



AQ SERVICES INTERNATIONAL

HALF DAY CONFERENCE ON SERVICE EXCELLENCE

MANAGERS ONLY / BUSINESS ATTIRE

13 AUG 2008

LOCATION: THE ARTS HOUSE

THE HOSPITALITY APPROACH 'SERVE BETTER, SELL MORE'

In today's experience economy, leading companies are working hard to optimize service performance. Benchmarking against the hospitality sector may provide an interesting option for these leaders. Like any service, hospitality is intangible and heterogeneous. On top of that, production and service take place at the same time, making quality control a challenging adventure. But hospitality is more: it is geographically fixed and it includes environmental factors like ambiance and atmosphere. Hospitality entrepreneurs have learned to play with 3 factors: product, behavior and environment. These three ingredients can be used to create hospitality experiences ranging from fast food meals to 5 star hotel stays. The hospitality approach can be used in any industry and helps building a better path to your customers, which is the key to sustainable success in tomorrow's business environment.

TAKING THE MYSTERY OUT OF MYSTERY SHOPPING

How front line performance can make or break your business in this experience economy. Jan Smulders, MD AQ Services International, will give insight on the use of mystery shopping and how leading corporations around the world are using new management tools such as mystery shopping to create the perfect customer experience. "Companies invest millions in their Brand, and with that, create a promise to consumers that they often can not live up to".

No fixed rate, YOU decide how much loyal customers are worth! Make your bid now for the Service Excellence conference day. Go to www.conferencebay.com, simply register and place your bid by clicking 'the service Excellence Button!' Any reasonable offer will be accepted.

THE ARTS HOUSE

SINGAPORE

The Arts House
No 1 Old Parliament Lane
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KEY SPEAKER



Sander Allegro

Director of Europe and Asia
Leading Hotelschools of the World
Director INNovations

AGENDA

15:00 Registration / Coffee & Tea
15:30 Welcome
16:00 Presentation S. Allegro
17:30 Break
18:00 Presentation J. Smulders
18:30 Networking / Cocktails

REGISTRATION

AQ-Services has chosen for a different approach. No fixed rate is set for this event. Visit this unique conference where YOU decide how much customer loyalty is worth.

Sign up through www.conferencebay.com, simply register and place your bid by clicking 'the service excellence button' or look for the conference under 'marketing and sales.'

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