



ACCUEIL-ONTHAAL 2.0

28/09/2023

**HOW CAN WE WORK
TOGETHER
TO LEVEL UP THE
B2C EXPERIENCE
IN BRUSSELS?**

TOPICS



1. MY TEAM & I



2. CUSTOMER JOURNEY



3. PRIMARY GOAL



4. BRUSSELS IS...



5. AMBITION



6. LET'S WORK TOGETHER!

HELLO!

A few words about my team and I

Benjamin Vella

Manager Visitor Services

Visitor Services

- Team of approx 30 people
- EN, FR, NL, DE, ES, IT, PT, RO, AR, RU and more
- Front desk & remote contacts
- B2C products: brochures and city maps
- [experience.brussels](#) interactive expo
- Digital touchpoints



REMOTE CONTACTS

7/7, 363 days/year

Goals:

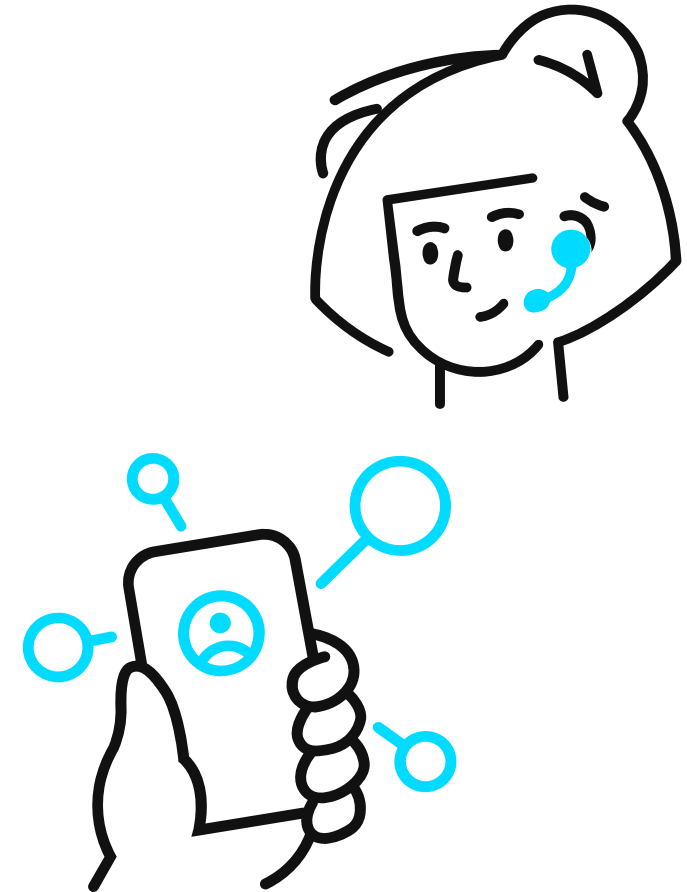
- Diversify our channels
- Reduce response times
- Automate answers to common questions

Today:

- Telephone line
- Instant chat on Facebook – Messenger – Instagram
- Instant chat on our web portal
- Mail & email

Tomorrow:

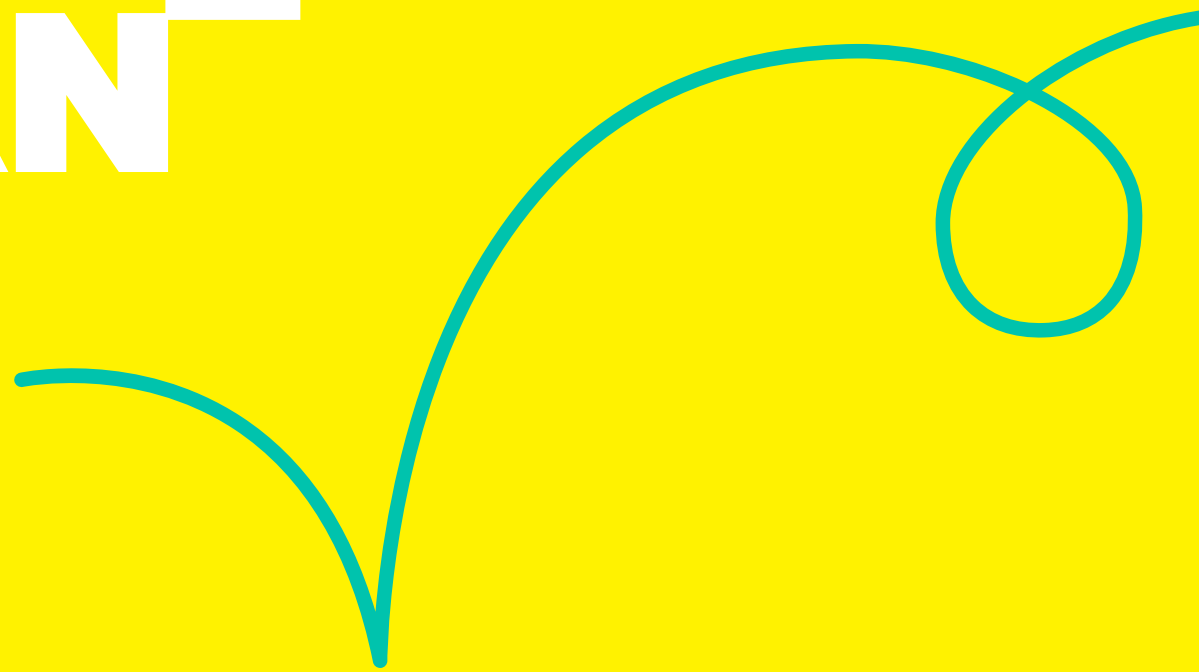
- Improve our Google pages
- Add WhatsApp to our B2C channels
- Set up our own Chatbot



