



CONSULTING

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Whatever the industry, the challenge for companies is to tailor highly differentiated products and services to match the demands and expectations of their customers in a constantly changing market.

My integrated consulting approach builds on the specific nature of your company, its business activities and the expectations of your clientele. My focus is on motivating and training your staff to be the best they can be. Their commitment and superior service standards are both pre-requisite and guarantee for the sustained success of your company.

CONSULTING – QUALITY MANAGEMENT

Quality management means systematically endeavouring to maintain the quality standard achieved or increasing the quality level. Organisation, procedures and results are regularly documented, evaluated and, if necessary, modified in accordance with particular standardised specifications. Here, quality relates both to the marketed products and services and to the company's internal processes and thus defines the yardstick by which the company and its staff are measured.

Successful quality management prevents inefficient procedures, insufficient customer orientation, and loss of quality, customers and turnover. A decisive key to the positive effect of constant quality control lies in the increased motivation of both management and staff. As a result of this, communication problems are reduced, responsibilities are clearly assigned and disagreements within the team – and consequently, loss of quality – are avoided.

The aim of my consulting is to make my clients' current performance level clear to them, to define attainable standards, and to achieve a higher constant level of performance through structural and procedural changes.

To achieve this aim I offer the following step-by-step plan:

- Implementation and presentation of a detailed as-is analysis of all departments
- Identification of deficits in services and products
- Definition of new objectives, standards and procedures
- Provision of information and motivation for all hierarchical levels
- Introduction and training in theory and practice
- Automation of control processes in order to eliminate deviations from the specifications



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Clear definitions, short decision paths and efficient performance checks, together with highly motivated staff, are the decisive requirements for a company to position itself on the market alongside its many competitors.

CONSULTING - PEOPLE

In the services industry the service provided determines the quality of the product. Consequently, it's not the number of employees which determines the success of a company, rather their ability to implement the corporate philosophy with the requisite motivation and focus on service.

The qualification and motivation and therefore also the efficiency of your staff will be enhanced in professional training units. The following questions are concentrated on here:

- Do departments co-operate with or hinder each other?
- Is communication between management and all staff levels goal-directed?
- Do the employees identify with the corporate philosophy?
- Do your employees recognise independence as an opportunity and are they proactive?
- Do all staff levels use the correct tone on all occasions when dealing with customers and colleagues?
- Are the employees aware of their responsibility at their workplace?
- Are employees motivated and do they see prospects within the company?

My consulting includes concrete strategies and solution approaches for your human resources work and how to put these into practice:

- Selecting, analysing and recruiting staff
- Introduction and familiarisation
- Staff loyalty
- Further education and training
- Process control
- Performance appraisal and agreement on targets
- On-the-job training, coaching and mentoring
- Outsourcing



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CONSULTING – PRODUCT

Often it is the minor details that make the difference. Knowing our customers' needs in order to exceed their expectations is the basis for optimum service. This can only be achieved with qualified and sensitised staff.

My attention is therefore focused on every detail of your company. The main aim here is to offer lasting impressions, special experiences and top-class convenience for your target group.

CONSULTING – PROFIT

The profit of a service company is largely dependent on the abilities of the staff to offer and sell the service to the customers in line with their goals and to use the resources available in a cost-effective manner.

My objective is to ensure that staff members are exceptionally well motivated in practice and to optimise their sales and representative abilities. A high level of motivation and inner conviction will mean that they interpret their efforts and the resultant success as both their own and that of the company.

Standardised operating processes also offer numerous ways of saving costs, e.g. efficient use of work materials, cost-conscious purchasing policy, and selecting qualified suppliers and subcontractors who influence a company's profits.

- I will be pleased to advise and support you with:
- Investments
- Purchasing policy
- Finalising of service and leasing agreements
- Storage strategies



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CONSULTING - TRAINING

Motivation and expertise form the basic pillars of service-oriented and professional action. Complemented by promoted learning and new prospects in the context of personnel development, these enable a large number of **gaps in services to be closed and expectations of services to be met.**

In my training programmes, I therefore convey to your staff above all a passion for the tasks they have to perform. I develop **tailor-made seminar strategies** in accordance with your corporate philosophy and the relevant business and personnel requirements.

Current or future employees are trained individually, in groups, in practical situations or in the seminar room. Here, too, the aim is that the employees should internalise your corporate philosophy and make an independent contribution to helping the company to progress.

I also offer all seminars in English.

INDUSTRIES - AIRLINES

The appealing, cultivated manner of your staff is a decisive factor in the success of your airline company. From the moment passengers arrive at the airport, personnel at check-in and in the VIP lounge represent the service culture of your airline. With each new day your staff must be ready to meet the individual needs and high expectations of your international passengers.

Only by understanding the manners, traditions and values of each passenger can you satisfy the demands of an international clientele with high-quality service and a charming smile — even when time is tight.

Using a check list of service standards adapted specifically to your company, I introduce your employees to the forms of address appropriate to both country and target group. I expand their service knowledge and achieve heightened customer awareness through individual liaison at check-in and in the VIP lounge. The whole team will be aiming for more efficient organization, a structured working dynamic, excellent quality of service and professional performance tailored to the individual passenger.



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INDUSTRIES - EVENTS

These days, it's not easy to design corporate events or personal occasions that wow your clientele. It takes the perfect atmosphere, creative cuisine, the right sound and a charming, glamorous yet authentic team. To make an event an unforgettable occasion for guests also requires detailed advance planning of all the different elements along with careful preparation of your staff.

I can support your own team of experts in developing an exceptional concept and subsequently planning and coordinating tasks to produce an outstanding client event. All staff members will be fully briefed on their role and responsibilities during the event and perfectly presented in the desired outfit.

