

Initiative Report for CCS 2009-10

CML: Revenue Enhancements to Retain Current Clients

Summary:

A repeat clientele is essential for successful operations of any food service or banquet/meeting facility. The means for tracking clients will increase revenue and provide valuable information for attracting and keeping clients.

Description

Ensure quick follow-up with groups, assessing experience, ensuring customer satisfaction and re-booking as soon as possible. Continue tracking past business with contact of those not yet re-booked quarterly. It is more cost effective to retain the customers you already have than to try to attract new ones.

Questions and Answers

How is the initiative linked to the Unit Plans most recently submitted?

- 1. How does it continue the achievement of those goals?**
- 2. If this is a continuation of an initiative started last year, make sure that relationship is clear.**

How is this initiative linked to the efficiencies and productivities plans you had last year?

- 1. How does it continue the achievement of these plans?**
- 2. If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.**

This initiative is a continuation of a process started last year for an increase in customer retention efforts. This initiative advances the implementation of a long-term process improvement. The implementation of technological resources will make it easier to attract more clients.

Describe the resources needed:

Existing Staff.

No General fund contribution needed and Fund 6 revenues will support training.

What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.

Increased sales and customer retention.

Department Priority:

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Unit Resources:

Existing Staff.

No General fund contribution needed and Fund 6 revenues will support training.

Funding Request: Carl Perkins

Funding Request: Curriculum Development

Funding Request: Technology Fee