

Service Excellence

Hillman, June 27 2012, Thunder Bay Resort

Flip Charts

- Objective: Develop customer service survey for out-of-state visitors to measure customer excellence by 2018. Implement survey in 2014-16 and evaluate the results
 - Very important. See bad and good*
 - Critical! Only one chance to make a positive first impression to guests *
 - Education is immeasurable! Fantastic idea! *
 - Like Vegas- MI needs a serious customer service industry education resource*
- Strategies
 - Foster welcoming spirit in communities. Create an atmosphere of service
 - Be aware of what is available in your region (everyone)
 - Be kind- foster kindness- do unto others
 - Wear a smile on your face even on the phone (Devise quick class for customer service*)
 - Don't grumble about tourists
 - Courtesy/friendliness to customers and tourists a must- "Northern Hospitality"
 - Service industry "stigma" reduced
 - Franchise owners not invested in the community
- Objective: Michigan needs to create a cadre of employees prepared to provide excellent service to the national/international tourists coming to MI
 - Develop educational opportunities for our citizens interested in service industry positions
- Strategies
 - Funding sources or employers to allow employers to obtain certification
 - Invite businesses into schools to inform young people about the importance of customer service
 - Service newsletter for all service employees
 - Create a program to be used by employees to earn a certification to work in service industry

Individual Objectives and Strategies Sheets

- Objective: employee newsletters. Pure MI state funding for service employee
 - Strategy: newsletters – statewide – weekly – service – subjects – like Ranger Rick
- Objective: letters to the editor, website/ Facebook comments. MI needs to develop a cadre of employees prepared to provide excellent service to the national and international tourists that will come to MI as a result of the 2012-2017 strategic plan. Develop educational opportunities for citizens interested in service positions
 - Strategy
 - Create an atmosphere of service individuals

Service Excellence

- Foster a welcoming spirit in communities of business people
- Invite businesses into local schools to inform young people about the importance of customer service (schools/business owners)
- Objective: educate employees via training programs which can be webinars, create a newsletter to send out to employees via statewide website, and all need to help create a improved level of service excellence
 - Strategies
 - Create a program statewide to be mandatory to obtain work in a service job
 - Provide funding to employers to allow employees to obtain training
- Objective: develop customer survey for out of state visitors to measure service excellence by 2013, develop specific programs to improve the results over time, and implement survey in 2014-16 and evaluate those results
 - Strategies
 - Education of people as people who treat each other; like they would like to be treated
 - Strategy: educate frontline on all of the amenities of the community
 - Strategy: what is excellence? Why be excellent?
- Objective: courtesy and friendliness to customers/tourists should be goal number one. Going above and beyond with directions, auto problems, etc. (for free)
- Objective: website to access any source of customer/tourist service
- Objective: educate business owners to the value of courteous employees
- Miscellaneous strategies
 - Be aware of what is available in your region
 - Be kind to each other to foster kindness
 - Treat others how you want to be treated

Sault Sainte Marie, July 10 2012, Best Western

Flip Charts

- Objective 1: Define "Pure MI Promise" (unified set of guiding principles)
 - Strategies
 - Study successful models from other states/countries replicate
 - Travel MI to get input from industry to clarify
 - Be careful not to over use Pure MI and dilute its effectiveness
- Objective 2: Promote and educate state agencies and industry professionals meaning

Service Excellence

- Strategies
 - Develop basic online customer service training program
 - Ensure all front line customer service personal take above course
 - Create educational outreach via Pure MI to connect with statewide tourism businesses
 - Develop Pure MI ambassador certificate program
 - Develop webinar and require state agencies staff to complete course
 - Create a campaign to promote the buy-in and use of “Promise”
- Objective 3: Create service pointers/primers for tourism businesses (international travellers)
 - Strategies
 - Establish international stakeholder group to better understand needs
 - Work with organizations that work with international travelers
 - Develop easy and in-depth avenues for tourism businesses to learn pointers of international travelers
 - Develop guidelines by country for foreign travellers needs specific

