



TRAININGS & CONSULTING

BEST CUSTOMER EXPERIENCE

01

THE WAY TO THE BEST POSSIBLE CUSTOMER EXPERIENCE

Companies usually have their core business under control - but what about the areas in which they have contact with customers, greet them, take care of them in a special way and make sure they feel completely at ease?

Companies often treat these areas as secondary, but they are of essential importance for long-term success. They create the right added value and differentiate a company from its competitors, generate customer satisfaction, loyalty, and positive emotions towards the brand.

SHL Schweizerische Hotelfachschule Luzern - SHL for short - offers tailor-made training, consulting, and support services within the framework of the Hospitality Competence Centre, which help companies from very different sectors to examine, train and properly stage their service orientation.



SHL Schweizerische Hotelfachschule Luzern is the unique competence centre for application and practice-oriented hospitality management with national and international recognition.

02

CUSTOMERS



«The training programme of SHL Schweizerische Hotelfachschule Luzern, which our employees have been attending on the customer front for a good five years, is met with great enthusiasm. We are convinced that SHL's input makes a considerable difference to the way we deal with our customers. We look forward to continuing our long-term cooperation with SHL.»

Melinda Hungerbühler – Kestenholz Automobil AG

«What do gastronomy, hotels and restaurants have in common with banking? This question is explored by our client advisors during the experience course at SHL. With knowledge, wit and charm, the speakers know how to amaze the participants and encourage them to find the parallels to implement them in their everyday work. Our employees are thrilled!»

Pia Theiler – Luzerner Kantonalbank



«How 'Signature Moments' are created at the customer's site is something our team has learned during the training with the SHL coaches. Tangible stories were created that help the employees to remember the contents of the training in their daily work. The results from the consultancy mandate also created real added value for us and were a very good basis for decision-making for further action.»

Dr. Felix Bertram – Skinmed AG

03

BEST CUSTOMER EXPERIENCE TRAININGS

Creating special customer experience is in the interest of every company. To date, employees of banks, veterinary clinics, private hospitals, premium car dealers and transport companies, among others, have attended SHL's wide range of training courses to learn the nuts and bolts of the «Best Customer Experience» in interactive modules. The hotel and catering industry always plays an important role in this: SHL uses case studies and tangible stories that can be experienced to create valuable analogies.

SHL adapts these focus topics individually to the requirements and needs of each company:

- ▀ First impression in the company
- ▀ Welcome and goodbye
- ▀ Empathic communication and attention
- ▀ Mindful behaviour in customer contact
- ▀ Creating experiences
- ▀ Dealing with complaints and challenging situations



Mercedes Benz Switzerland approached SHL to jointly develop an effective concept and sustainable trainings to improve «Customer Experience» and to put it into action.

Take a look at the result here →



04

BEST CUSTOMER EXPERIENCE CONSULTING

Memorability is crucial for the success of a company - and companies create memorability through special interactions with their customers. With a holistic approach and a team of versatile, motivated specialists, SHL starts exactly there and supports companies on their way to the «Best Customer Experience». SHL's specialists carefully review the current situation, accompany discussions, provide examples from the hotel and catering industry, develop feasible concepts with application-oriented approaches and reflect the potential ideas and activities of the companies - always with the aim of improving the customer experience and improving enthusiasm for the brand.

SHL's flagship disciplines include:

- ▀ Well-established mystery checks
- ▀ Thorough analysis of the current «Best Customer Experience» situation
- ▀ Interactive, individual workshops and creative sessions with the relevant committees
- ▀ Practical, implementable conception
- ▀ Personal support during implementation
- ▀ Effective quality assurance



FURTHER OFFERS

SHL Schweizerische Hotelfachschule Luzern also brings you closer to the «Best Customer Experience» through these special activities:

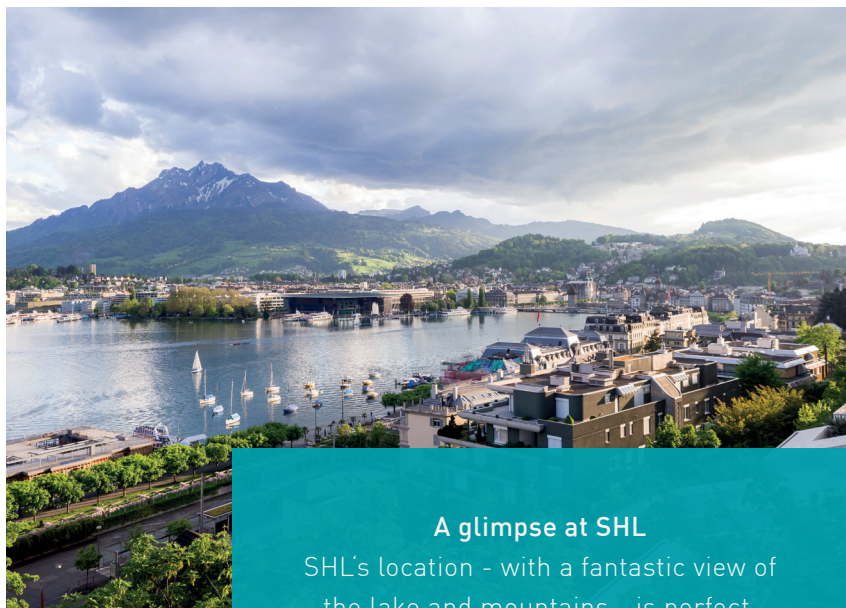
With the «**Best Customer Experience**» checker, SHL tests and puts your company through its paces, provides impulse lectures on specific topics, delivers «Best Customer Experience» in a snack format. The **etiquette course** optimally prepares your young talents for professional guest contacts and the trend tours to trendy locations in the hotel and gastronomy industry make «Best Customer Experience» a tangible experience.

05

THE IDEAL TRAINING PARTNER

Reasons why SHL Schweizerische Hotelfachschule Luzern is the right contact for all sectors when it comes to «Best Customer Experience»:

- ▀ Since 1909, SHL has successfully been training passionate, service-oriented hosts.
- ▀ To date, SHL has successfully supported over 50 companies in optimising the «Best Customer Experience».
- ▀ SHL thinks and trains in a practice-oriented way. Coaches and trainers are also experts in their field and have profound methodological and didactic training.
- ▀ Ideas and activities are considered and examined by professional SHL lateral thinkers
- ▀ The attractive SHL Campus in the heart Switzerland offers the perfect environment for inspiring workshops, creative sessions and trainings.



A glimpse at SHL
SHL's location - with a fantastic view of the lake and mountains - is perfect. Anyone who comes in and out of the SHL also experiences 1 to 1 how service orientation is implemented daily.



COOPERATION WITH SHL MAY LOOK LIKE THIS



Would you like to improve customer experience in your company via specific activities? The SHL team will be happy to support you.



Timo Albiez - Head of Training and Consulting - looks forward to a first non-binding «Best Customer Experience» exchange with you: → timo.albiez@shl.ch





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die **höheren** fachschulen



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