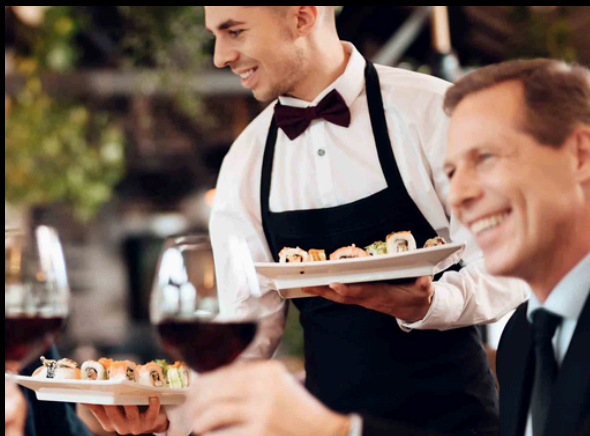


SAVOIR-ETRE IN HOSPITALITY



Turn your employees
into Ambassadors in
10 days

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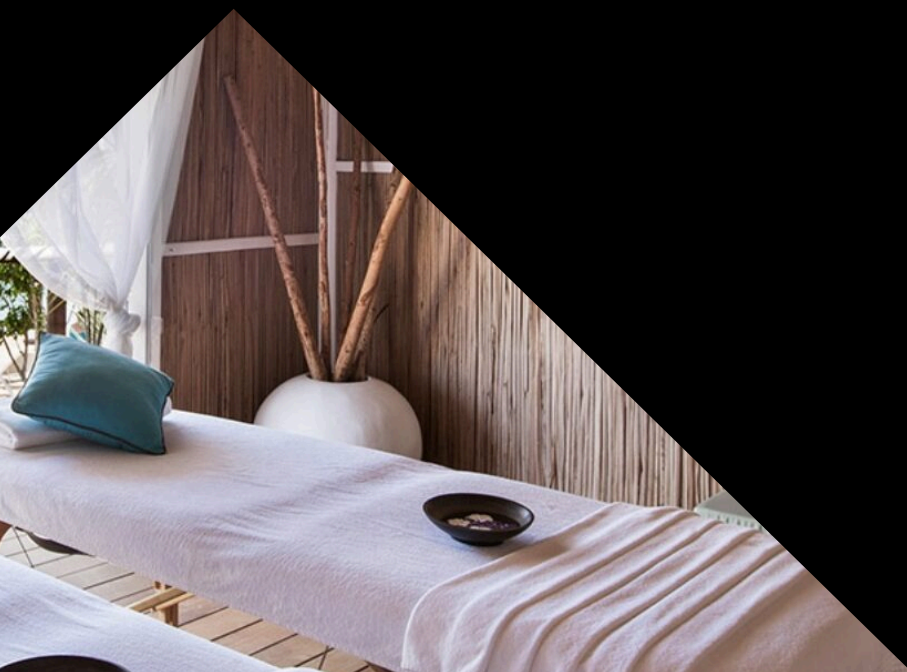
Who ARE WE?



EA Pro Nantes Formation, founded in Nantes, France, at the beginning of 2013 by **Eric Alauzen**, is a **behavioural hospitality training company**, including announced and mystery audits, for hotels and airlines.

In its training activities, **EA Pro Nantes Formation's** objective is to train all hotel staff in contact with customers in the values of savoir-être skills, which have a positive impact on **customer loyalty** and **brand image excellence**.

The values of **EA Pro Nantes Formation** are aimed at customer satisfaction by keeping our promises and exceeding our customers' expectations.



THE FOUNDER TRAINER

Went for you teams!

"You need to focus on the customer, and I'll give you all the tools you need to do that, and generate better revenue."



The international career of **Éric ALAUZEN**, an expert in behavioural training and hotel savoir-être, has always combined **communication and training**, with long experience in the hotel industry as Training or Communication Director for hotel groups.

An inquisitive traveller, **Eric** has been developing and continually updating these modules on hotel management skills, based on his own observations, for many years. He has successfully run these courses in **Tunisia, Senegal, Uganda** and **Egypt**, as well as in the **UK** and **France**.