Individual Objectives and Strategies Sheets

- Objectives
 - By 2017, ensure all frontline customer service employees in the tourism industry have completed a basic customer service training course
 - By 2017, develop a basic (2 hour) online tourism course on service excellence
 - By 2017, develop Pure MI ambassador certificate program
- Objectives
 - Promote and educate state and federal agencies on the meaning of Pure MI
 - Define Pure MI Promise
- Objectives
 - Clarify the promise
 - Create a campaign to promote our service
 - Identify existing resources that provide education
- Miscellaneous strategies
 - Create service excellence education outreach on part of Pure MI to connect with statewide tourism businesses
 - Create service excellence pointers for tourism businesses to educate regarding international travel
 - Encourage tourism businesses to get to know other tourism entities in their area... a service to tourists
 - Service training for hospitality training online resources and manuals
 - Include information on specific regions

Service Excellence

- Resources for properties, hotel, retail, tourist

Port Huron, July 18 2012, Maritime Center

Flip Charts

- Objective 1: Define culture of service excellence and Pure MI promise
 - Strategies
 - Define culture in 2013
 - Ask stakeholders what they think it is
 - Post the promise in a prominent place
 - Whatever the culture is make it available 24/7 via web
 - Share (via media or organizations) what objectives we are striving for as a culture of excellence
 - Grow the culture to reach to people who provide service this is many levels
 - Provide incentive to buy in to the culture
- Objective 2: Develop local-level mechanisms to raise awareness/share knowledge of culture of service excellence/Pure MI promise
 - Strategies
 - Develop a Pure MI road show with a “we’re here to help” agenda and how to attract visitors and shoppers. What’s happening in successful destinations?
 - Chamber of commerce or other local group add agenda item each meeting to grow awareness of the culture
 - Develop an award program available to use on a local level (Pure MI ambassadors)
 - Offer presentations to local chambers on front line training
 - Create short video demonstrating encounters that lead to a successful visit
 - Create an online tutorial of what is expected in excellent service for tourists
 - Encourage local businesses to train employees to provide services that cause the patron to become an ambassador
 - Implement strong social media influence for local area
 - Take advantage of technology to spread the culture- seeking buy in
 - Does SBA or MSU offer any classes or instruction for businesses or owners?
- Objective 3: Raise DKSA satisfaction score to 8.9 by 2017
 - Strategies
 - Ask visitors more often what makes/made them happy
 - Reward communities/destinations that raise satisfaction numbers
 - Satisfaction surveys on a local level, tips on how to improve keep a hand on the local pulse
 - Find improving communities and destinations some free exposure and promotions (based on satisfaction scores, state level)

Service Excellence

- Foster a positive image campaign aimed at front of the line staff
 - Objective 4: Establish and increase rates of recommendation and return
- ### Individual Objectives and Strategies Sheets
- Objectives
 - Define culture of service excellence/Pure MI promise
 - How to develop, share, and raise knowledge with front line employees, develop local-level mechanisms to raise awareness
 - Knew more about year round tourism, training signage
 - Raise satisfaction level to __ on DKS report
 - Establish/increase ROI
 - Leave no visitor behind!
 - Chat-board, successes, best practices
 - Objectives
 - What needs to be done?
 - Immediate feedback 24/7 via web or phone or even some new technology that is not available yet
 - Signage to find places where tourists can get info
 - Statewide “buy in” that all visitors get treated special each business, attraction, destinations, etc. would define their own standard, but having a state standard can provide guidance
 - Chat board implies some sort of cohesion, collaboration, and commitment. What does MI have to supply that?
 - Objectives
 - Increase satisfaction of visitors to encourage return visits, higher spending, glowing reports
 - Increase knowledge/helpfulness at visitor level. Leave no visitor behind. Easy for them to access information anywhere they are. Create more of a culture
 - Strategies
 - Local training, share “best of”
 - Ask them more often
 - Objectives
 - Education for business owners; how do you train people?
 - Expectations when training
 - Help available
 - Strategy: Professional helps, mechanisms to help local businesses
 - Objectives
 - Cross penetration, regions are familiar with each other and can give clear explanations of what MI can offer a tourist

