



Rebuilding the Caribbean Focus on Modern Customer Service

Thursday, September 24, 2020

2:00-3:15pm et

#CHTALive



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

Presenters

Moderator:

Omar Robinson,
General Manager,
Round Hill Hotel and Villas



Panelists:

Paul Collymore,
General Manager,
The Landings Resort & Spa
by Elegant Hotels

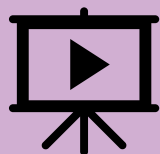


John Quail,
Director of Operations,
Springboard Caribbean





Please post your questions via the Q&A box.
Questions will be addressed at the end of the session.



The on-demand video recording of today's
presentation will be distributed within 48 hours of
the webinar. A copy of the presentation and any
support materials can be found in the Members' Only
portal.



This session is scheduled through 3:15PM ET.



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CHTA Key Member Resources

A dark grey banner with the CHTA logo (a colorful starburst) and the text "CARIBBEAN HOTEL & TOURISM ASSOCIATION" above the word "ROUNDTABLES" in large, bold, blue letters. Below this, it says "Join a Conversation with Your Peers" and "Be Part of the Solution & Help Us 'Build Back the Caribbean!'". At the bottom, a blue button contains the text "Participation is FREE for CHTA Members & Non Members" and "Save Your Spot Today!".

CARIBBEAN HOTEL & TOURISM ASSOCIATION

ROUNDTABLES

Join a Conversation with Your Peers
Be Part of the Solution & Help Us "Build Back the Caribbean!"

Participation is FREE for CHTA Members & Non Members
Save Your Spot Today!

The six peer groups for our first phase of the CHTA Roundtables are:

1. Hospitality Owners and Managing Directors – Sept. 18
2. Hospitality General Managers – Sept. 25
3. Hospitality and Tourism Allied Members and Suppliers – Oct. 9
4. Hospitality Human Resources Leaders – Oct. 23
5. Tourism Business Leaders (e.g. attractions, restaurants, other tourism providers) – Oct. 30
6. Hospitality and Tourism Stakeholders in Spanish-speaking destinations – Nov. 6

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CHTA Key Member Resources

Providing Reopening Resources to Help
You Get Back to Business



MEMBER EXCLUSIVE TRAVEL PROTECTION PLAN ADMINISTERED BY TRIP MATE



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CHTA Membership



Your membership helps us continue our work to safeguard the industry and build towards a strong recovery.

Join the **#MyCHTA** community!
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**The Tastes of the Caribbean After 7 Months:
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JOIN US!

**Thurs, Oct 1
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**Traveler Intentions & Safety Concerns:
What's the Latest Word From
the American Traveler?**