02

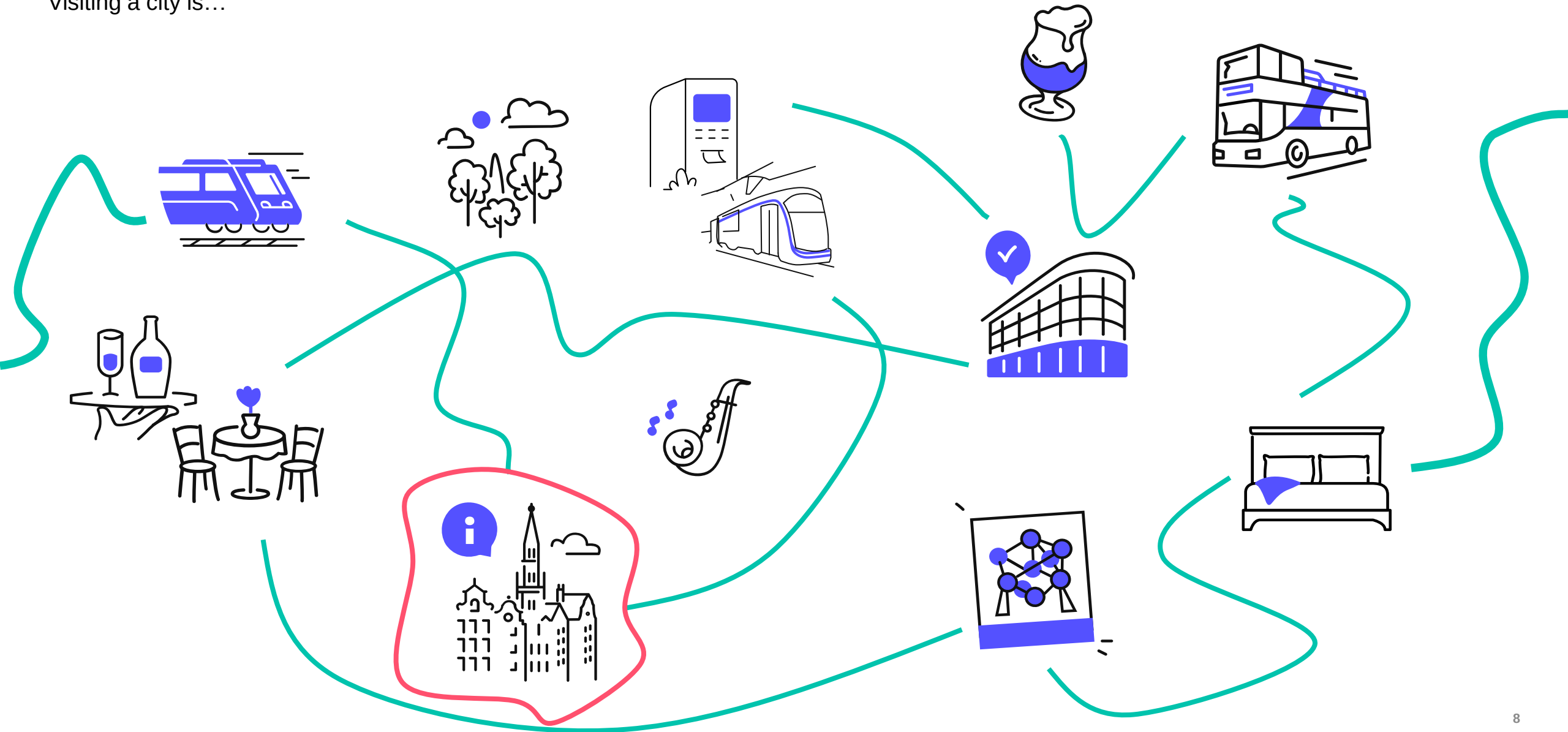
Customer

JOURNEY



CUSTOMER JOURNEY

Visiting a city is...