Service Excellence

- Foster a positive image of all four seasons in MI
- Satisfaction

Dearborn, July 19 2012, The Henry Ford

Flip Charts

- Objective 1: Define service excellence and the Pure MI promise
 - Strategies
 - What is northern hospitality?
 - Statewide industry question
 - Focus group of diverse industry partners to identify what is service excellence. Service industry partners/ employee via email for input of service excellence destination
 - Waving is the sign of “hi”
 - To design service programs phrase of welcome
- Objective 2: Increase industry/employee awareness of meaning and importance of service excellence/ Pure MI Promise
 - Strategies
 - Display Pure MI promise- service excellence requirements on property or premises, easy to find
 - Service training for employees make them aware of Pure MI promise
 - Statewide service excellence awards such as Rose Awards
 - Discuss in staff meeting discuss during employee training
 - Provide clear concise data (in simple terms) to tourism partners to impact job performance
 - Roll out goal within test market to measure effectiveness and response
 - Create monthly themes, exercises or informational pieces for staff to improve and develop the Pure MI culture
 - Discuss during employee appreciation events
 - Place Pure MI promise requirements on industry partner websites
- Objective 3: Increase DKS satisfaction score to 8.8 by 2017
 - Strategies
 - Distribute and publish DKS info
 - I love the hospitality report- what is “ the MI experience”? Everyone on same page
 - Identify and evaluate current procedures Revamp if any existing procedures
 - Pure MI service expectations, clear guiding statements
 -
- Objective 4: Establish and increase intention of return and recommendation (to friends and relatives) rates

Service Excellence

- Strategies
 - Maybe MI? Farewell information packet/email to encourage a next visit
 - Add intent to return to research questions
 - Exit surveys 1 or 2 questions
 - Ask tourist to recommend and return in branding message

Facilitator Notes

- Service excellence and define Pure MI promise. Checklist, welcome/phrase
- Improve DKSA satisfaction score to 8.8 by 2017
- Make staff aware of sat scores and what they mean
- Establish and increase intent to return and intent to recommend rates

Individual Objectives and Strategies Sheets

- Objectives
 - How do we get there?
 - Statewide application
 - Specific, SMART
 - Key phrases: establish and increase
 - Define purpose within goal
 - Roll out goal within test market by 2013
 - Expand within county MI geographic location quarterly by 2013
 - Design service program phrase, welcome
 - Incorporate within greeting or fond farewell by 2013
 - Consider mission or pocket card for sense of importance and pride
 - Measure goal by return business, repeat clients ideally expanding mission within the state
- Objectives
 - Staff awareness of importance of service excellence define it!
 - Training for hospitality staff
 - Targeted outcomes (i.e. happy guests)
 - Educate tourism providers on culture
 - Interpret guest feedback for quick solutions
- Objectives
 - Improve visitor satisfaction to 8.8
 - Training of people and employees in tourism industry
 - Define Pure MI promise
 - How do we define an intent to return
 - Pure MI Rose awards
 - What defines service excellence
 - Expectations?

Service Excellence

- Objectives
 - Retention, state level
 - Improve visitor satisfaction score by 2017 to 8.8
 - Define the pure MI promise; what is it?
 - To provide excellent service to tourist visiting the MI area
 - Define service excellence
 - How do we implement these objectives?
 - Do we record people/destinations the industry for service excellence?
 - Hospitality, customer satisfaction will there be service ratings, surveys? Value. Experience.
 - Is there funding for this? How do you measure service excellence?
- Objective
 - Promise → experience based ads, unique, paint your own picture (MI adds colors to your pallet of experience)
 - Community board for all travel industry leaders to communicate
 - Establish culture expectations
 - Service standards of measurement expected
 - Face or brand for GSE, what does service excellence look like?
 - Create for service excellence specific to the pure MI promise

Bellaire, July 23 2012, Shanty Creek Resort

Flip Charts

- Objective 1: Improve satisfaction levels.
 - Need baseline survey to know how we are doing to know what to improve
 - Strategies
 - Pure MI track in schools
- Objective 2: Develop a genuine spirit of hospitality in MI
 - Strategies
 - Develop education (workshops/tools) for business to teach businesses or that they can use with staff
 - Ambassador of the state “newsletter” service tips. Tourist in my own town to help cross promote state CVB/chamber to share with those who deal with public
 - Create panel discussion to share best practices run in several locations/ times of years
 - Treat customers as you would want to be treated. Know what is available in the area and your products
 - Information online, seminars, books on how to be an excellent person in service

Service Excellence

- Cross training by those who have funds to bring in outside training to help those smaller partners that don't. specific sessions at Pure MI conference
- Education- use YouTube to show best practices
- Objective 3: Recognize service excellence by businesses and individuals
 - Strategies
 - Based on survey results, issue awards for an excellent service rating. Have it listed on the website
 - Chicken soup for the soul type book of service excellence to share with employees, businesses, and guests
 - Create online competition to share "wow" stories of great Pure MI service excellence
 - Establish awards program (county, region, state)
 - Encourage diversity training related to BRIC target nations and internal (MI/regional/US) cultures