Nominated by the American magazine **Hotels** as a **Global Hotelier** for his training activities, Eric gives **conferences** on professional savoir-être, writes **articles** on the subject in professional magazines and, at the start of his career, was **a savoir-être teacher** at two hotel training institutes in Tunis.

SAVOIR-ÊTRE
Ce jeudi 15 décembre, à 15h
Salle de Conférence
"De l'importance du
savoir-être en entreprise"

Conférencier :
Eric ALAUZEN
Expert en Formation Comportementale



Avec :
Madame Imen KHAMASSI
Directrice Générale UPES
Madame Aida ALAYA
Enseignantes UPES

UPES



Useful information

SAVOIR-ETRE IS VERY IMPORTANT

Savoir-être in the hotel industry is the magnificent icing on the cake that envelops know-how... Like two sides of the same coin, savoir-être and know-how mean success and longevity for a hotel.

You can't have one without the other, and when the two are perfectly combined, the customer experience is outstanding.

Imagine a chambermaid who cleans her rooms perfectly, but doesn't know how to greet a guest in the corridors, and ignores him completely... Imagine a waiter whose know-how is exceptional, but who doesn't smile or say a word during service...

The **savoir-être skills** of hotel staff in contact with customers are a sublimating element of the customer experience. It transforms and crystallises all customer moments (*moments between the employee and the customer that can last from five seconds to much longer*) into extraordinary moments where the customer feels unique, known and recognised...

From an "**ordinary friendliness**" and a "**mechanical smile**", the employee will progress and soon radiate his thirst for excellence, thanks to his **savoir-être** skills, and this new quality will allow him to succeed one hundred percent in all his dealings with his customers, who, happy and satiated by so much attention and exceeding expectations, will be kept loyal to the hotel, making good comments and spreading the word.

Remember this important detail: the customers will quickly forget the thickness of the mattress in their room, which they will find at your competitor's, or the presence of the swimming pool in the garden, or even the deliciousness of your monkfish Armoricaine..... On the other hand, they will remember Sophie's attention to them, or Fatou's response and solution to their complaint, or Jordan's empathy...



To achieve our mission and give you complete satisfaction, our trainer will be with you for **ten days in a row**. His days will be long and he will be able to share them with all your staff according to a precise schedule, but flexible according to staff shifts.

The trainer's mission is to provide both theoretical and practical training. Of the 80 hours of training, 30 will be devoted to theory on general subjects such as reception techniques, the customer as king, customer typologies, golden words, handling complaints, etiquette, dress and body language, total quality, etc. Role-playing, written quizzes, brainstorming sessions and oral exercises are included in these theoretical training sessions.



Theoretical training for all departments
Terrou-bi Hotel, Dakar, Senegal
July/August 2024

At the same time, **practical training** will be provided at each employee's place of work, according to a precise plan:

- 2 hours to prepare the training process and details
- 10 hours at the reception/concierge/guest relations/cash desk/night desk
- 10 hours in the restaurant
- 10 hours on the floors
- 4 hours in the bar
- 6 hours room service
- 4 hours at the spa
- 4 hours with Security

+ 30 hours of **theory classes**

A total of 80 hours. If your hotel does not offer one of these services, the hours will be redistributed to the other positions.

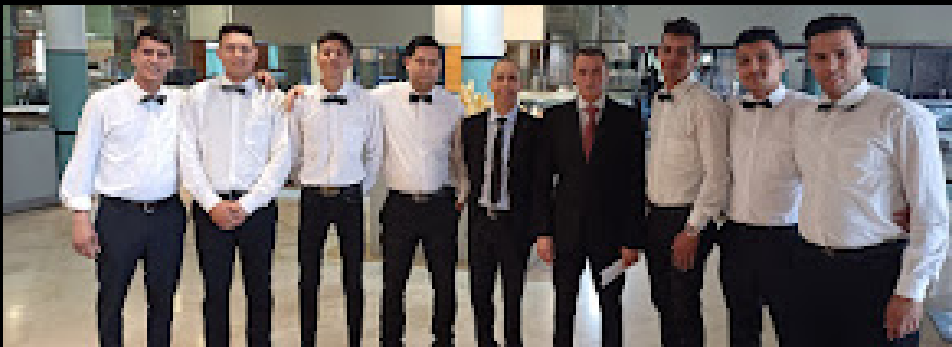
TRAINER'S MISSION

The trainer's job is to advise and **improve your staff's customer relations skills**, both **in theory and in practice**. As such, easily recognisable by their badge, the trainer will always adopt a benevolent attitude, that of a mentor who can quickly develop a relationship of trust with them.