CUSTOMER JOURNEY

Visitors' needs



Where do I need to **FEEL WELCOME?**

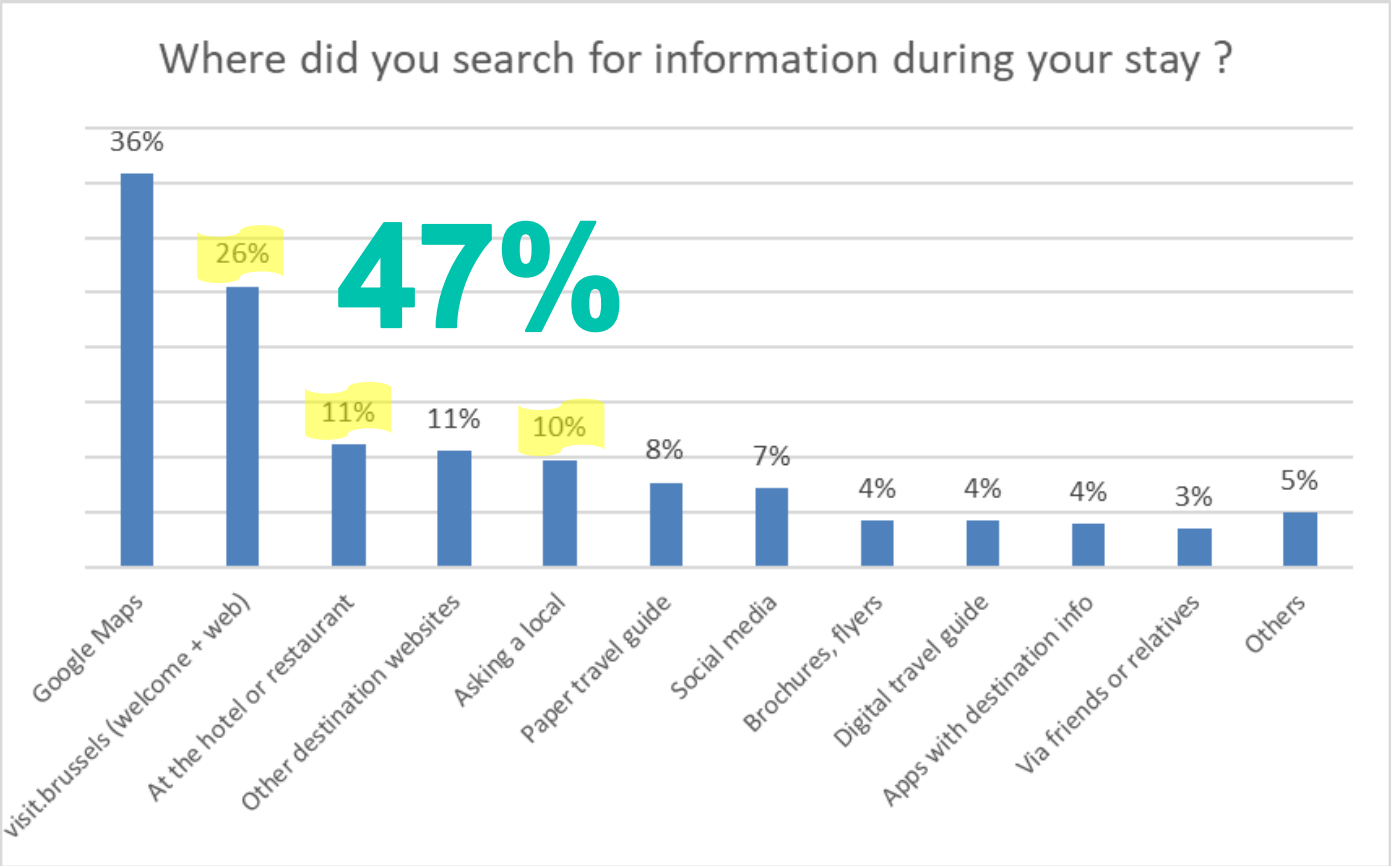
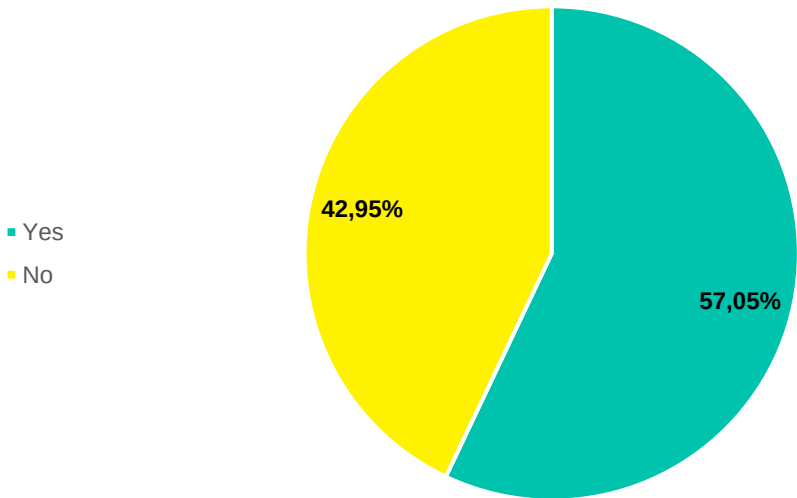
Where do I need to be well **INFORMED?**