Individual Objectives and Strategies Sheets

- Objectives
 - Have training material available for business for employees
 - Treat people as you would want to be treated
 - Be friendly, people are away from their homes and comfort zones
 - Be helpful and informative
- Objectives
 - Every member of our state is a positive ambassador for our state
 - When out of state visitors leave our state, they have stories of positive customer service and they want to return and also will tell family and friends when visiting the region of our state
 - Create tools for employees to use on service excellence
 - Have an email sent to businesses
 - Recognize the service excellence participants in business etc.
 - Strategies
 - Workshops and training session on customer service
 - Every person in state is an ambassador theme understand
 - Email to business industry/government with customer service tips, training
 - Have a site where visitor can rate each region of the state
 - Awards annually from each region and overall state
- Objectives
 - Recognize service excellence best practices
 - Establish trainings
 - Determine baseline of service levels
 - Strategies

Service Excellence

- Survey visitors strengths and weaknesses in service
- Education, use YouTube videos to share best practices
- Establish an award and recognition program city, region, state
- Objectives
 - Have Travel MI create an “Ambassador” of the state newsletter (quarterly to start) that can share customer service tips, stories of being a tourism in your area to get others excited about places in the state other than where they live. CVBs/chambers to share with those in their community who deal with public
 - Cross training to help with selling and customer service, more specific sessions at Pure MI conference to focus on needs of members
 - Taught by others in the state/industry
 - Survey on needs, call for volunteers to present, evaluate, and expand for future

Lansing, July 26 2012, The Lexington Lansing

Flip Charts

- Objective 1: Define Pure MI promise
 - Strategies
 - Look to MI universities to define based on research and customer
 - Buy-in CVBs we all use one certificate program. Identify all existing programs too
 - Establish “Pure MI promote” to be inclusive and welcoming to international guests (all guests)
 - Establish governance represented by diverse industry representatives
 - Define Pure MI promise. Develop it, round table of industry/organizations
- Objective 2: Increase DKS satisfaction score to 9.5 by 2017
 - Strategies
 - Survey visitors about what service could be improved (implement to increase)
 - Develop and launch campaign to increase to 9.5
 - Appreciation for participating organizations
 - Satisfaction score increase to 9.5 with training in Pure MI promise
 - Establish recognition framework for higher achievement of PMP
 - Develop and promote objective number 3
 - Establish shoppers evaluation
- Objective 3: Educate 10,000 people annually statewide in service excellence (proportional to population)
 - Strategies
 - Develop a curriculum and introduce in the industry/educational sectors
 - Mandate tie to funding industry level (TC?) service training, create incentive

Service Excellence

- Hire a public relations firm or state employee. Friendly state
- Train the trainer, have thousands of trainers teaching 10,000 people
- 10,000 trained, graduates of Pure MI badge, local recognition newspaper for business and individual
- 10,000 trained people, Pure MI gold standard badge, register business with signage
- Research and identify examples of increased ROI from destinations who have training program to enhance registration for one program

Facilitator Notes

- Increase SAT score to 9.5 by 2017
- Establish statewide certification program/accreditation
- Define Pure MI promise
- Introduce service ??? high school training
- Travel MI staff, director of hospitality “smiles”
- Ambassador program
- Educate 10,000 people statewide per annum in service excellence (proportional to population) basing CTA 500 in 2 years
- Objectives
 - Define the Pure MI promise
 - Pure MI promise at the educational level HS and college
 - Offer our excellent service promoting each and every aspect of MI adventure
 - Director of “smiles”
 - Service excellence begins with the very start of the “adventure”
 - Website, hard copy brochures
 - Easily follow through with reservations and planning of the “adventure”
 - Greeted with a smile, good attitude, of each aspect of the adventure
 - Outline and design establish statewide certification
- Objectives
 - Statewide education and training on service/certification program
 - Create standards, establish resources for industry
 - Maintain consistent service levels across the state
 - Survey visitors to establish their impressions of service, how can we improve. Baseline, survey again, and we improve
 - Increase the number of industry people “certified”
- Objectives
 - To be known as the friendly state
 - To train college student on service excellence
 - To have a ‘Director of Smiles’ on Travel MI staff