The trainer will observe everything, taking notes, listening, reading... All his senses will be alert to the strengths and weaknesses of your teams, at the same time and everywhere.

In his observation role, he will never react in front of the customer, but will wait until the customer has moved away before correcting the attitude, the sentence uttered, the bad reaction, etc. Discreet but very present, our trainer will note down any weaknesses observed if he is unable to correct them at the time, so that he can discuss them with the employee later during individual interviews.

Anonymously, these weaknesses can be used as examples in theoretical training.



Practical savoir-être training in catering,
Hotel Royal Monastir, Tunisia
May 2024

During these ten days, we'll be able to develop a sense of belonging among your staff. More at ease in their respective roles, more attentive to customers who will undoubtedly perceive a change in their attitudes, proud to work for your hotel which places a premium on their professional development, your employees will be more inclined to share the company's values, valuing respect and overall customer satisfaction.

Motivated and enthusiastic, they will act as **Ambassadors** for your hotel, helping to build customer loyalty and brand image.

THE CHERRY ON THE TOP



The **quality charter**: in order to involve your employees more closely, a quality charter will be drawn up. They will define themselves the four articles. It will be printed and framed by us, before trainers sign it.

The principle of this charter will be presented during the theoretical lessons by the trainer. The fact that they can choose the four articles themselves, without any obligation, and sign them, really helps to motivate and engage them.



Presentation of the Quality Charter
Ecodomaine de la Fontaine, Pornic, France
January 2024

10-DAY TRAINING COURSE + PREPARATION

80 hours of training over 10 days

€3.04/hour/learner based on 15 learners

OUR RATES AND CONDITIONS

€ 4550 net per session

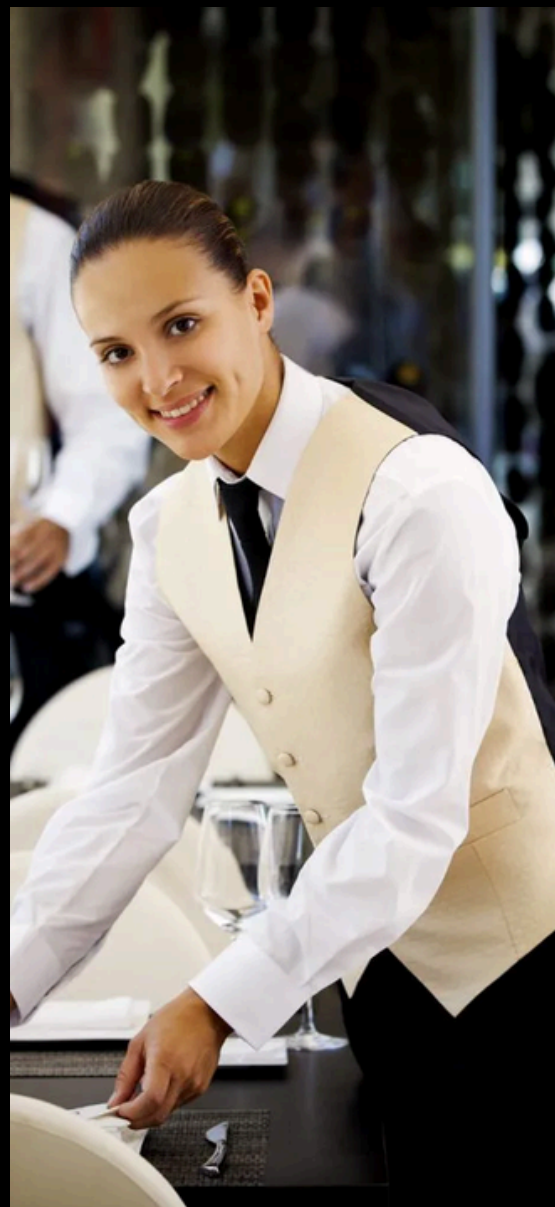
50% deposit required

Our prices include:

- Travel, accommodation and catering expenses for trainers and participants.
- Preparation of training materials and adaptation to your needs.
- Videoconferencing with Teams before the course (2 hours).
- Training-related documents (*course handbook, summaries, certificates and charter*).

