

“Excellent Service Behavior Training”

Structural Paper

The better CEM for a more sustainable CRM
(CEM: Customer Experience Management)
(CRM: Customer Relationship Management)

Prepared by: Mai-BS (Thailand) Company Limited

www.mai-bs.com

www.tourismdirectoryasia.com

www.propoertiesyouneed.com

Effective, 2010

Preface

“Love” and “Behavior”

True love may not always reflect good behavior.

Good behavior may not reflect true love either.

Everything must depend on how receiver feels the sincerity of love.

That is the whole concept of “service mind” and “service behavior”.

It is not a belief but it is a fact that service minded person does not always mean he or she has an acceptable or good standard of service behavior expected by an organization.

So, what is more important in your opinion, service mind or service behavior?

Service mind is always one of the top 3 qualifications that candidates must have as per most of job vacancy advertisements. But how we find out whether one has a true service mind? Psychological questions, attitudinal tests, personality tests and at least 3 interviewers the candidate must usually meet up with.

But what is next?

At the end, guest does not use all above-mentioned tests to experience a “good and excellent service” from staff. Guest do observe, feel, see and experience how staff delivers the product into the guest’s hands. Therefore, the “how to deliver” is actually the “behavior” in sending the product to the guest. Many 5-star companies have their own “standard behavior” as it reflects the brand and the values of such organization. In depth, when the guest compliments or complains, mostly, it is about certain behaviors.

We have to accept that the “how to deliver” part must be trained effectively.

And, this is Mai-BS’s expertise.

Mai-BS's Service Behavior Training

First thing first, guests want good experience from the hotel and from the staff. A hotel does not only sell rooms or food!

A hotel must sell good experiences!

So, staff must be good at customer experience management.

Service mind is not enough for guest's satisfaction, good experiences will do.

Good experience for guest is to be catered by good warm behaviors of staff.

Training Structure

Suitable capacity:	35 persons (maximum capacity)
Duration of training:	2 days
Timetable:	09.00-12:00, 13:00-16:00 10:30 – 10:45 and 14:30 – 14:45 coffee break 12:00 – 13:00 lunch break

Objectives:

- The participants will have a deeper understanding about “true service”.
- The participants will know the importance of “service behaviour”.
- The participants will have certain changes on their “service personality and behaviour” as a professional hotelier.
 - Non verbal cues (body language).
 - Verbal cues (service language).

Sample of the topics:

- The true and real meaning of the word “service” and “hospitality”.
- The perfect mixture of “hospitality” and “service”.
- The guest’s expectation in present century.
- The necessary body language of a professional hotelier.
- The importance of killer language and service language.
 - o Different greeting methods, styles and necessities.
 - o During the different processes of service with different kinds of verbal and non verbal cues.
 - o During the handling guest’s complaint.
 - o Closing the service impressively in different context.

**Target group:**

The topics could be adjusted to fit with the work procedure and environment both front and back offices.

The training topics could be discussed with the trainer for more relevant training content that most fit with the specific target group.

First day:

Non verbal cues emphasis.

Second day:

Verbal cues emphasis.

Remarks:

The trainer may consider re-categorizing the training sequence for the best appropriate effective training event.

Training class can be conducted in both Thai and English language (please discuss with the trainer)

Contact:

Mai-BS (Thailand) Company Limited
Chamnan Phenjati Tower, 25th Floor; 65 / 213
Pharam 9 Road, Huay Kwang
Bangkok 10310, Thailand

E: info@mai-bs.com

W: <http://mai-bs.com>

P: +66 (0) 867925722

P: +66 (0) 813729290

A check-up – Are you satisfied?

Questions to check your organizational and service standard delivered by staff;

- How does your staff greet the guest?
- How does your staff talk to guest?
- How does your staff walk, sit and stand?
- How does your staff project the manner while servicing?
- How does staff deal with a guest when the guest is upset?
- etc. etc.

Have you ever heard the following service sentences from your staff?

- Checking in?
- เช็คอินเหรอคะ
- What? Sorry not my department?
- อะไรระคะ ขอโทษคะ ไม่ใช่แผนกดิฉันคะ
- Wait please.
- รอแป็บนึงคะ
- Will give you later.
- เดี่ยวเอาให้คะ
- No sorry we have no (what you ask for) at our hotel.
- ขอโทษคะ เราไม่มีการบริการที่คุณขอที่โรงแรมเราคะ
- Etc. และอื่น ๆ

If you are still not satisfied in your hotel, or if the above is one of your guest complaints, it is time to change now. Mai-BS can help you.

Expected Outcomes from Mai-BS's Service Behaviour Training (A better CEM for a more sustainable CRM)

1. The participants will have better attitude in providing true service excellence and will increase passion in the service job.
2. The participants will have better understanding and perception on what kind of service will create dissatisfaction and how to prevent it.
3. The participants will be able to perform the set standards or set behaviors trained in the class.
4. The participants will be able to identify the differences between the killer sentence and the service language (either in Thai or English).
5. The participants will be able to construct a more professional service language in their daily working life. (either in Thai or English)
6. The participants will be able to handle guest's complaints with the right behavior and relevant languages.
7. The participants will gain more motivation as a service provider because of the right attitude and the life profit in using better behavior and language used.
8. The participants will have better overall personality as a person which is important in gaining credit and trust from customers and team members.
9. The participants will be able to use what they are trained in both professional and personal lives.
10. The participants will be able to represent the organization in a more credible and more presentable way which will benefit greatly to the business of the organization.

Others:

- Room set up should be a round table as group.
- The room should be spacious for training activities.
- 5 Flip charts and 3 colour markers are needed.
- Scotch tape.
- LCD and laptop.
- Wireless microphone.