Service Excellence

- To have one program (certification) used throughout the state
- Objectives
 - Establish statewide standards for service, endorse by industry
 - Create/designate oversight agency to drive/encourage compliance
 - Establish recognition program with incentive for high performance
 - Encourage organic storytelling celebrating victories
- Objectives
 - Establish baseline criteria, “Pure MI experience” standards and create an accreditation process for communities to reflect meeting the Pure MI standard!
- Objectives
 - Create service “badge” for those completing training Pure MI logo
 - Create memorable formula that reminds trainees of basic greetings/service with a smile
 - Establish rewards/recognition for individuals and establishments that complete training

Kalamazoo, July 30 2012, Holiday Inn West

Flip Charts

- Objective 1: Develop training criteria to achieve Pure MI status by 2012
 - Strategies
 - Standard training for half CVB staff in 2013
 - All CVB staff by 2014 or renewal
 - Establish Pure MI partnership service excellence compliance deadline
 - Work with existing partners to develop criteria and determine appropriate participation
- Objective 2: Assess strengths and weaknesses of visitors’ experience via service provided by 2013
 - Strategies
 - Give prizes for visitors who fill out “Michigan Experience” form
 - Results used to identify general behavior which need improvement and specific locations
 - Partnership with Trip Advisor
 - Use social media to solicit guests
 - Research and collect survey tools
 - Develop tool to assess service quality
 - Implement tool survey online reviews at airports, attractions, etc.
 - Survey of post visitors research on Trip Advisor, Yelp, etc.

Service Excellence

- Follow-up collection of data with training
- Objective 3: What four words that should follow every campaign to depict service excellence
 - Strategies
 - Contest for 2013 governor's conference
 - Four words to become our challenge or mantra
- Objective 4: Pure MI scholarship for students employed in HSP
 - Strategies
 - Any student in service business can apply. Supported by boss/owner to be voted on MI based college
- Objective 5: Every MI resident needs to understand the value of tourism and how it effects them
 - Strategies
 - MI a great place to be from or to go to
 - Pure MI take test when renewing driver's license
 - Media/outreach campaign to residents showing "what's in it for them" tourism employees go through CTA training
 - Tag Pure MI advertisements with messages to our citizens to be welcoming
- Objective 6: Continue post Labor Day school law
 - Strategies
 - Demonstrate benefits to more than leisure destinations
 - Continue work with MLTA mount grassroots efforts necessary. Tell people the importance of the legislation

Individual Objectives and Strategies Sheets

- Objectives
 - Assess strengths and weaknesses of visitor experiences via a service provided by 6/30/2013
- Objectives
 - Statewide CTA program, take test through license renewal
- Objectives
 - What four words that should follow every campaign to (?) service excellence
 - Pure MI scholarship for student that is employed in HSP. Doesn't have to be a HSP student

Service Excellence

- Objectives
 - Every MI resident should understand the value of tourism and how tourism dollars affect them (man on the street, attractions, hotels, restaurants, airport)
 - Post labor day
- Objectives
 - Develop training criteria to achieve Pure MI partnership status

Frankenmuth, July 31 2012, The Bavarian Inn Lodge

Flip Charts

- Objective 1: Establish a customer service/service excellence class and certification program with full funding for all levels of service
 - Strategies
 - Develop online hospitality training program. Front line employees, municipal, management level
 - Professional training in schools
 - Appearance online, interviews, etc.
 - Create service curriculum and training manual
 - Hire an individual to develop a team to promote and instruct the service excellence class
 - Consider YouTube video, 5 minute training sessions to be used by entire state at department meetings for staff (many of them)
 - Educate, select a person to coordinate education classes with funding for all levels of employees
 - Develop management hospitality (written) program free for participants including speakers
 - Encourage public entities to conduct their businesses with the ?? a hospitable ?? by talking to department heads for support
 - Provide front line classes for service for customer service employees within businesses
 - Pure MI service excellence certified. Make this something of value to an employee. If not monetary value, get them a special badge or certificate
- Objective 2: Define service excellence for Pure MI
 - Strategies
 - Survey visitors on how customer service is, give feedback and use to improve
 - Reviews visitor statements of businesses known for exceptional service for ideas
 - Pool ideas and form focus group from various industry businesses to have their visitor ideas
- Objective 3: Establish a crime initiative

