A HOLISTIC APPROACH TO CUSTOMER SERVICE

3:30 p.m. – 5:00 p.m.
A Holistic Approach to Customer Service
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1. Welcome
2. The Four Seasons Way
3. A week undercover at Four Seasons Hotel Austin
4. Other Lessons from Austin
5. Let’s talk!
An opening proposition

- Luxury hotels and opera companies are more similar that you might think…
It all starts with…

- a good show on stage…AND behind the scenes
They can be intimidating to approach...

- Too expensive?
- Only for the elite?
- Am I wearing the right clothes?
- Will I fit in and be comfortable?
And behind the scenes...

- An army of people “back of house” at a hotel anticipating their every need.

- And backstage, a similar army of tech personnel, stagehands, costumers, hair and makeup, the orchestra.
The Four Seasons Way

1. Our greatest asset, and the key to our success, is our people.
2. The Golden Rule
3. Personalized approach
4. We are ALL sales people
The Four Seasons Way

FOSTERING CONNECTIONS TO PEOPLE AND PLACE

CELEBRATING CHARACTER AND PERSONALITY

CULTIVATING CRAFTSMANSHIP AND MASTERY
My week undercover at Four Seasons Hotel Austin

- Creating a “Glitch Culture”
- Guest Profiling
- Curbsiding
- And more!
The Audience Experience Project at Austin Opera

My key takeaways:

- Communications (Pre-show, surveys, social media)
- Logistics and Anticipating Audience Needs
- Authenticity
- And more!
Thanks for coming!
Have a taco and a smile and see you soon!

Look at all the cool young people at La traviata!
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