Trainer:

- **Nate-tra Dhevabanchachai**
 - o Honorary Director of Mai-BS (Thailand) Company Limited
 - o General Manager of Salaya Pavilion Hotel and Training Center, Mahidol University International College
 - o Lecturer in Human Resource and Training Management, Mahidol University International College

Trainer's profile:

Both brief and full CVs are attached in this paper

ประวัติวิทยากรโดยย่อ

Trainer's brief profile



ประวัติวิทยากรโดยสังเขป

ชื่อสกุล

เนตรา เทวบัญชาชัย

ตำแหน่งปัจจุบันโดยย่อ

ผู้จัดการทั่วไป (General Manager)
ศูนย์ปฏิบัติการโรงแรมศาลายาพาวิล

เรียน

วิทยาลัยนานาชาติ มหาวิทยาลัยมหิดล

อาจารย์ประจำภาควิชาบริหารทรัพยากรบุคคล สาขาการจัดการการท่องเที่ยวและการโรงแรม วิทยาลัยนานาชาติ มหาวิทยาลัยมหิดล

ตำแหน่งรับเชิญโดยย่อ

ที่ปรึกษา บริษัท ไม-บีเอส ประเทศไทย จำกัด
(ที่ปรึกษาทางด้านการบริหาร และพัฒนาบุคลากรด้านธุรกิจโรงแรมและรีสอร์ท)

คณะกรรมการตรวจสอบโรงแรม
สมาคมโรงแรมไทย

วุฒิการศึกษา

ปริญญาโทด้านบริหารองค์กร และฝึกอบรมสาขาการท่องเที่ยวและการโรงแรม
Glion Higher of Education, Switzerland

ปริญญาตรีด้านการบริหารการโรงแรม
Glion Management Center, Switzerland

ประวัติการทำงานโดยย่อ

ที่ปรึกษาด้านการบริหารทรัพยากรบุคคลและฝึกอบรม รวมถึงด้านการบริการที่เป็นเลิศให้กับองค์กรทั้งภาครัฐและภาคเอกชน ทั้งในและต่างประเทศ เช่น กลุ่มธนาคารโลก กระทรวงการท่องเที่ยวและกีฬา การท่องเที่ยวแห่งประเทศไทย โรงแรมและโรงพยาบาล ธุรกิจอสังหาริมทรัพย์ และธุรกิจค้าปลีก เช่น

ที่ปรึกษาด้านการบริหารการบริการที่เป็นเลิศให้กับ **The HEART by Siriraj** ตลอดปี 2009

งานวิจัยเรื่องทัศนคติของพนักงานต่อการบริการให้กับโรงพยาบาลบำรุงราษฎร์

โครงการพัฒนาศักยภาพด้านการบริการที่เป็นเลิศให้กับ
โรงพยาบาลอีกหลายแห่งเช่น โรงพยาบาลศิริราชและศูนย์หัวใจ
the HEART by Siriraj โรงพยาบาลรามธิบดีและศูนย์หัวใจ
รามธิบดี โรงพยาบาลจุฬาลงกรณ์ สภากาชาดไทย
โรงพยาบาลหัวเฉียว โรงพยาบาลเมตตาประชารักษ์ สาขา
สุขุมวิท เป็นต้น

พัฒนาศักยภาพการบริการให้แก่ทีมหลังการขาย บริษัท
อสังหาริมทรัพย์ **Property Perfect**

พัฒนาศักยภาพในด้านบริหารตราสินค้าและการบริการให้แก่
ผู้จัดการสาขาและผู้จัดการฝ่ายลูกค้าสัมพันธ์ทั่วประเทศ บริษัท
Big C

ที่ปรึกษาด้านการฝึกอบรมให้กับกลุ่มโรงแรมของในเครือบริษัท
Astudo Hotel and Resort Management

ผู้อำนวยการฝ่ายบริหารทรัพยากรบุคคล **Banyan Tree
Resort, Phuket**

หัวหน้าฝ่ายฝึกอบรม **Banyan Tree Resort, Phuket**

หัวหน้าฝ่ายคุณภาพ **Banyan Tree Group**

ผู้ช่วยผู้อำนวยการฝ่ายการศึกษา **Glion Management
Center, Switzerland**

ผู้ช่วยผู้จัดการฝ่ายแม่บ้าน **Movenpick Hotel, Switzerland**

แอร์โฮสเตส **Cathay Pacific, Hong Kong**

ผลงานตีพิมพ์ / หนังสือ

พ็อกเก็ตบุ๊ก 9 เรื่องขับเคลื่อนบริการ (บริการด้วยกาย วาจา ใจ)

กำลังเขียนเล่ม 2 เรื่อง บริหารคน บริหารตน บริหารใจ

บทความการบริหารบุคลากรได้รับการตีพิมพ์ในนิตสาร
**Medica Tourism, A Publication of the Health Travel
Industry of Thailand**

----- END -----

ประวัติวิทยากรแบบเต็ม

Trainer's full profile

Name: Nate-tra DHEVABANCHACHAI - เนตตรา เทวัญชาชัย

Nationality: Thai

Email addresses: natetrat@gmail.com or icnatetra@mahidol.ac.th

Mobile phone: 08-6792-5722

Education:

Dec. 2007	Certificate of Achievement, Hong Kong Winter School by School of Hotel and Tourism Management Human Resources Management Financial Management Service Quality Management Hong Kong Polytechnic University and Hong Kong Hotels Association, HONG KONG
2005-2006	Master of Education in Organizational Training and Management in Hospitality Industry, GPA 3.78 Glion Institute of Higher Education, SWITZERLAND
1996-1998	B. Sc. International Hospitality Management – Graduated as member of honour society, ETA SIGMA DELTA –International Hospitality Management Honour Society, Washington D.C. United States Glion Management Center, SWITZERLAND Diploma (with distinction) Hotel management Centre International de Glion, SWITZERLAND
<u>Language proficiency:</u>	Thai (mother tongue), English (fluent), French and Mandarin
<u>Computer skills:</u>	Word, excel and power point