Service Excellence

- Strategies
 - Stop laying off cops, be proactive
 - Research crime initiatives that are out there
 - Increase law enforcement visibility, provide educational money for preventive program
 - Promote MI as a safe place to travel within. Perception is reality. Change public perception. How? Increase police force, use newspapers and other media to show safe side of MI.
 - Remove bad housing, make home owners responsible for improved house maintenance

Facilitator Notes

- Customer service class with resources for front line and managers with online testing
 - Start with kids before entitlement sets in
 - SBO training programs
 - AAA partner with travel industry
 - Online certification/diploma
 - Cross training leadership, CVBs and chambers
 - Education for state know more than your area
- Unified MI tourism defined service excellence within industry, pride in high quality
- Promotion campaign for service excellence class
 - Safety issues (Detroit, Flint, Saginaw)
 - Address crime
 - Crime initiative, perceived safety
 - Border patrol, attitudes, not welcoming
- Extension of Pure MI for education
 - Hospitality, southern, Minnesota “nice”
 - Develop a satisfaction survey

Individual Objectives and Strategies Sheets

- Objectives
 - Educate tourism programs through the universities/colleges, educate the future tourism professional
 - Work with welcome centers
 - Hospitality programs to embrace the concept
 - Website development on mi.org
 - Work on border patrol agents, this is as customer service as they come- this is a must!
- Objectives
 - Experience, tell the story, create a theme/brand for culture

Service Excellence

- Service excellence, what is it? How do customers define it? What service do they want, what don't they want
- Travel culture, southern hospitality, cross promotion, Michigander
- Going above and beyond, bring them back

- Objectives
 - Education state customer service education classes
 - Create resource materials and create testing mechanisms
 - Using social media to educate through trivia bits
 - Front line familiarization tours, statewide through brochure exchange

- Objectives
 - Provide tourists with discounts on tourist locations for certain seasons, survey cards to find out what tourists are looking for
 - Encourage public and promote entities to conduct their business hospitality

- Objectives
 - Educate different regions of MI on what other great things are available in MI, other attractions, sights, values

- Objectives
 - Education on service ethics, standards early on
 - Increase training (service oriented) programs in the chamber for small businesses
 - Educate small business owners on training systems and protocols
 - Education on creating an experience over just a service
 - Beautification increase in areas of interest
 - Seminars and training in schools for high quality service and work ethics
 - More resources for small business owners

- Objectives
 - Provide a safe environment/experience throughout the entire state
 - Develop comprehensive industry service training program on process
 - Create service excellence promotion campaign

- Objectives
 - Have a unified official MI tourism definition of service excellence. It should be a few bullet points or one statement that will inspire statewide industry pride in delivering a high quality experience. A unified definition will keep everyone on the same page. Attracting the best employees who are service oriented naturally aim to please

Service Excellence

Grand Rapids, August 2 2012, Grand Valley State University

Flip Charts

- Objective 1: Define service excellence and the Pure MI promise
 - Strategies
 - Identify key words that define service excellence and Pure MI promise
 - Create a 2 minute elevator speech stating what the Pure MI promise is
 - Find and provide examples of what we believe is excellent service
- Objective 2: Maintain and increase DKS leisure visitor opinion scores at or above US average
 - Strategies
 - Share regular DKS updates to remind industry to refocus on satisfaction and value
 - Implement a CTA program statewide and achieve a 30% participation rate
 - Pure MI or Travel MI provide list of contacts for customer training programs measure use of list
 - CTA training work with community colleges
 - At local level, provide manager/owner training provide employee training
- Objective 3: Create a series of Pure MI advertisements that showcase the Pure MI promise/service excellence and Pure MI people
 - Strategies
 - Get Tim Allen to speak softly about timeless service traditions
 - Highlight tourism workers through shared visitor sites (mi.org etc.)
 - Showcase MLTA award winners on website/Facebook etc.
 - Locals promote Pure MI and service excellence to mirror Pure MI
 - Have attractions, etc. submit examples of the excellent service they or an employee are giving

Facilitator Notes

- Increase number of students/colleges to foster a service training
 - Statewide ambassador certification (broader than regional)
 - Promoting attractions
 - 30% across the state
 - Meeting points
 - Adopt and implement a statewide service program
- Define the Pure MI promise
- Maintain and continue to exceed US average level of visitor satisfaction (stay above US average)
- Link Pure MI with service excellence
 - Promote and advertise

Service Excellence

- Multiple, a series of Pure MI ads that showcase Pure MI promise and Pure MI people

