



**CHAMONIX-MONT-BLANC**

SERVOZ - LES HOUCHES - CHAMONIX-MONT-BLANC - ARGENTIERE - VALLORCINE

## QUALITY POLICY AND OBJECTIVES

Since 1<sup>st</sup> December 2014, the whole Tourist Office staff has been committed to a permanent system of quality management in order to enable the organisation to achieve standards of excellence in the following areas:

- Commercialisation
- Internet Reception
- Physical reception on a scale suitable to the Valley

An improvement in the services provided by the Tourist Office should permit the optimisation of all stages of customer experience:

1. To have easy access to information and ease of reservation for their stay (website, advice from reception staff, meeting commercial groups and individuals, comparison of prices and customer advice).

*Indicators : number of dossiers dealt with by the marketing service, number of clicks on the website, number of pages visited, and average time of consultation, percentage of dossiers passed for action to the service group.*

2. To have easy access to the destination and services, by having a simplified approach both to access and to the transport system;

*Indicators : number of downloads of the public transport app for mobiles, provided by Chamonix Bus.*

3. To have easy access to information and purchasing during their stay (mobile apps, publications, physical and internet reception service).

*Indicators : number of downloads of the mobile app Chamonix, number of visitors to the TO, number of phone calls dealt with.*

4. Maintain links with the client after their stay (blog, newsletter....)

*Indicators : newsletters sent, openness to receiving newsletters, customer satisfaction surveys after each familiarisation tour.*

Chamonix-Mont-Blanc, 1<sup>st</sup> March 2015

Nicolas DUROCHAT

Director General