



# Customer Services

## – always friendly and professional

Confident staff– relaxed customers

Training campaigns for customer-contact staff, and for their managers

The Manfred Ritschard & Partner limited company was established in 2001, and is listed in the register of companies. We work in conjunction with a network of experienced, well-proven trainers from various specialist fields and language areas.

**Manfred Ritschard** is a qualified company trainer and qualified expert on tourism. As a communications trainer, marketing consultant and moderator, he has provided successful consultancy and training services to many well-known companies from a variety of sectors, involving a total of several thousand employees. These include major projects on behalf of SBB passenger traffic, Hotelplan Travel and others.

He has also undertaken teaching assignments as a lecturer in marketing at the technical college in Basel and at the advanced technical college for tourism in Lucerne.

He has run sales, communications and management training courses for over a decade, and has also acquired an appropriate level of experience in the travel sector. He gained management and practical experience of marketing and customer service during his eight years with the largest Swiss travel business, amongst others. He himself runs courses in **German, French and English**.

For further details, please visit [www.manfredritschard.ch](http://www.manfredritschard.ch).

## Our offer for communication training

Friendly professionalism sets the tone for a good image, promotes customer loyalty and forms a valid justification for higher prices from service organizations.

**We empower service providers to be confident and engaging in their contact with customers, helping them to achieve greater success in their results and more satisfaction at work.**

service design coaching communication

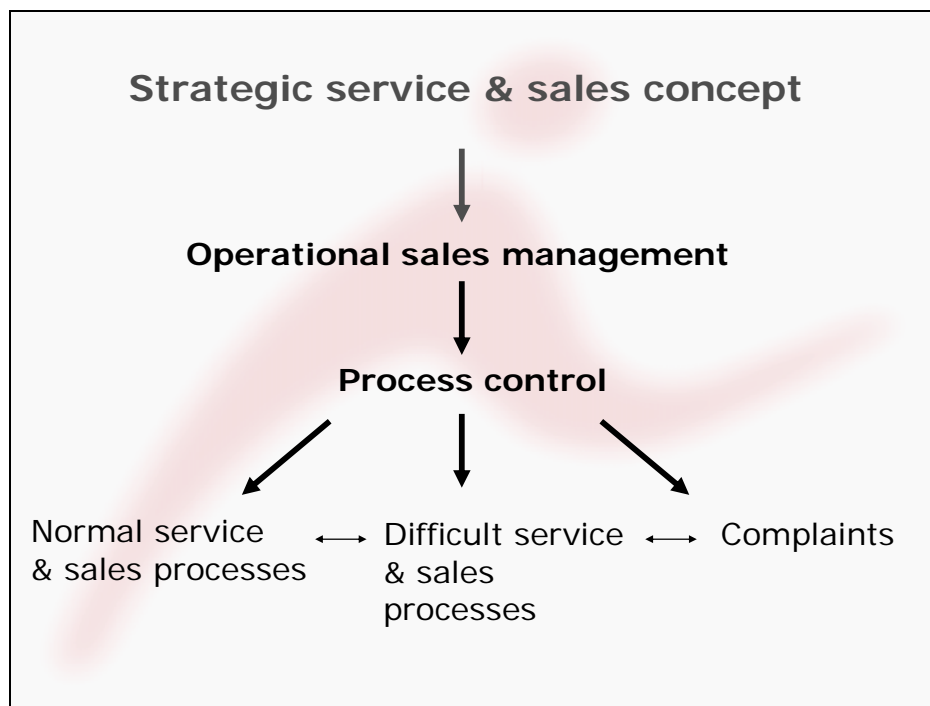
The key is that: *“Imitation friendliness is preferable to real unfriendliness ...”*

We offer our services as a training partner, and recommend a coordinated training campaign in German, English and French for staff and their direct line managers, under the banner **“Customer Services – always friendly and professional”**.

**The main aims of this training work would be emotional and communicative competence, together with professional assuredness in customer communication.**

We make a distinction between:

- 1) **Normal customer processes** (e.g. each flight passenger is greeted with eye contact, and approached with a friendly expression and a pleasant tone of voice)
- 2) **Customer processes in difficult situations** (e.g. if customers protest because they have had to wait in line for a long time)
- 3) **Complaints** as a result of unsatisfactory service (e.g. if customers complain that they have had to stand in line for a long time, while they watched two employees chatting to each other)



**Our core competence lies in working out formulations and codes of conduct that can be standardized, and in providing training for these situations through tightly-controlled role-plays (“drills”).** We work the content of the training out by means of participatory observation in the workplace, and develop it further in a workshop with all those involved. A pilot training session is used to test the content, which is only extended to all staff members after it has been approved by the management of the organization concerned.

**A further special feature of our training system is that we involve the internal trainers and managers/supervisors actively in the training procedures.** They are able to empower their staff to put what they have learned into practice by using training on the job, agreements and requirements for conduct goals, and other coaching techniques.