Interests:

Reading, Writing, Meditation and Yoga

Publication (s):

หนังสือ 9 เรื่องขับเคลื่อนบริการ (บริการให้ดี เริ่มที่กาย วาจา ใจ) พฤษภาคม 2551

สำนักพิมพ์ ผู้จัดการ (Service Excellence Pocket Book – Thai version, May 2008, Publisher: Manager)

Article of people management are published in Medica Tourism Magazine, A publication of the Health Travel Industry of Thailand

Present Professional Responsibility / Assignments:

At Mahidol University International College, PRESENT

Mar. 09 – Present

General Manager

Salaya Pavilion Hotel and Training Center

**MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE,
THAILAND**

July 06 – Present

Lecturer, Human Resource and Training subjects

**MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE,
THAILAND**

Oct. 06 – Present

Board Member

SALAYA PAVILION HOTEL AND TRAINING CENTER

**MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE,
THAILAND**

At Mahidol University, PRESENT

April 09 – Present

Mahidol University Quality Development Auditor

(Under Division of Quality Development Center)

MAHIDOL UNIVERSITY, THAILAND

Feb., 08 - Present

Secretarial General and Working Committee

Human Resources Development Committee

MAHIDOL UNIVERSITY, THAILAND



Other Professional Organizations, PRESENT

- July 09 – Present** **Honorary Advisor / Director**
Hotel and Resort Consulting, Training Company
MAI-BS (THAILAND) CO., LTD. (<http://mai-bs.com>)
- May 08 – Present** **Committee Member of Examination Approval**
Tourism and Hospitality management, Christian University
CHRISTIAN UNIVERSITY OF THAILAND
- May 07 – Present** **Hotel Standard Inspection Committee**
THAI HOTELS ASSOCIATION, THAILAND

Foundation for Standard and Human Resource Development in the
Hospitality Industry (Hotel Standard), Bangkok, Thailand

Record of Professional Consultancy Work

- Jan. 09 –Dec., 09** **Consultant, Service Excellence Project**
THE HEART’S SIRIRAJ HOSPITAL, THAILAND
- May – Oct. 08** **Consultancy project – Training Project: Training and Development, Thailand**

Astudo Hotel and Resort Management (Brands: X2, Away and Le Bayburi)
- Nov. -Dec. 07** **Consultancy project – Service Excellence - Regional Project - Course design and pilot session on “Caring for Guest Part II” for hotel owners and managers in Pakse, Lao PDR, organized by International Financial Corporation, Mekong Private Sector Development Faculty, WORLD BANK GROUP. The course will be used in Laos, Cambodia and Vietnam.**
- Jan. – July, 07** **Consultancy project – Human Resource Project: Establishing and Implementation of Human Resource and Training Policies and Procedures Phowadol Resort and Spa, Chiang Rai – “Charms of Northern Thai” 5-star Boutique Northern Resort, Thailand**

Record of Other Professional Work Experiences:

- Oct. 2007 – Oct. 2009** **Program Director**
Travel Industry Management Division
MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE,
THAILAND
- 2001 – 2005** **Director of Human Resources**
Quality and Training Manager
BANYAN TREE RESORT, PHUKET, THAILAND
ALLAMANDA LAGUNA PHUKET, THAILAND
LAGUNA PHUKET GOLF CLUB

Major successes: Negotiated and closed collective bargaining agreements of 3 labour union teams for three business units of Banyan Tree properties within one year along with other various projects. Monitoring and implementation of new human resource and training standards as well as operational brand management. In 2005, was promoted to be Group Human Resource, but decided to pursue education in Switzerland.
- 2000 – 2001** **Assistant Managing Director**
PERFORMA COMPANY LIMITED, BANGKOK, THAILAND

Outstanding projects: Coordinating training projects, assisting senior consultants in designing customer service curriculum for Advanced Info Service Company Limited (AIS) project and guest satisfaction tracking system for Thai Farmer Bank.
- 1998 – 1999** **Assistant Director of Centre for Excellence**
CENTRE FOR EXCELLENT, GLION, SWITZERLAND

Major works: research assistant and teaching assistant in quality and ethics in service industry, assisted Director of studies in coordinating academic programs.
- June. -Sept.** **Assistant Executive Housekeeper**
1996/1997 **MOVENPICK CADETT HOTEL, SWITZERLAND**

Major works: re-organizing housekeeping operational procedures apart from the housekeeping supervision and the duty manager work.

1991 – 1995

Flight Attendant (last position – First Class Purser)

CATHAY PACIFIC AIRWAYS, HONG KONG

Major learning: cultural differences, training courses and processes on all aspects of customer service excellence as well as safety and security concerns.

1990 – 1991

Executive Secretary to General Manager

CHAROEN POKAPHAND ENGINEERING, BANGKOK, THAILAND

Major responsibilities: coordinating with head office in United States on product aspect (John Deere Tractor) and visiting customers throughout Thailand.

Up-coming Activities / Training / Lecturing / Guest speaking invitations and project:

Nov.. – Dec, 10 In-house training on “Service Excellence” and “Managerial with the right Leadership” sessions for department heads and supervisors, Salaya Pavilion Hotel and Training Center, Salaya Campus, Nakonpathom province, Thailand

Oct. 13-14, 20-21,

27-28, 2010

Invited In-house Trainer: “Excellent Service Behavior” training course for supporting staff of Mahidol University International College, Salaya Campus, Thailand.

