



### MODULE LEADER

**Wei Cheng Chen** is Consultant at Lausanne Hospitality Consulting SA. His role involves designing and delivering executive education for international companies and developing hospitality learning centres around the globe. Presently, Wei is working on the elements of Pedagogy, Andragogy and Epistemology. Prior to LHC, he worked in the hospitality industry in Argentina and Switzerland and also collected experience in the education sector. Wei was responsible for international student recruitment at Ecole hôtelière de Lausanne, enhancing the brand image and talent sourcing for the hospitality industry. Wei is an alumnus of Ecole hôtelière de Lausanne, specialized in Entrepreneurship and Competitiveness. He also has a degree in Hospitality and Restaurant Management from the Escuela Internacional de Hotelería y Turismo CENCAP in Buenos Aires, Argentina. He speaks Spanish, Chinese, English, French, German, Portuguese, Italian and some Japanese.

### RECOMMENDED READING

- Meyer, D. (2006), *Setting the Table: The Transforming Power of Hospitality in Business*, New York: Harper Collins, ISBN-10: 0-06-074275-5
- Kaplan, R.S. Kaplan & Norton, D. P. (2008), *The Execution Premium: Linking Strategy to Operations for Competitive Advantage*, Boston: Harvard Business School Press, ISBN-10 : 1-4221-2116-X

### MODULE DESCRIPTION

In today's highly competitive environment, anticipating and fulfilling customer needs and wants is essential. Having a strong customer service mindset is important to any organization and it plays a key role in customer satisfaction and loyalty. While it is important to equip your staff with techniques and skills to deliver an impeccable service, the corporate strategy must also be aligned with the exceptional service mindset - corporate strategy is the root of an exceptional service.

This module will prepare the participants with the right knowledge, competencies and mindset to leverage an organization by valuing the art of service as a strategic direction. Over three days, participants will discover how corporate strategic values influence the service delivery and how to transmit these values throughout the organization.

### LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

#### Knowledge

- Explain how corporate strategic values influence the art of delivering service
- Explain the art of service and its impact on customer service experience
- Identify core service values that contribute to a first-class service

#### Competencies

- Integrate corporate strategic and core service values into daily actions for customer excellence
- Apply different communication's and operational techniques for an exceptional service
- Establish critical personnel behaviours to ensure excellence in customer service

#### Mindset

- Defend the importance of aligning corporate strategic values with exceptional service mindset
- Appreciate the involvement of personnel and their attitude in delivering exceptional service

### METHODOLOGY

- Assigned readings, interactive lectures, role-plays, in-class exercises, evening assignments

### PARTICIPANTS

This course has been designed for newly appointed asset managers and for senior managers working in the hospitality, leisure and tourism sectors who need to improve their understanding of how to manage capital assets to maximise return and business growth.