A training campaign therefore includes the following **three elements**:

- 1) **Communications training for the staff:** operational managers and supervisors provide crucial support for these training courses, in that they all undertake “coaching practice” by assisting as a co-trainer on at least one occasion (1 day, with about 12 participants on each occasion)
- 2) **Specific management training for the team leaders and supervisors** in order to allow them to act as instructors and coaches to put the training material into practice. An abridged version of the communication training is integrated into this management training course (1.5 days, with 6-8 participants on each course)
- 3) **Train-the-Trainer instruction for internal trainers**, who will act as co-trainers to support the whole training campaign (1-2 days, with 4-8 participants in each case)

## Extract from list of clients

- **ASTAG** - Swiss commercial vehicle association, Bern: training partner to Car Tourisme Suisse
- **BBS** – association of libraries and librarians in Switzerland: partner for further training in the marketing and communication sectors; speaker at conferences
- **Clipper Übersetzungen** - translations, Zurich: telephone coaching
- **Elvetino AG**, Zurich: communications and sales training for service staff in restaurant cars and rail bars
- **Elvia travel insurance company**, Zurich: Fun Team Sailing Challenge – team-building seminar
- **Eurobus Reisen** (travel company), Windisch: sales training for the call center staff
- **Fachhochschule beider Basel FHBB** (technical college): teaching assignment as marketing lecturer
- **FinS-Tours AG, Mühleberg**: workshops involving integrated training in the new marketing conception and sales promotion
- **Flughafen Restaurants AG**, Zurich airport: training campaign to promote additional sales and customer loyalty
- **Forchbahnen**, Zurich: sales training courses
- **Heggli AG**, Kriens: telephone training, communication and sales training courses
- **HSMIAI** - Hospitality Sales & Marketing Association International, Swiss Chapter: training partner; conference organization and presentation
- **Hotelplan Group AG**, Glattbrugg: Management and sales trainings for all travel branches in Switzerland
- **Kantonsbibliothek Graubünden** (Cantonal library), Chur: communication training courses
- **Kornhaus-Bibliotheken** (libraries), Bern and Muri: communication training courses
- **Knecht Reisegruppe** (travel group), Aarau: sales training courses for travel consultants
- **Lenk-Simmental Tourismus AG**, Lenk, Canton of Bern: marketing workshop for strategic re-orientation and formation of overall Lenk Simmental brand; creation of marketing concept; training courses involving the Lenk Simmental destination
- **Lenkerhof Hotel Alpine Resort**\*\*\*\*\*, Lenk: communication and sales training courses, telephone training
- **Messe Schweiz** (trade fairs), Basel: presentation of marketing strategy workshops, conception and key account acquisition
- **Ming Marketing & Event**, Zurich: event presentation (Celebrationpoint 03, Carlton Restaurant)
- **Novartis Pharma AG, Dermatology BF**, Basel: conception and moderation of a Creative Team Workshop
- **RBM Management & Services AG (Travelhouse Group)**, Zurich: sales workshops for travel agents from the French and German-speaking areas of Switzerland
- **Restaurants Glattdörfli**, Glattzentrum: training courses to promote additional sales and customer loyalty
- **Skyways AG**, Zurich: telephone training courses and management training
- **Südostbahn**, St. Gallen: sales training courses
- **SWATCH AG**, Biel: sales training courses for the SWATCH pavilion sales team at Expo '98 in Lisbon
- **Swiss**, Basel: training campaign to promote on-board duty free sales and service quality for all cabin attendants
- **SwissJobs AG**, Zurich: seminars for human resources staff; running key account events
- **SBB AG, passenger traffic division**, Bern: conception and implementation of a training campaign for the whole of Switzerland to carry out the new passenger traffic sales and customer-service strategy
- **Swiss open air museum, Ballenberg Brienz**: communication training for staff looking after visitors
- **Swiss green-keepers association**: communication training for golf course staff
- **Siemens AG** – GSI Global Services Industries, Dietikon-Fahrweid: communication training to optimize customer-orientation
- **Swisslife**, Zurich: Fun Team Sailing Challenge – team-building seminars
- **TTS Travel Trade Service Ltd.**, Adliswil: training partner for the more than 40 travel companies who belong to this group
- **TTW Travel Trade Workshop Montreux – Official Trade Fair of the Swiss Travel Industry**: consultancy and training partner; seminars, speeches and presentation as part of the largest travel trade fair in Switzerland
- **Unique Events & Incentives GmbH**, Zurich: moderator for company events
- **University of Wales**, Wales, GB: marketing and sales training courses within the international MBA course
- **Voyages Allemann**, Bassecourt, Canton of Jura: marketing and sales workshop
- **Weisse Arena AG**, Laax: communication training and moderation of company events in the Alpenarena in Flims – Laax - Falera
- **Industry promotion in the Canton of Glarus**, Glarus: organizing and leading a workshop for the re-orientation of tourism in Glarus, in conjunction with the Canton's senior executive officer and decision-makers from business, culture and tourism