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REBUILDING THE CARIBBEAN FOCUS ON MODERN CUSTOMER SERVICE

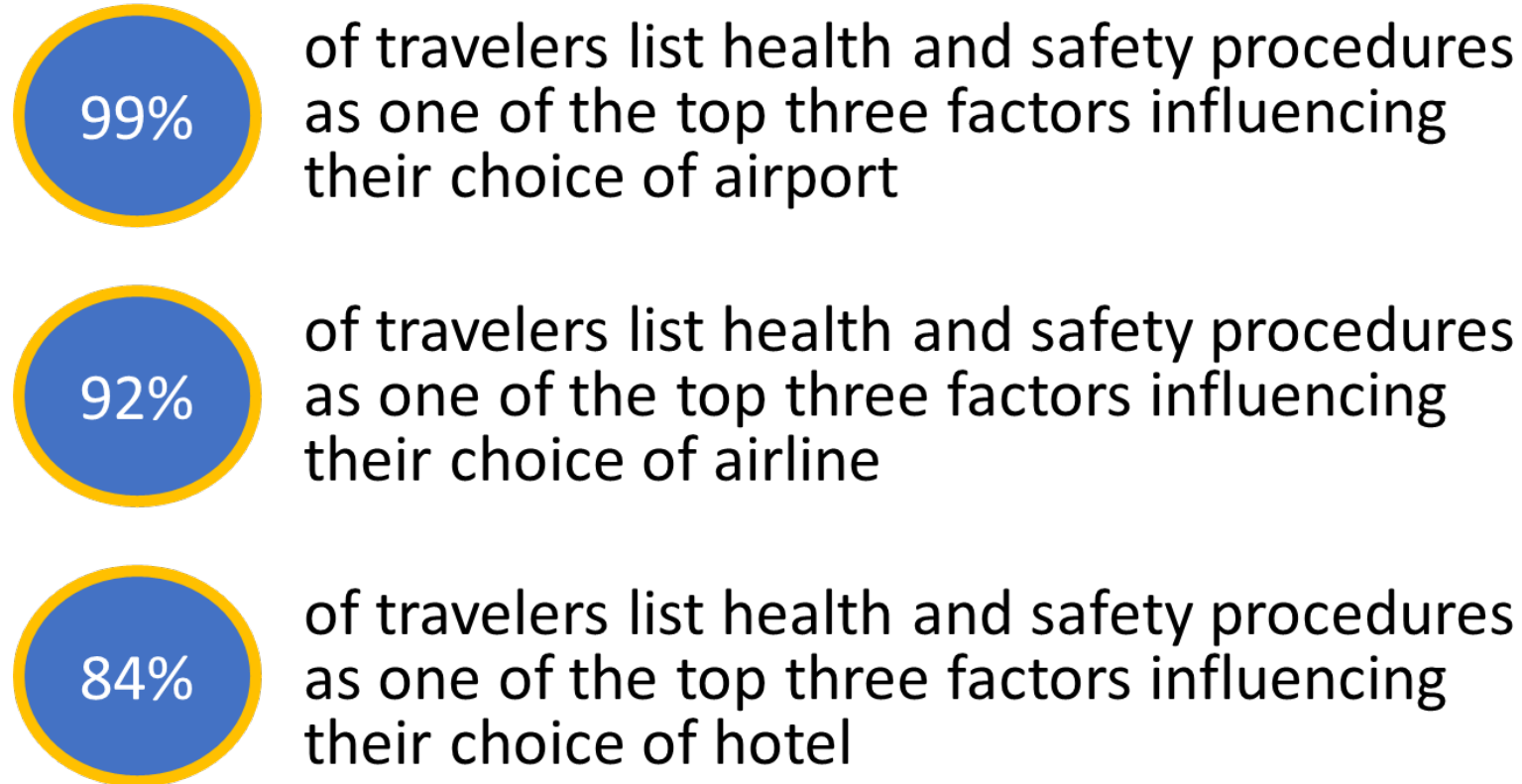
JOHN QUAIL

Key Findings – Customer Expectations Post COVID-19

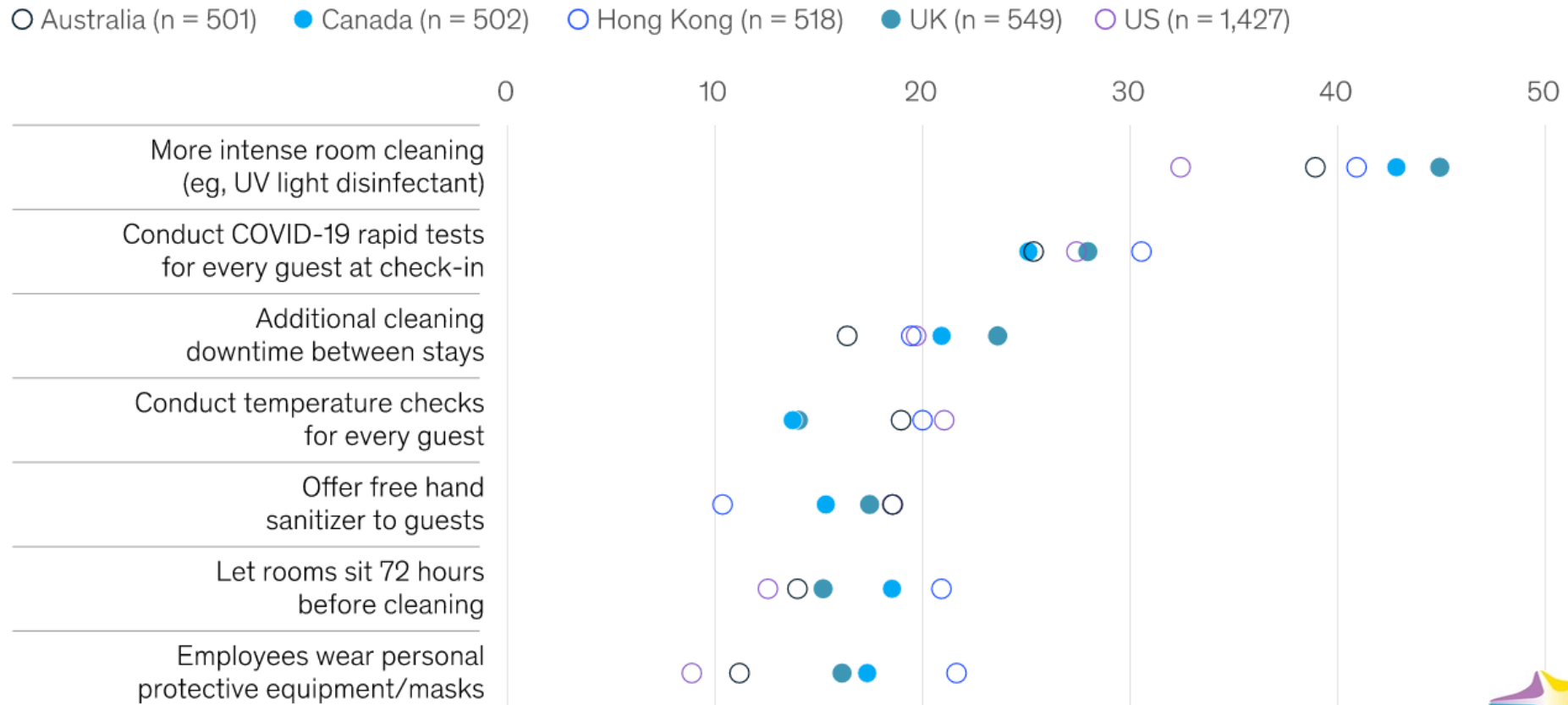


- Health & Safety will make or break travel decisions
- Travelers and Diners expect services that are contactless
- Personalization makes travel more connected as travelers want more control over choices and safer options
- Travelers want to have Trust and Confidence in their travel provider

Travel & Safety



Actions Hotels Could Take to Protect Guests from Coronavirus - % of respondents



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Source: McKinsey Consumer Leisure Travel Survey – April 30 2020

Contactless Technology



of travelers choose contactless technologies as one of the top three factors influencing choice of hotel, preferring mobile check-in/check-out, touchless room keys and paperless invoicing.



of diners choose contactless technologies as one of the top three factors influencing choice of restaurant, preferring mobile Apps, contactless payment, self-service kiosks, more comprehensive dine-in room options



of travelers choose contactless technologies as one of the top three factors influencing choice of airline, preferring contactless check-in and baggage kiosks



Hospitality Technology Trends in 2020



- Mobile devices as door key
- Service automation
- Fixed-mobile convergence
- Guest Apps
- Battle for bandwidth
- Location based service.
- Tech Lounges
- SIP-DECT
- Tech enabled meeting space
- Social listening

Personalization Makes Travel More Connected



“Restaurants and Travel Companies have the opportunity to create more connected, personalized digital experiences as people begin to plan trips again”

Source: Digital Life Index – August 2020

Example of Creating a Personalized Experience & Providing more Guest Control



Through the Housekeeping App guests can:

- ✓ Request the day(s) a housekeeping visit is required or request supplies only
- ✓ Can schedule or cancel the specific time slot of the housekeeping visit
- ✓ Identify frequency for changing of linen

Dining App

- ✓ Select in room dining
- ✓ Make or cancel a restaurant reservation based on time and availability
- ✓ Reserve the special(s)

Front Desk App

- ✓ Book an early or late check-out
- ✓ Confirm billing
- ✓ Request bag collection

Building Trust and Confidence – Consumers want to hear & then see!