Individual Objectives and Strategies Sheets

- Objectives
 - Define excellent service
 - Recognize service
 - You have to have experienced excellent service to be able to provide it
 - Employees are customers too
 - Statewide training
- Objectives
 - Work with colleges and community colleges to foster service areas and compute releases management, customer personal service
 - Within local areas, provide manager training and employee training program
 - Travel MI provide and find speaker or trainer for regional chambers and CVBs
- Objectives
 - Have a statewide program that creates certified tourism ambassadors who deliver service excellence throughout our numerous attractions
 - Systematic approach to welcome centers in terms of promoting both regional and statewide attractions

Houghton, August 13 2012, Franklin Square Inn

Flip Charts

- Objective 1: Create a customer service training video
 - Strategies
 - Travel MI and CVBs/chambers get a grant to pay for the video
 - Travel MI tourism counsel service organization
 - Travel MI on to create video to develop front line in customer services. Professional video to keep things light and hammer home the 10 skills of good customer service and take the “cus” out of customer service. Customer understanding service
 - Develop downloadable webinar and supporting materials for a “Deliver the promise” customer service training
 - Travel MI research success stories to develop training materials and demonstrate economic benefits
- Objective 2: Initiate “Team Michigan”
 - Strategies

Service Excellence

- Team MI: establish a monitoring program for businesses/providers and for individuals. Help from MI Works
 - Pinpoint organizations in regions to promote the Team and do the training
 - Travel MI develop video for businesses/organizations, managers, and frontline
 - Travel MI with CVBs and chambers develop Team MI program to increase buy-ins at all levels
 - Travel MI can develop an ad campaign to foster pride in quality of service
 - Prioritize strategy elements that occurred repeatedly across different objectives. Especially training, funding needed programs, and coordination/cooperation. "Team MI" could be a unifying umbrella
 - Create training for business owners to create a team with other businesses. Gaining buy in will hold visitors in the open through creating increase in visitor buy in of local area. With awards for businesses that show improvement and assessed by secret shoppers
- Objective 3: Collaboration with organizations
 - Strategies
 - Find organization to help tourism and related organizations to collaborate
 - Travel MI develop guidelines for collaborative organization relationships
 - Provide excellence awards to chambers/organizations for those whose body completes training
 - Objective 4: Create assessment tool
 - Strategies
 - Create a survey for statewide and option for regions/areas to add specific survey questions. Give the tools
 - Assessment tool: establish baseline for quality of service and monitor improvement with follow-up assessments. Research general parameters useful statewide

Facilitator Notes

- Develop training for front line workers, for core workers. Hire regional secret shopper, create assessment program to evaluate
- Increase travel to UP, accommodation packages, make it easy to get here
- Enhance the quality of what is offered. Assessment tool to measure service. Make facilities look better. Satisfaction survey from customers. Clean restrooms and infrastructure
- Improvements of secondary/county road maintenance
- Develop a short training video as customer service best practices
- Cross train and employ workers into other seasons
- Share tourism facts with workers
- Talk pride into work

Service Excellence

- Recognize small businesses with great service. Success stories, training, awards, tiered program
- Internal Pure MI campaign
- Collaborate with other organizations
- Discover tours for front line workers
- Obtain grant to train service workers
- Tourist in your own town
- Find other programs that have worked to train service workers
- Share information across organizations

Individual Objectives and Strategies Sheets

- Objectives
 - Raise awareness about economic benefits of tourism training to develop service excellence
 - Spread knowledge about MI's offerings for tourists
 - Increase pride in MI and take pride in the quality of service offered
 - Maintain and enhance the quality of what is offered, including infrastructure
- Objectives
 - Develop multi-level training program that results in a stable core of service workers that will lead by example
 - Develop a short training video of customer service best practices that can be used as a refresher tool
 - Develop a tiered award program for frontline service workers, managers, and businesses for excellence/consistency of service provided
- Objectives
 - Create a service/customer service training that sets the baseline of excellence in service, objective, once done have regional evaluators to measure the basic services to see if improved
 - More catering to visitors, longer hours of operations. Increase packages with transportation to increase visitor flow, measure increase by dollars spent
 - Highlight more quiet sports for the adventurous visitor in winter months. Tie this in with a facility for comfort off the trails
 - Increase travel services to out of the way areas
- Objectives
 - Customer service training for any industry that receives
 - Promote collaboration of organizations to bring better service and information to visitors