September, 2010

Invited in-house trainer: “Personality Development and Western Etiquette for Educator” for lecturers of Sukhothai Thammathirat Open University, Thailand

Sept. 22-23, 29-30, 10

Invited In-house Trainer: “Excellent Service Behavior” training course for manager and supervisors (supporting section) of Mahidol University International College, Salaya Campus, Thailand.

Sept. 22-23, 10

Invited In-house Trainer: “Excellent Service Behavior” for section heads and supporting staff for Mahidol University International College, Salaya Campus, Thailand.

Sept. 15 and 16, 2010

Invited In-house Trainer: “A Pathway to Sustainability of Service Excellence” training course for 25 administrative staff and after sales service team members of Property Perfect Company Limited, organized at Salaya Pavilion Hotel and Training Center, Salaya, Nakornpathom, Thailand

Sept. 7 and 8, 2010

Invited In-house Trainer: “Service Behavior” training course for 20 after sales service team members of Property Perfect Company Limited, organized at Salaya Pavilion Hotel and Training Center, Salaya, Nakornpathom, Thailand

Sept. 4 and 5, 2010	Invited In-house Trainer: “Service behaviour and service language” for all nursing and non-nursing division of Metta International Hospital, organized at Salaya Pavilion Hotel and Training Center, Nakonpathom, Thailand
Aug. 31, 2010	Invited Trainer for Public Course: “Service Behaviour” Training, organized by Service Academic Department, Mahidol University International College
Aug. 27, 2010	Invited in-house Trainer: “Excellent Service Behaviour” for approximately 48 human resource officers of Mahidol University organized by human resource department, Mahidol University, Thailand
Aug. 21, 2010	Invited In-house Trainer: “Service Behavior” for all nursing and non-nursing division, Siriraj Hospital
Aug. 5,6,10,11, 2010	Invited In-house Trainer: “service excellence” for human resource managers and customer service managers, nationwide training for Big C company, Big C learning Center, Bangkok, Thailand
July 30, 2010	In-House Trainer: “Excellent Service Behavior” for 28 intern-students batch 43 at Salaya Pavilion Hotel and Training Center, Mahidol University International College.
July 22, 2010	Invited In-house Trainer: “Service Management and its Blueprint” for approximately 40 managers, the Thai Red Cross Society, Bangkok, Thailand

Record of Professional Experiences on: Training service / Invited Lecturing and Guest Speaker:

July 6, 2010	Invited Guest Speaker: “Personality Development for Executives” for MU management members under the MU-Executive Development Program: MU-EDPP, Mahidol University, Thailand
June 25, 2010	In-House Guest Speaker: “Internship Orientation” for 28 intern-students batch 43 at Salaya Pavilion Hotel and Training Center, Mahidol University International College.
June 30, 2010	Invited Trainer: Developing Competency on “Service Behavior and Service Language” for Nation-Wide hotel employees in Korat, Nakhonratchasima province , organized by Office of Tourism Development, Ministry of Tourism and Sports Thailand (2010 Thai Hotelier Development Project)
June 23, 2010	Invited Trainer: Developing Competency on “Service Behavior and Service Language” for Nation-Wide hotel employees in Chiangrai province , organized by Office of Tourism Development, Ministry of Tourism and Sports Thailand (2010 Thai Hotelier Development Project)
June 16, 2010	Invited Trainer: Developing Competency on “Service Behavior and Service Language” for Nation-Wide hotel employees in Karnchanaburi province ,

organized by Office of Tourism Development, Ministry of Tourism and Sports Thailand (2010 Thai Hotelier Development Project)

- June 9, 2010 Invited Trainer: Developing Competency on “Service Behavior and Service Language” for Nation-Wide hotel employees in **Pattaya, Chonburi province**, organized by Office of Tourism Development, Ministry of Tourism and Sports Thailand (2010 Thai Hotelier Development Project)
- June 2, 2010 Invited Trainer: Developing Competency on “Service Behavior and Service Language” for Nation-Wide hotel employees in **Hat Yai, Songkla province**, organized by Office of Tourism Development, Ministry of Tourism and Sports Thailand (2010 Thai Hotelier Development Project)
- May 31, 2010 Invited Guest Speaker: “Personality Development for MU’s Students”, orientation for bachelor, master and doctoral (PhD.) students, for Public Health Faculty, Mahidol University, Phayathai, Thailand
- May 25, 2010 Invited Trainer for Public Course: “Service Behaviour” Training, organized by Service Academic Department, Mahidol University International College
- May 10, 2010 Invited Guest Speaker: “Personality Development for Service Providers” for all supporting staff

of Faculty of Science, Mahidol University, Thailand
- May 9, 2010 In-house trainers: “objective writing for training session” for 16 trainers at Salaya Pavilion Hotel and Training Center, Mahidol University International College, Salaya, Thailand
- May 6, 2010 Invited Guest Speaker: “Personality and Hospitality” seminar at Mahidol University, organized by Central Administration Section, Mahidol University, Thailand
- April 24, 2010 Invited lecturer: “Service Psychology” for tour guide session organized by Faculty of Art, Mahidol University, Thailand
- April 3, 2010 In-House Trainer: “Excellent Service Behavior” for 19 intern-students batch 42 at Salaya Pavilion Hotel and Training Center, Mahidol University International College.
- March 27, 2010 In-House Guest Speaker: “Internship Orientation” for 19 intern-students batch 42 at Salaya Pavilion Hotel and Training Center, Mahidol University International College.
- March 9, 2010 Invited Lecturer: “personality development” 200 nursing students of Baromrajonani College of Nursing Changwat Nonthaburi, Thailand
- Feb.,17 & 24, 2010 In-house trainer: “Service Behaviour” training for managers and operational staff, Hau Chiew Hospital, Bangkok