Who should I ask for **INSPIRATION** or **ADVICE?**

Where should I **GET A MAP OR A GUIDE**, or **BUY NICE SOUVENIRS?**

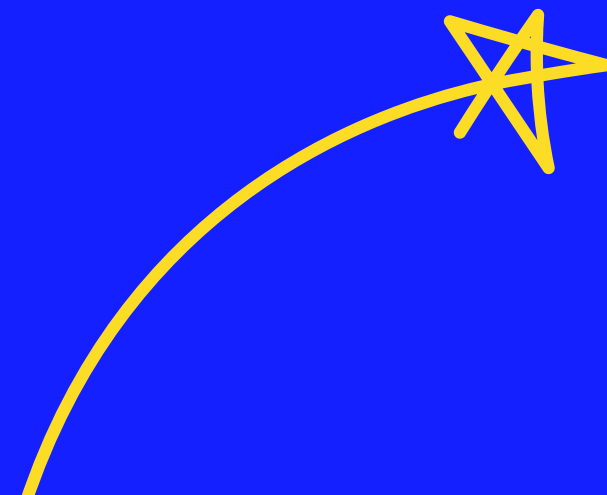
INFORMATION DURING YOUR STAY

Did you search for information during your stay?



03

Primary **AL**
GO



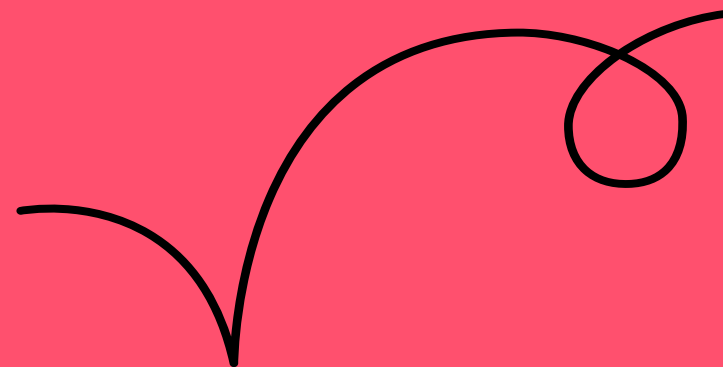
PRIMARY GOAL

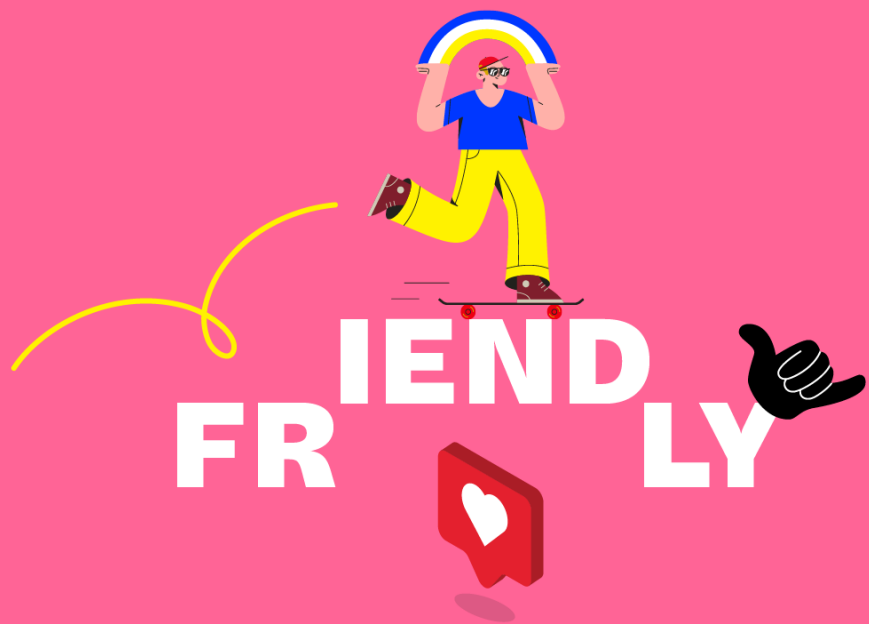
visit.brussels makes its expertise available to the wider public by increasing the number of **touch points that offer quality tourist advice** throughout the entire customer journey

04

**BRU ELS
SS**

IS

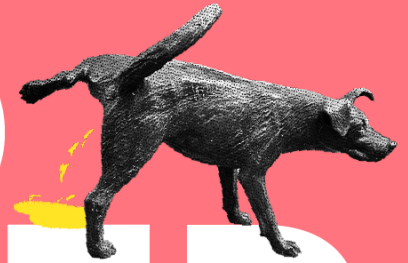