of consumers told us they make choices about where to stay based on communications from their travel provider/hotel



however, said they are unsatisfied with the communications they're currently receiving about safety protocols



of respondents said employees wearing personal protective equipment (PPE) and third-party certified sanitation reviews offer them a sense of security

Source: PwC – How to Restore Confidence in Travel during an uncertain time – April and July 2020



Delivering on Building Trust & Confidence



- **Communicate** frequently about safety policies and practices in place including the trusted sources that are the source of your guidance
- **Communicate** about the changing status of the location and be transparent about the availability/non-availability of activities
- **Communicate** about the preparedness, readiness, training and health practices of employees
- Be **consistent** by delivering on your messaging – high visibility cleaning practices, correct wearing of PPE, high visibility H&S/Quality Control Officer
- Giving Customers more **personal choice and control**.
- Be human and **genuine** and **personalize** the experience
- Use data driven marketing to target consumers most likely to stay at your property



Four most important Workforce Values in the delivery of Modern Customer Service



Responding to these emerging Customer Expectations requires a collaborative, multi-talented, well led and fully engaged workforce that can live up to the following Values & corresponding behaviors:

- Transparency
- Empathy
- Flexibility
- Adaptability – Willingness to use Discretionary effort



Respond to the Crisis by Stimulating your Workforce and Building Resilience



1. More critical now than ever before to actively promote a Leadership style that is agile, caring, inspirational, flexible, optimistic and energetic
 - Implement a Leadership Program
 - Establish clearer career paths and access to leadership skill development
2. Implement capacity building opportunities
 - Train the Trainer programs – particularly for compliance training (Infection Control Protocols, Health & Safety, Food Safety, Diversity)
3. Keep Teams motivated and engaged
 - Respond best to Supervisors/Managers who inspire, recognize, create a collaborative environment and nurture development
 - Provide cross-training to grow new skills, creating cross-functional employees

Respond to the Crisis by Stimulating your Workforce and Building Resilience..