- Dec. 29, 09 Consulting Project – Training: “Service Behavior Training” review session for non nursing and nursing officers, the HEART by Sirirja, Bangkok, Thailand
- Dec., 14,16, 18, Consulting project - Training: “Service Excellence – the HEART by Siriraj” to all nursing and non-nursing officers approximately 180 persons, Bangkok, Thailand
- 21, 25 and 28, 09
- Dec., 26, 2010 In-House Guest Speaker: “Internship Orientation” for 19 intern-students batch 41 at Salaya Pavilion Hotel and Training Center, Mahidol University International College.
- Nov. 27, 09 Consulting project: The HEART by Siriraj: Pilot workshop on Service Excellence – The Heart’s Way to 25 committees members and department heads, Bangkok, Thailand
- Nov. 26, 09 Invited trainer: “Service Excellence” course for 120 new nursing officers at Chulalongkorn Hospital, Bangkok, Thailand
- Nov. 19 and 24, 09 Invited trainer: “Service Excellence” course for nursing and non nursing officers at Haw Chiew Hospital, Bangkok, Thailand
- Nov. 10-11, 09 Invited in-house Trainer: “Service Excellence” training course for administrative staff and after-sale-service team members of Perfect Property Company Limited, organized at Salaya Pavilion Hotel and Training Center, Salaya, Nakornpathom, Thailand
- Oct. 6-7, 09 Invited in-house Trainer: “Personality Development for Service Provider” for all front line staff of Centera Samui Resort and Spa, Samui Island, Surajthani Province, Thailand
- Sept. 29, 09 Invited Guest Speaker: “Personality Development for Executives” for MU management members under the MU-Executive Development Program: MU-EDPP, Mahidol University, Thailand
- Sept. 25, 09 Invited Guest Speaker: “Personality Development for Service Providers” for all supporting staff of Faculty of Social Science and Humanities, Mahidol University, Thailand
- Sept 24, Oct.8, 09 In-house training on “Service Excellence” for nursing officers of Ramathibodi Hospital, preparation for its Medical Pub in Thailand, Ramathibodi Hospital, Bangkok, Thailand
- Sept. 18, 09 Invited Guest Speaker: A different thought on “Hotel Management Techniques and its Green Marketing” for SME owners, organized by Kasikorn Bank, Hilton Phuket Acadia Resort and Spa, Thailand.
- Aug. 7, 09 Consulting project: Customer Survey Discussion and Service Values Confirmation for Service Excellence committee members, the HEART by Siriraj, Bangkok, Thailand
- Aug. 6, 09 Invited Guest Speaker: “360 Degree Management on Tourism and Hospitality Business during a Crisis” organized by Kasikorn Bank, Queen Sirikit Convention Center, Bangkok, Thailand

- July 23 / 30, 09 Consulting project: In-depth customer survey for The HEART by Siriraj, Siriraj hospital, Bangkok, Thailand
- July 9, 09 Invited guest speaker for MUIC orientation “Work Etiquette” organized by Human Resource Division, MUIC, at Salaya Pavilion Hotel and Training Center.
- July 2, 09 Developing Competency of food and beverage operators in **Krabi Province**, organized by Office of Tourism Development, Ministry of Tourism and Sports, Thailand (2009 Thai Hotelier Development Project)
- July 1, 09 Developing Competency of Hotel Employees on “Customer Care” for operational staff in **Krabi Province**, Office of Tourism Development, Ministry of Tourism and Sports Thailand (2009 Thai Hotelier Development Project)
- June 28, 09 In-house training: “How to use Standard Operating Procedure (SOP) as a training tool” for all senior managers, department heads, supervisors and trainers, Salaya Pavilion Hotel and Training Center, Salaya Campus, Nakornpathom, Thailand
- June 27, 09 Invited guest speaker: “Personality Development” for Senior management members, Faculty of Social Science, Mahidol University, Salaya Campus, Nakornpathom, Thailand
- June 24, 09 Developing Competency of Hotel Employees on “Customer Care” for operational staff in **Samui Island, Surathani** Province, Office of Tourism Development, Ministry of Tourism and Sports Thailand (2009 Thai Hotelier Development Project)
- June 10, 09 Developing Competency of Hotel Employees on “Customer Care” for operational staff in **Ubonrachathani Province**, Office of Tourism Development, Ministry of Tourism and Sports Thailand (2009 Thai Hotelier Development Project)
- June 3, 09 Developing Competency of Hotel Employees on “Customer Care” for operational staff in **Prachuapkirikan Province**, Office of Tourism Development, Ministry of Tourism and Sports Thailand (2009 Thai Hotelier Development Project)
- May 28, 09 Invited guest speaker: “Developing Management Competencies and Service Excellence Management System” for approximately 50 officers of local governmental and private sectors, organized by Ministry of Tourism and Sports, Trat Province, Thailand
- May 13, 09 Public training on “Service Excellence” organized by Academic Services Department of Mahidol University International College, Had Yai, Songkra, Thailand
- May 8, 09 In-house trainer on “Service Excellence through Happy Teamwork”, for approximately 100 nurses and officers of Faculty of Nuclear Science, Siriraj Hospital, Cha-am, Prachuapsirikun province, Thailand

