



CEC INTRO PROJECT

CONTEXT

- CEC Intro is slated for Day 2 of New Hire
 - Appx. 2 hours
 - Follows 'Marriott Culture' but precedes Empower training
- Current materials:
 - 'Orientation' offers high-level BMSC / CEC overview, a few videos, time for a center tour
 - 'SDM Sales and Service Overview' offers little to no specifics, opportunities for interaction / engagement

OPTION 1 - PROCESS & TOOLS

- Build confidence in 7 key areas to service guests:
 - (1) Process
 - (2) Systems
 - (3) Role
 - (4) Organization
 - (5) Knowledge
 - (6) Resources
 - (7) Team Support
- Potential examples include:
 - Logging in - phone / systems
 - Answering the phone
 - AUX codes
 - New bookings
 - Changes to reservations
 - Transfers

OPTION 2 - CULTURE & ROLE

- Welcome our newest associates to the team:
 - Show how the CEC team fits into the Marriott org / family
 - Share how guests connect with us, often as the "voice" of their travel experience
 - Showcase success stories from on-site associates, leaders
- Share CEC priorities
- Outline the role and responsibilities of S&S
- Demonstrate how training will support success

