Which mistakes can be made? Which information does the guest expect at which point? Questions that arise concerning this analysis.

Customer-journey Phase 1 "ARRIVAL" WINTER

- Journey (ca. 2-5 km in front of the ski resort)
- Parking-zone
- Surrounding bottom station
- Ticket office zone
- Information zone
- Building inside
- Building outside
- Waiting area/Access cable cars
- Boarding area
- Cable car/lift
- Exit area mid-station/upper station
- Information zone first exit



How is our approach?

→ Situation analysis on-site (customer journey phase 1)

- It will be captured in pictures – comment
- Check current communication (own/third party advertisements – messages)
- Customer survey (2x total ca. 250 persons) importance/satisfaction

→ Meeting with those responsible for phase 1 (director/division manager/marketing)

- Leadership-camp: How well prepared are executive employees? → Request special program
- Brand positioning/differentiation/positioning
- Which group of persons has a direct customer contact?
- Fixation of the touch-points (planned 12-15)

→ Development “MM-customer experience management”

- Standards in every “touch-point” (behaviour/communication etc.)

→ Workshop with employees

- Development and fixation of possible “WOW-effects”

→ “Customer experience management” individually adapted for the ski resort in phase 1

→ Control instruments

- Periodic measurement of the NPS in total (even for “touch-points”!)
Real time data through current queries among the employees (available on the dashboard)

→ Measurement of the employee satisfaction

Timeframe:

Initial reception: Beginning/Mid of December – with the start of the winter season

Meeting with those responsible: Mid of January

Workshop employees: End of January

Fixation "Experience Management": End of February

Possible adaptations after the end of the season

Start "NEW" winter period 17/18

Preise:

€ 18,500 for touch point analysis / experience management

€ 6,500 for NPS-mobile / touch-point-control-system

€ 3,300 for employee-satisfaction-analysis (mobile)



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