May 6, 09	Invited guest speaker: “Personality Development” for approximately 60 officers, College of Music, Mahidol University International College, Salaya Campus, Nakornpathom, Thailand
Apr. 28, 09	Public training on “Service Excellence” organized by Academic Services Department, Mahidol University International College, Salaya Campus, Nakornpathom, Thailand
Apr. 27, 09	Invited guest speaker: “Personality Development” for approximately 60 officers, College of Music, Mahidol University International College, Salaya Campus, Nakornpathom, Thailand
Mar. 30, 09	Invited guest speaker on “Personality Development” for assistant and manager levels, Faculty of Science, Mahidol University International College, Salaya Campus, Nakornpathom, Thailand
Mar. 26, 09	Invited trainer on “Service Management and its Blueprint” for approximately 40 managers, the Thai Red Cross Society, Bangkok, Thailand
Mar. 17-18, 24, 25, 31 and Apr. 1, 09	In-house Training: on “Service Behaviour Training” for approximately 250 staff (both for non nursing and nursing divisions), the HEART by Siriraj, Bangkok, Thailand (Consulting project)
Mar. 9/10/11, 09	In-house research for “service excellence project” with senior management, middle management and operational levels, Bumrungrad Hospital, Bangkok, Thailand (Consulting project)
Feb. 21, 09	In-house Workshop: “Service Values Workshop” for service excellence committee members, department heads, the HEART by Siriraj, Siriraj Hospital, Thailand (Consulting project)
Feb. 17, 09	Invited guest speaker: “Developing Management Competencies and Service Excellence Management System” for officers of local governmental and private sectors, organized by Ministry of Tourism and Sports, Viengtai Hotel, Bangkok, Thailand
Feb. 2, 09	Invited trainer for 200 students of Mahidol University on “Professional Reception Etiquette” in the occasion of Mahidol University Open House 2009 on Feb. 6-7, 2009, Nakornpathom, Thailand
Jan. 30, 09	Invited lecturer at freshman seminar approximately 100 students on the topic: Grooming, Plagiarism, Attendance, Teacher’s experience and Cheating organized by Student Affairs, Auditorium, Mahidol University International College, Salaya Campus, Nakornpathom, Thailand

- Jan. 22, 09 Invited lecturer for Korean students of Kyung Hee University on the topic “Service trends and its challenges in Asian hospitality – Case studies and best practices organized at Mahidol University International College, Salaya Campus, Nakornpathom, Thailand
- Jan. 16, 09 Invited guest speaker on “personality development” for managers and executives for Mahidol University, Salaya Campus, Nakonpathom, Thailand
- Jan. 5, 09 Invited trainer on “Service Excellence” for interns, Salaya Pavilion Hotel, Mahidol University International College, Nakonpathom, Thailand
- Dec. 27-28, 08 and
- Jan. 17, 24 and Feb.7, 09 In-house training on “Service Excellence” for approximately 250 nursing officers of Ramathibodi Hospital, Sirikrij Tower, Ramathibodi Hospital, Bangkok, Thailand
- Dec. 3, 5, 08 In-house training on “Basic Service Behavior” for all operational staff, Salaya Pavilion Hotel and Training Center, Mahidol University International College, Nakornpathom , Thailand
- Nov. 28, 08 In-house training on “Basic Service Behavior and The Salaya Pavilion’s Ways of Service” for department heads, supervisors and trainers, Salaya Pavilion Hotel and Training Center, Mahidol University International College, Nakornpathom, Thailand
- Nov. 19, 08 Invited guest speaker for public course: “Meeting Etiquette and Hotel Guest Etiquette” for International Relation Officers, Salaya Pavilion Hotel, Mahidol University International College, Nakornpathom , Thailand
- Nov. 5, 08 Invited trainer for In-house training on “Service Ambassador Course” for managers, supervisors and operational staff of Arnoma hotel, organized by Thai Hotels Association, Bangkok, Thailand
- Oct. 24-25, 08 In-house training on “English Service Language” training for operational staff, X2 resort, Samui, Sarathani province, Samui, Sarathani province, Thailand (Consulting project)
- Oct. 23, 08 In-house training on “Supervisory and Leadership” training for management members, X2 resort, Samui, Sarathani province, Samui, Sarathani province , Thailand (Consulting project)
- Oct. 8, 08 Invited guest speaker: seminar of “World-class Tourism and Hospitality Management” for 100 hotel owners and managers in Hua Hin, Prachupkirikun province, Thailand organized by Kasikorn Bank
- Oct. 3-5, 08 In-house training on “Hospitality Introduction” for approximately 40 management and operational employees at Away Tusita resort, Chumporn province, Thailand (Consulting project)

- Sept. 20 & 27, 08 In-house training on “Service Excellence” for approximately 70 nursing officers of Cardiovascular and Metabolic Centre, Ramathibodi Hospital , Bangkok, Thailand
- Sept. 18, 08 Invited guest Speaker on “Hotel Investment Trends and Opportunity - Human Resource Development”, Thailand’s the 10th Hospitality Industry Congress, held in Conjunction with The Food and Hotel Thailand 2008, Siam Paragon, Bangkok, Thailand
- Sept. 17, 08 Invited guest speaker: seminar of “World-class Tourism and Hospitality Management” for approximately 150 hotel owners and managers, **Koh Samui, Sarathani**, , Thailand organized by Kasikorn Bank
- Sept. 15, 08 Mini MBA on “Customer Service Excellence”, for Big C Management team members, Big C Learning Centre, Bangkok, Thailand
- Sept. 11, 08 Mini MBA on “Establishing and Maintaining Retail Image”, for Big C Management team members, Big C Learning Centre, Bangkok, Thailand
- Sept. 6-7, 08 In-house Training on “Service Excellence” for Hotel River, Nakohpathom for 130 managers and staff, Hotel River, Nakohpathom, Thailand
- Sept. 4, 08 Public training on “Service Excellence”, Bangkok province, organized by Academic Services Department, Mahidol University International College, Salaya Campus, Nakornpathom, Thailand
- Aug. 29, 08 Public training on “Human Resource Management” in hotel industry, organized by Thai Hotels Association, Bangkok, Thailand
- Aug. 22, 08 Public training on “Service Ambassador Course” in hotel industry, organized by Thai Hotels Association, Bangkok, Thailand
- July 19-20, 08 Developing competency for **operational staff** on “Foundation of Hospitality and its Service Excellence”, X2 resort at **Samui Island, Surathani** province, Thailand (Consultancy project, Astudo Management Hotels and Resorts)
- July 18, 08 Developing competency for resort **management team members** on “Foundation of Hospitality and its Service Excellence”, X2 resort at **Samui Island, Surathani** province, Thailand (Consultancy project, Astudo Management Hotels and Resorts)
- July 16-17, 08 Developing competency for **operational staff** on “Foundation of Hospitality and its Service Excellence”, X2 resort at **Kuiburi, Prachuapkirikun province**, Thailand (Consultancy project, Astudo Management Hotels and Resorts)
- July 14, 08 Developing competency for resort **management team members** on “Foundation of Hospitality and its Service Excellence”, X2 resort at **Kuiburi, Prachuapkirikun province**, Thailand (Consultancy project, Astudo Management Hotels and Resorts)

