



THE ASTOUND GROUP, SERVICE QUALITY ADVISORS

*Allow us to help you stand out and astound!*

## **Module 6: Project Experience Architects**

Is there a specific experience you want guests to remember always? Do you wish to design a “moment of impact” in that experience that will be memorable, unforgettable, instagrammable and garner more positive social media impressions? Do you want your team to learn how to architect experiences through Guest Journey Mapping?

### ***What is this Project all about?***

A full day hands-on workshop where the Guest Journey Mapping quality tool is utilized and carefully facilitated to map the experience from the prism of the guest. The participants will design and architect a “*Moment Of Impact*” within the process that will result in unforgettable moments and fulfill one of Maya Angelou’s greatest lessons: “*People will forget what you said, people will forget what you did, but people will never forget how you made them feel.*”

### ***Deliverables:***

- Two to three “moments of impact” based on the key drivers of guest experiences that will result 15-30% more positive social media impressions.
- Up to 4 scheduled weekly virtual meetings to follow-up action steps with the project owner and address concerns that may impede implementation and results.

### ***Workshop Requirements:***

- Minimum participation is 2 to 3 associates from Front Desk, Housekeeping and Breakfast Outlet
- 1 Hour Meeting with Senior Leaders for the team to present their recommendations
- Meeting Room with 4 flip charts, Audio/Visual set-up for the workshop

### ***Consultant Requirements:***

- Applicable board and lodging.
- Travel expenses to include R/T Airline fare, airport transfers or applicable mileage charges if drivable from consultant’s place of business
- Consultant Fee: To Be Advised

### ***Privacy and Confidentiality:***

The Astound Group will adhere to the strict confidentiality of data and information provided by the client