

### Role & Responsibilities:

Louise is a Part Time Level 3 Reservations Consultant, she is responsible for taking inbound calls for Holland America and Seabourn, delivering excellent customer service and good sales performance. Louise is seen as an expert in this role, being our most experienced employee.

### Why Louise is a Shining Star:

Louise's quality of calls, knowledge and enthusiasm and passion for our brands are what make her special. When listening to Louise's calls you are transported, picturing yourself on-board one of our ships or in the destination being discussed. She has a love for travel and making guest dream holidays a reality. I tell my team they are making people's dreams come true and Louise is proof of this being done successfully. Her knowledge is unsurpassed, she talks about destinations with such ease and confidence that the guests and travel partners trust every word she says. Louise builds incredible relationships, because the guests and travel partners are treated like loyal friends. Louise's approach means her performance is always solid, she is reliable in every sense of the word.

We entrust Louise to also respond to our email enquiries which she does alongside taking calls with ease.

Louise is our Exploration Champion, with responsibility on training and up-skilling our department on their destination and shore excursion knowledge. Louise is particularly skilled on our Alaskan itineraries and is seen as our Alaska expert. Alaska is notoriously a complicated offering but a hugely popular cruising experience which Holland America, we have been in Alaska for 70 years and consider ourselves the experts, and Louise is the consultant we rely on to train and up-skill the whole team on Alaska.

### How Louise goes Above & Beyond:

Louise is always the first to offer to swap shifts, cover Saturdays and generally help out when we need her. Recently Holland America was featured on the Channel 5 TV Show 'Cruising with Jane McDonald'. Jane sailed onboard one of our ships in Alaska. To maximise opportunity after the show was aired on Friday evening we opened on the Sunday (which we don't open normally), Louise was not scheduled to work this weekend, but worked both Saturday and Sunday to assist as we knew Alaska would be a hot topic. This greatly affected the smooth running of the operation, and I am sure it would have been much more difficult had Louise have not been available for support. Louise also put some supporting material together and communicated this to the team-*see attachment*. Examples like this are frequent with Louise, she is always willing to support the operation in any way she can.

Louise takes on the additional responsibility of being our Air Sea back up, she regularly supports the Air Sea team in their very complex work, which takes her away from her core role. Louise does not let this affect her performance, this just makes her a more effective consultant, extending her knowledge and contribution further.

### Louise's Performance:

Louise is an exceptional performer, she is always aware of her own performance and is very driven in exceeding targets. Louise reviews her progress for the month daily and ensures she keeps on track for her year. I have detailed the last 12 months KPI results from Louise below. Louise has areas of performance that challenge her and she keeps driving forward determined to improve them. (QM Results from Mar-Oct 16, were low due to some issues with our scoring techniques-recent scores are much more representative of Louise). Conversion is our most important target and an area of strength for Louise. Louise has won Employee of the Month which for a Part Time team member is an incredible achievement. Our Employee of the Month is based on a performance league so this is a clear indicator of her success. Even in the months she has not won she is generally Top 5. Louise has the 2<sup>nd</sup> most points in the league to date.

Month	ACW	HOLD	Revenue £	CONV	QM	Adherence
Mar-16	0	21	£262,681.91	21.71%	63.66%	98.70%

Apr-16	0	8	£186,747.38	27.06%	78.68%	99.62%
May-16	0	34	£124,382.36	23.89%	69.77%	99.97%
Jun-16	0	15	£190,174.47	30.00%	88.97%	99.86%
Jul-16	0	27	£226,810.25	22.86%	66.06%	99.94%
Aug-16	0	17	£101,782.80	13.79%	84.74%	99.92%
Sep-16	0	20	£368,296.87	31.32%	82.00%	99.86%
<b>TOTAL</b>	<b>0</b>	<b>19</b>	<b>£2,384,288.68</b>	<b>24.22%</b>	<b>79.01%</b>	<b>99.80%</b>

Month	ACW	HOLD	Revenue £	CONV	Cust Surv	QM	Adherence
Oct-16	0	19	£186,195.24	22.02%	9.56	89.00%	99.87%
Nov-16	0	22	£161,420.90	17.12%	9.56	96.47%	99.63%
Dec-16	0	20	£91,569.02	17.39%	NA	90.59%	99.28%
Jan-17	1	21	£383,592.99	22.81%	9.6	95.93%	99.89%
Feb-17	0	31	£175,254.44	21.30%	9.79	92.24%	99.92%