- June 28, 08 Micro MBA Program on “Human Resources Management and Multi-Generation Management in Hotel Industry” to hotel owners and managers, organized by Thai Hotel Associations, Bangkok, Thailand
- June 26, 08 Invited guest speaker: seminar of “World-class Tourism and Hospitality Management” for approximately 100 hotel owners and managers, **Chantaburi Province** coordinated by Tourism Office Department, Ministry of Tourism and Sport, Thailand
- June 24, 08 Invited guest speaker: seminar of “World-class Tourism and Hospitality Management” for approximately 200 hotel owners and managers, **Koh Chang, Trad**, Thailand organized by Kasikorn Bank
- June 21, 08 Micro MBA Program on “Human Resources Management in Hotel Industry” to hotel owners and managers, organized by Thai Hotel Associations, Bangkok, Thailand
- June 19, 08 Invited guest speaker: “Social and Work Etiquette”, new staff orientation, Mahidol University International College, Salaya Campus, Nakornpathom, Thailand
- May 31, 08 Invited guest speaker: “Why is a Master’s degree important for a practitioner?” Open House event of Master of Management in Tourism and Hospitality, Travel Industry Management Division, Mahidol University International College, Salaya Campus, Nakornpathom, Thailand
- May 23, 08 Invited guest speaker: “Meeting Etiquette and Hotel Guest Etiquette” for International Relation Officers, Mahidol University, Salaya Campus, Nakhonpathom , Thailand
- May 22, 08 Invited guest speaker: “Brand, Product and People Management in Hotel Industry” for approximately 250 hotel owners and managers, organized by Kasikorn Bank, Phuket, Thailand
- May 21, 08 Invited guest speaker: “Human Resource Development in Tourism and Hospitality Industry”, organized by Thai Academic Association, Bangkok, Thailand
- Apr. 23, 08 Public training on “Customer Service Excellence”, Salaya Campus, organized by Acadmeic Services Department, Mahidol University International College, Thailand
- Mar. 25, 08 In-house capacity building on “Nursing Service Excellence” course at Siriraj Hospital, Nurse Division, Bangkok, Thailand
- Mar. 12, 08 Invited guest speaker: “Personality Development” course, Public Health Faculty, Mahidol University, Thailand
- Mar., 10, 08 Invited guest speaker: “Personality Development and Social Etiquette” course
Environmental and Resources Faculty, Mahidol University, Thailand

- Feb. 07, 08 Lecturing on “Quality Assurance in Hotel and Tourism Education in Thai Setting” for Cambodian Officials, Ministry of Tourism, Cambodia in collaboration between the Tourism Authority of Thailand and Mahidol University International College, Salaya Campus, Nakornpathom, Thailand
- Dec. 22-24, 07 In-house training on “Service Excellence – The Villa Lawana’s Way and its Train the Trainer”, course design and train the trainer of Service Excellence for Management Team, Villa Lawana Resort, Samui Island, Surathani province, Thailand
- Dec. 11-12, 07 Public training on “Sustaining service excellence”, organized by Academic Services Department, Mahidol University International College, Salaya Campus, Nakornpathom, Thailand
- Nov. 17-18, 07 In-house HR champion training on “excellence team service” for 80 HR staff of Siriraj Hospital, Kanchanaburi, Thailand
- Oct. 15-25, 07 Regional project: training on “Caring for Guests” and “Motivating and Retaining Hotel Staff”, Organized by International Financial Cooperation, WORLD BANK GROUP for hotel owners / top management members in Champasack area, Pakse, Lao PDR
- August 21, 07 Lecturing on “Managerial and Leadership” for Officials of Senegal and Republic of Cape Verde Tourism Management: An African Context in collaboration between the Tourism Authority of Thailand and Mahidol University International College, Salaya Campus, Nakornpathom, Thailand
- Aug. 14 – 16, 07 Developing Competency of Hotel Employees at the Operational on “Customer Care” and Managerial Levels on “Supervisory and Managerial Skill” in **Nongkai Province**, Office of Tourism Development, Ministry of Tourism and Sports Thailand (2007 Thai Hotelier Development Project)
- Aug. 7 – 9, 2007 Developing Competency of Hotel Employees at the Operational on “Customer Care” and Managerial Levels on “Supervisory and Managerial Skill” in **Lampang Province**, Office of Tourism Development, Ministry of Tourism and Sports Thailand (2007 Thai Hotelier Development Project)
- July 31 – Aug. 2, 07 Developing Competency of Hotel Employees at the Operational on “Customer Care” and Managerial Levels on “Supervisory and Managerial Skill” in **Phang-nga Province**, Office of Tourism Development, Ministry of Tourism and Sports Thailand (2007 Thai Hotelier Development Project)
- July 24 – 26, 07 Developing Competency of Hotel Employees at the Operational on “Customer Care” and Managerial Levels on “Supervisory and Managerial Skill” in **Chanthaburi Province**, Office of Tourism Development, Ministry of Tourism and Sports Thailand (2007 Thai Hotelier Development Project)
- June 25, 07 “Performance Management / Training and Learning Development” for Officials of Kazakhstan, Tajikistan and Uzbekistan under Tourism Development and Management in the New Millennium Program in

collaboration between the Tourism Authority of Thailand and Mahidol University International College