Our prices do not include:

- The trainer's travel costs from Nantes, France (*return journey*).
- The trainer's hotel accommodation, food and non-alcoholic drinks for 12 nights.
- Transfer costs between the airport or train station and the hotel (*return*).
- Provision of a training room with screen, HDMI cable and erasable whiteboard.
- Printing of any training-related documents, excluding course booklet, certificates and charter.



Professionnal Savoir-Etre
British School, Tunis

Would you like to add a mystery visit
before the training course?



Make the most of our Offer

EXCELLENCE

Add a **Mystery-Visit**
before the training course
for **even greater efficiency**

Initially, the **mystery-visitor** (the **trainer**), an expert in the hotel industry, with knowledge of your teams' strengths and weaknesses, will deliver **even more effective and appropriate on-the-spot training**, using real-life examples from the mystery visit.

Mystery Visit
2 days/1 night

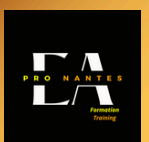
+

Savoir-Etre training
10 days, 80 hours

€ 4990 net/12 days



The mystery-visitor and the trainer
are the same person



The Mystery-Visit

EXCELLENCE

What is a mystery visit?

A mystery audit is the ideal opportunity to take stock of the quality of service in your hotel, and more generally of the customer experience enjoyed by your guests during their stay. In other words, it allows you to check that the service provided complies perfectly with the criteria defined by the company in terms of customer relations, at every stage of the customer journey and in every department.

Unlike the customer opinions and comments that can be left on dedicated sites or on your own site (*often written, when they are negative, on the spur of the moment or as part of a sometimes unjustified occurrence*), the independent analysis of the mystery visitor constitutes a neutral, professional audit that is detached from any susceptibility or occurrence. Perfectly natural, the mystery visitor, a hotel expert, will experience the positive and negative aspects of each of your customers.

How will we operate?

In a secret shared only with the General Manager, the trainer, hidden under the mask of the mystery-visitor, will arrive at your hotel, like a customer-lambda, before the first day of training. He will carry out his mystery visit over two days, spending the first night in your hotel.

The mystery-visitor will make a neutral 24-hour assessment of all the services and departments in your hotel.

On the morning of the third day, he will be introduced by General Management as the trainer expected on that day, and will then begin his ten days of training in savoir-être skills.

What the mystery tour will focus on

The Mystery-Visitor/trainer report will be extremely comprehensive, scrutinising every detail that your customer consciously or unconsciously records in your establishment.

Booking quality? Hotel presentation?
Quality of external telephone response
Reservation skills and know-how
Quality of the external and internal environment
Quality of check-in
Quality of assistance to the room
Welcome and assistance during the stay
Cleanliness of the room, common areas, etc.
Team postures, attitudes and behaviour
Dress and body
Emotional intelligence
Quality of information given to customers
Quality of internal and external signage
Quality of internal telephone answering
Quality of reception/assistance in the restaurant
Room service quality: ordering
Room service quality: waiting, delivery
Quality of complaint handling
Friendliness without familiarity?
Quality of check-out
...

The audit report

This will be submitted to General Management fifteen working days after the end of the training course. However, and this is the advantage of our service, the positive or negative situations experienced by the mystery visitor will be dealt with through role-playing or examples during the training, which will enable the trainees to take full ownership of the training and better achieve their knowledge objectives.





EA Pro Nantes Formation

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The trainer, Eric ALAUZEN, and his students,
Ecodomaine La Fontaine, Pornic, France
2023