### Louise's Customer Survey & Feedback:

Row Labels	Average of Overall Service	Average of Willingness to help	Average of Knowledge of products & policies	Average of Comm Clearly	Average of Easy to do business with	Average of Friendly, Courteous & Professional	Average of Trust	Average of Appreciate their business
HAL Result	9.57	5.00	5.00	5.00	4.86	5.00	4.86	4.86
SBN RESULT	10.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00

Average of Overall Service is rated 1-10 and all others 1-5, so you can see these are very strong results. Please also see direct quotes from customer feedback that we have received re Louise:

‘Thanks Louise ,For your kind Email, Are you all so kind and helpful at your office ?

Thanks Again

Cheers

Stewart x’

‘I spoke to Louise on Saturday want to tell you how helpful she was and if everyone on board is as helpful and friendly as your team are then I am in for a great time.’

‘I would also wish to say that, both Sarah and I here, found the reservation staff at HAL who assisted us put together the Cruise & stay package as, without a doubt, the most efficient professional and friendly staff members we have worked with, over all the lines. We both made calls on it and both quite separately came to that conclusion’

‘I would just like to bring to your attention the service I have received from Louise Ferreira today. We had a huge problem with a customer who had lost her luggage and missed her transfer to the port to board the Koningsdam. We managed to get her in a taxi.

I rang and spoke to Louise and explained the situation. She has kindly emailed the ship for me to ask that they look after the customer and make sure she is ok due to her being 81 years old and travelling alone.

The service was fantastic and there are not many people who have done this for us. She is a credit to your company and is so polite. She has copied me into the email and has said she will come back when she has any more news.’

**Testimonials:**

Dan Stockley-Team Leader (Louise's Line Manager):

*'Louise always goes the extra mile to make sure there is perfection in what she does.*

*She is a fountain of knowledge for Alaska cruises, the team consistently look to her for advice, and I always know that I can rely on her to blow any prospective guest away with her passion on the subject.*

*Louise is naturally very knowledgeable about Alaska, but she also frequently takes the initiative to complete more online training, as well as running her own training sessions in the office to bring everyone up to speed.*

*When HAL was featured on 'Cruising with Jane McDonald', Louise volunteered to work on both Saturday and Sunday, putting the team first when she should have been relaxing ready for the week ahead! Her expertise was invaluable, exemplified by the document she put together, answering any potential questions guests might have following the programme.*

*Listening to Louise's calls is an absolute joy. She injects so much positivity and enthusiasm, and is clearly so passionate about what she is selling, that it is impossible not to get swept along and imagine yourself there!*

*Louise is our flight back up, learning the role to such a standard that we do not have to worry about calling on her when needed. The level of service she provides far surpasses what we expect from a back-up agent and it is such a comfort knowing that we have such an able deputy.*

*The team as a whole are inundated with information that Louise puts together for them. Amongst many other things, she has send out documents about our hotels, hints and tips for the itineraries and handy details about our ships.*

*Louise is an absolute star and I would not be without her on my team!'*

**Joanna Taylor-Team Leader:**

*'Louise is considered by all in our call centre as "our shining star", she regularly goes above and beyond what we would normally expect of one of our Consultants, she is a fountain of knowledge ensuring that she has the latest information on our cruises and will share this with the rest of the team to enable them to meet their goals.*

*Louise is a true team player, going the extra mile for our Guests and Agents to ensure that they receive the best customer experience possible.*

*Louise regularly attends cruise shows and is considered one of our product experts, Louise has a real business needs attitude, putting herself forward for working extra hours when needed, most recently when the Jane McDonald programme aired with our ship the Nieuw Amsterdam as the fore front of our Alaska experience, she offered to work over the weekend to help answer any questions that our Guests and Agents may have had.*

*Louise also has balanced her Consultant role with that of our Air/ sea backup without this impacting on her normal day to day duties and ensuring that she keeps at the forefront of everything that she does what our brand is all about "through excellence, we create a once in a life time experience, every time " this in my eyes makes her an ambassador of her role and something that others aspire to'.*