My goal is to ensure that all your events are a brilliant success, fully meeting your wishes and expectations.

INDUSTRIES - HOTEL SECTOR

The success of your hotel lies in the hands of your staff! A unique atmosphere, together with individual attention to each guest and their special needs, distinguishes your hotel from its competitors in the luxury hotel business.

In my work, I examine all departments in your hotel and, following my analysis, I develop tailor-made seminars such as ideal standardisation of work processes, avoiding incorrect behaviour, motivation, and increasing professional and social skills.

Each member of staff is individually evaluated and trained by me: trained in practical situations using the appropriate tools so that the maximum benefit is gained for the employee, the hotel and the guests.



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INDUSTRIES - COMPANIES

The way your business is perceived from the outside is determined by how it communicates from the inside. It's not just market-driven products or professional services that affect the success of your business. The whole image of your company and the world it inhabits is reflected in the eyes of your customers by the appearance and behavior of your staff.

Even major family-run businesses with long-standing traditions communicate their time-honored values to customers through motivated staff. This is only possible when all levels of personnel are driven by inner conviction to reach the company's objectives – with commitment, dynamism and infectious enthusiasm.

My consulting uses an integrated approach based on the specific goals defined by management. I systematically coach all organizational and communication levels, focusing on how they can perform to the best of their ability using their own particular talents and strengths. Together we work to remove any barriers that might prevent their most effective deployment. For your customers, every service experience is optimized. For your workforce, acknowledging and quantifying their personal success significantly strengthens their self-worth and conviction.

INDUSTRIES - DOCTORS' PRACTICES

Satisfied patients make you more successful, and this provides the basis for utilising further services. In my work, the doctor and their team are at the heart in order to specifically combine professional methods of treatment with service-oriented behaviour.

Frequently patients are hardly in a position to assess the qualified service provided by the doctor and define their trust solely on the basis of the consideration and personal attention in the practice. An individual link to each patient and their needs is therefore essential.

I accompany you in the practice to draw up a detailed as-is analysis. This is the basis for a tailor-made training strategy which is designed for each individual member of staff in your practice. Through our experience, discussion analyses and practical presentations, we will together deploy your staff in the ideal way to deal with the patients.



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INDUSTRIES - WELLNESS

Your customers want to regenerate as much as possible in a limited time. Generally the services and efforts of just one employee determine the image a customer gains of your spa and whether they will return.

A first-class service is offered through impeccably hygienic working areas, specific advice for customers and culture groups, a professional telephone manner and the use of unmistakable “aha” experiences.

In my training courses for dealing with the customer, employees are comprehensively trained in providing an exceptional service. When requested by you, sales and representation strategies are included in addition to the standardised performance of various working procedures.

PHILOSOPHY

My consulting service is based on the conviction that economic success in the services sector is decisively influenced by the quality of the staff.

Quality goes far beyond specialist expertise: Each member of staff – irrespective of their level in the hierarchy – must represent their company and its product range convincingly. This starts with what they feel inside and extends to their outward appearance.

Optimum personnel development and post-experience training for employees must consequently strive to achieve the ideal balance between great professional expertise, a convincing personality and a passion for the work.

Staff will only match up to this all-embracing quality requirement if they identify emotionally with the corporate philosophy and the firm itself. I see achieving this goal as my core competence.

PERSONAL PROFILE



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Since April 2004, I have worked as a consultant for companies in the fields of quality, personnel and organisational management. My qualification is based on experience in the international luxury hotel business:

After training to become a hotel manager at the 'Hotel Vier Jahreszeiten' in Hamburg, I gathered my first experience in the personnel management sector in 1998 as a Front Office Trainer at 'The Pierre Hotel' in New York. In 2000, I moved to the 'Four Seasons Hotels & Resorts' in Berlin, where I became familiar with all areas of personnel management in the Human Resources Department and also completed special training in London to become a trainer myself. As Human Resources Manager I was then put in charge of the Human Resources Department and consequently of the strategic and operative human resources work, advising the management in personnel matters, personnel development and staff coaching, and the design and control of outsourcing projects.

In August 2004, I completed the ProPer Professional study course at the DGFP (German Association for Personnel Management) for initial and post-experience training for developing expertise and professionalism in personnel management.

Christiane Peters, born in Colombo / Sri Lanka on 12th July 1975

REFERENCES

Please find below a selection of my references. I am very pleased to inform you about my ongoing projects in a counselling interview.

- Bally
- BMW
- CC Capital Consulting GmbH, Köln
- Emirates, Deutschland
- Excelsior Hotel Ernst, Köln
- Fairmont Hotel Vier Jahreszeiten, Hamburg
- Four Seasons Hotels & Resorts, Berlin
- Hotel Astoria, St. Petersburg
- Hotel de Rome, Berlin
- Hotel de Russie, Roma
- Hotel Savoy, Firenze
- ifp - Institut für Personal- und Unternehmensberatung, Köln



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- InterContinental Hotel, Düsseldorf
- Jenapharm GmbH, Jena
- Laucala Island Resort, Fiji
- Park Hotel Bremen, Bremen
- Praxis Dr. med. Christiane König, Bremen
- Praxis Dr. med. dent. Elio Adler, Berlin
- Praxis Dr. Monika Zich, Berlin
- Spa und Fitness Club, Hamburg
- Tecis Finanzdienstleistungen, Rheinland
- The Augustine, Prague
- The Charles Hotel, Munich
- The Lowry Hotel, Manchester
- The Rocco Forte Collection
- Verdura Golf & Spa Resort, Sicily
- Villa Kennedy, Frankfurt
- Villa Spa, Frankfurt
- WEIHE Früchte & Salate KG, Berlin

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I am pleased to give you further information about my means of a personal presentation in consultative interview.