- June 2 – Sept. 29, 07 Lecturer: “Human Resources Management in Tourism and Hospitality Industry” Course,
International Program, Tourism and Hospitality Management Division,
Dhurakit Pundit University, Thailand
- Mar. 19, 07 Invited Guest speaker: “Personality Development” course, Environmental and
Resources Faculty, Mahidol University, Thailand
- Mar. 8, 07 “Performance Management and Training Effectiveness” for Officials of
Myanmar, Ministry of Tourism, Hotel Development Department and Senior
Management of Myanmar Hotel and Resort under Coastal Beach Resort
Development Program in collaboration between the Tourism Authority of
Thailand and Mahidol University International College.
- Dec. 21-22, 06 In-house workshop “Vision and Strategies” workshop for Management
members, Pre-Opening team Phuket Nalina Resort and Spa, Phuket, Thailand
- May 7, 05 In-house training on “Customer Service Excellence” course for Pre-Opening
team, Ban Thai Surin Resort, Phuket, Thailand
- October, 04 Developing and training a well-tailor fit course of “Performance Management
and Evaluation Techniques” course for supervisors and managers,
Banyan Tree Resort, Phuket, Thailand
- Feb., 04 “Professionalism and Etiquette at Workplace” course, Business
Administration Program, Phuket Rajabhat University, Thailand
- Aug., 03 Developing and conducting a training session on “Brand promise – Sanctuary
for the Senses” for all Human Resources Directors and Training Managers,
Banyan Tree Hotels and Resorts Group at HR Divisional Meeting, Phuket,
Thailand
- July, 03 “Housekeeping Supervisory Training”, a special session designed for
housekeeping managers and supervisors Allamanda Laguna Phuket Resort,
Phuket, Thailand
- 2003 Developing and conducting a training session on “Brand promise -
Sanctuary for the Senses” for approximately 700 employees, Banyan
Tree Resort and Banyan Tree Spa, Phuket, Thailand
- 2003 “Managerial and Leadership Training” for supervisors and managers
Banyan Tree Resort, Phuket, Thailand

2002	<p>“Train the Trainer” course for all departmental trainers of the following business units:</p> <p>Banyan Tree Resort, Phuket, Thailand</p> <p>Banyan Tree Spa, Phuket, Thailand</p> <p>Allamanda Laguna Phuket, Thailand</p> <p>Laguna Phuket Golf Club, Thailand</p>
May, 02	Design, develop and facilitate the workshop on “Customer Service Training at Golf Course” for 200 caddies, Laguna Phuket Golf Club, Phuket, Thailand
Aug., 03	“Customer Service Training in Food and Beverage Department”, Travel Industry Management Program, Phuket Rajabhat University, Thailand
May, 03	Guest speaker - Panel Discussion – “Skill Development of Thai Hospitality Students” - University of Princes Songkha, Phuket, Thailand
Mar., 03	Guest speaker: “How to Get the Best out of Job Interview and Work Ethics” for approximately 1,000 graduates, Phuket Rajabhat University, Thailand
2002 - 2003	<p>“Customer Service Training - Service Ambassador” for 750 employees</p> <p>Banyan Tree Resort, Banyan Tree Spa and sister brands, Phuket, Thailand</p>
Dec., 02	Guest speaker: “Personality Development” course, Business Administration and Travel Industry Management Programs, Phuket Rajabhat University, Thailand

Record of Standard Implementation Projects and Other Projects

Dec. 22, 09	Served as joint hotel auditor under the position of inspection committee of Thai Hotel Association (2 hotels at Sukhumvit area)
Dec. 12-13, 09	Joint Auditor of Quality Assurance Audit Project: 5 star resort, Surathani province, Thailand
Feb. 19-20, 09	Quality Auditing at Faculty of Arts, Mahidol University, MUQD project.
Oct. 16, Nov. 24, 08	Hotel Standard Project: Standard Operating Procedure project – “The Salaya Pavilion’ Way” launched for management level through a workshop, Salaya Pavilion Hotel and Training Center, Mahidol University International College, Thailand



- May 19, 08 Served as joint hotel auditor under the position of inspection committee of Thai Hotel Association
(Wiengtai hotel)
- May 2-4, 08 Quality Assurance Audit Project: 5-star resort, Surathani province, Thailand
- Jan., 07 Quality Service Audit Project: 4-star city hotel, heart of Bangkok, Thailand
- 2003 – 2005 Re-engineering and Implementation of Human Resources Standards and Policies, Banyan Tree Resort, Phuket, Thailand
- 2004 Safety and Security Standard Review and Implementation with International Hotel Security, Australia for Banyan Tree Phuket, Thailand
- 2004 – 2005 Hotel Co-ordinator of Quality Improvement Program (Total Quality Management), Banyan Tree Hotels and Resorts Group
- Oct. – Dec., 04 Housekeeping Standard Review and Implementation, Allamanda Laguna Phuket Resort, Phuket, Thailand
- 2003 Establishing and Implementation of Hotel Guiding Principles – “15 Banyan Tree Roots”, Banyan Tree Phuket, Thailand
- 2002 – 2003 Training Policies, Procedures and its Implementation, Banyan Tree Resort, Phuket, Thailand
- 2001 – 2002 Standard Review and Operational Brand Management, Banyan Tree Hotels and Resorts Group
- 1997 Re-engineering Housekeeping Operational Procedures, Movenpick Cadett, Switzerland

----- END -----