4. Identify and retain frontline employees who demonstrate required values/behaviors and develop them appropriately
 - Sheep-dip training
 - Personalized micro-training (e-learning)
5. Revisit how you evaluate performance
 - Integrate new Values into your Performance Management System
 - Recognize and reward positive behaviors
 - Hold employees accountable for non-compliance

Conclusion



- Priorities have changed for travelers when making travel decisions
- The industry must be prepared to meet the evolving demand and guest expectations
- Have a plan and take action now – don't just wait for it to “all go back to normal soon”
- Mobilize the workforce and fully engage their flexibility, creativity and discretionary effort in the delivery of Customer Service
- Ensure your middle management team have the leadership qualities required to respond effectively to the crisis and create ongoing value
- Establish and select for the desired culture, values, behaviors and ensure all employees have access to skills development



Data Sources



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<https://www.mckinsey.com/industries/travel-logistics-and-transport-infrastructure/our-insights/hospitality-and-covid-19-how-long-until-no-vacancy-for-us-hotels>

<https://www.pwc.com/us/en/industries/consumer-markets/library/how-to-restore-confidence-in-travel-during-covid-19.html>

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Contact Information



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Rebuilding the Caribbean Focus on Modern Customer Service

PAUL COLLYMORE



CARIBBEAN
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Key Challenges & Opportunities: An Operations Perspective In Covid-19 Era

Challenges

- Training staff on how to smile whilst wearing a face mask
- Distinguishing our guests & staff who are wearing a mask
- Airlines not having a mandatory requirement for travelers to present a negative PCR test before traveling and arriving in the destination
- Reduction of business in our key source markets
- Increased payroll burden due to increased cleaning of high touch points
- Unplanned cost of severance payments, recurrent expenses on mandatory protocols impacting cash flow
- Not being able to achieve the financial targets to effectively operate our respective businesses due to a decline in bookings and unplanned expenses

Perspective In Covid-19 Era: Key Challenges & Opportunities, An Operations Perspective – Cont'd



Opportunities

- Reinforcing the service and hospitality culture
- Story telling: Creating compelling stories on social media and incorporating guest testimonials on guests' personal experiences to encourage more engagement
- Developing and utilization of training platforms for hospitality professionals – remote learning
- Use of contactless technology to expedite/improve the service request; improving our e-commerce communication for accessing services and bill settlement
- The need for more hospitality businesses to develop a hardship fund to support employees during extraordinary events like the Covid-19 Pandemic
- Training: Service with a smile whilst wearing a mask – Smiling with your eyes





e x p r e s s i o n s



Leadership Development, Education & Employee Recognition



- People development in the Eastern Caribbean must be complemented via training and development plans; utilization of travel within the regions for exchange training to gain further knowledge and experience. CSME allows for the free movement
- Developing our leaders through continuous competency-based education and training
- Train the Trainer: Building capacity for training and development to be effected in-house
- Our Caribbean educational system is great and provides a strong academic curriculum; we need more support for internship programs and community outreach in primary, secondary and tertiary institutions
- Role of the CHTA Young Leaders – developing emerging leaders
- Employee recognition must be done timely and consistently: it is needed now more than ever

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Rebuilding the Caribbean Focus on Modern Customer Service

Presented by: Omar Robinson

Customer Service in COVID times

1. Flexibility/Agility
2. Empathy
3. Empowerment
4. Boundarylessness
5. Employee Morale



Customer Service in COVID times

- Ensure digital platforms are up to date including websites, travel partner extranets and social media
- Market with your property/ destination's unique selling points (USP)
- Stay engaged on social media with guests and key industry partners
- Invest in technological enhancements to help with direct booking conversions and improve pre- arrival guest experiences
 - Chatbots
 - Mobile applications



People Development the Jamaican Way

- Foster a sense of togetherness by keeping in touch with employees and/ colleagues
- Anticipate staff concerns, and provide adequate updates and resources to support impact
- Consider mental health and always be positive in communicating any information
- Implement revised training to introduce new policies, procedures and best practices to the operations
- Provide credible information on industry to ensure confidence when communicating with visitors



How to develop leaders and managers from the workplace

- Management coaching
- Online resources
 - Webinars
 - Newsletter subscriptions
 - Use social media to connect with like minded professionals
- Learning from the crisis
 - Becoming adaptable
 - Employ reserved skillset
 - Pursue cost- effective personal development



Top 5 hospitality training opportunities for employees

- Cross training & shadowing
- Online certification
 - Google Garage
 - HubSpot
 - eDx
- Organized certification/ accreditation through local authorities
 - Tourism Enhancement Fund
 - Local & international collaborations (AHLA 'Stay Safe' initiative)



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Thank You for Attending!

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