

News

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Branch event on the subject of "Service and Customer Loyalty": eccos pro users met up in Suhl

The eccos pro users met up from 15 – 16 April this year under the motto of "Service as Customer Loyalty Tool" at the Congress Centre in Suhl. With more than 130 participants from 60 spa and health resort projects and a multitude of famous exhibitors, the annual eccos pro User Meeting that is organised in cooperation with the Austrian affiliated company novacom, is one of the most important events in the industry.

"The successful mix of informative lectures, practice-oriented workshops, a top-class exhibition and exchange of ideas in a relaxed atmosphere were also given top marks this time by the majority of participants", Andreas Oos, managing director of eccos pro gmbh was pleased to say.

Right from the start of the first day of the event, Dieter Vatheuer from Prova Management Consultancy pointed out the importance of the consistent arrangement of architecture, design, fittings, philosophy, service employees and products for the economic success of leisure facilities. "An integral service concept caters for enthusiastic guests", is the rule of thumb of Stefan Hinkeldey from Holsten-Therme (Holsten Spa) in Kaltenkirchen. Based on her experience and knowledge gained from geomarketing, Christiane Rath from Rupertus-Therme in Bad Reichenhall was able to demonstrate that in the process Austrian bathers definitely differed from German bathers with regard to spending capacity, length of stay and turnover. It became clear in the descriptive presentations and workshops of Orderman and TAC to what extent technologies such as handheld POS terminals and calendar management supported by software contribute toward sustainable customer loyalty in wellness establishments.

A further highlight on the first day of the event was Björn Fiedler's practical workshop on the subject of "Complaint Management". During amusing live exercises such as "Yuck, there's cheese in my cheeseburger" the participants had the opportunity to train up on the skillful handling of customer complaints.

The second day of the User Meeting focussed on the topics of "Music System as Service" (Edmund Bauer from Bose, the audio system specialist) and "Customer Loyalty on the Basis of Cooperation and Analyses of Payment Transactions" (Stefan Trauth, easycash Loyalty Solutions).

In his conclusive lecture, Frank Rose, managing director of Prova Management Consultancy, spotlighted the employees as "service providers". The crucial question "what motivates employees?" was also discussed so actively and with such commitment following this, that it could become a topic of focus at the follow-up event in Soltau in April of next year.

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Attachment: Photo impressions

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