Brussels

OPEN-MINDED





2.500 restaurants
14 Michelin-starred chefs



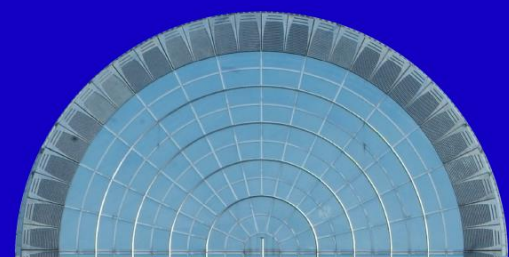


21.000 cultural events per year



120

SEUMS
MU

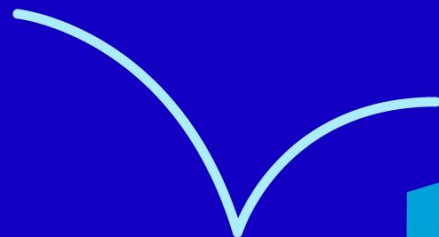


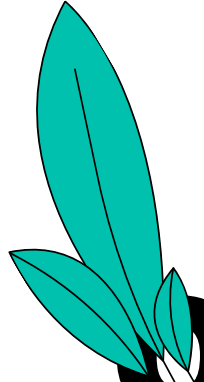
EURO



Brussels

PEAN



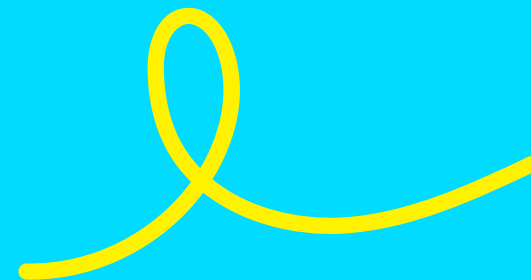


A VARIETY OF ATMOSPHERE-RICH NEIGHBORHOODS



05

AMBIITION



MORE NIGHTS THANKS TO LONGER STAYS





DECENTRALISE

DIGITAL TOUCHPOINTS

With our partner i-Logics

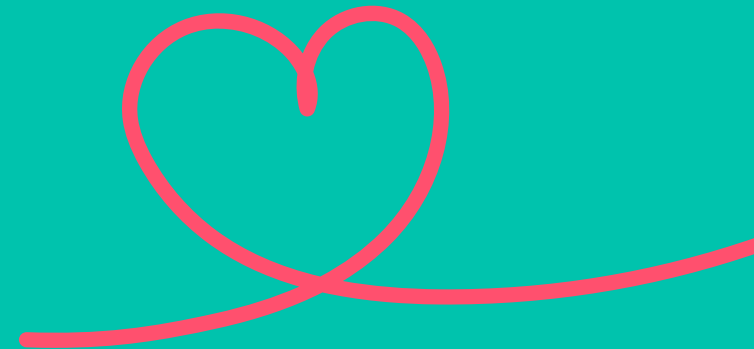
Around **60** interactive terminals
in hotels, museums and venues



06

Let's work

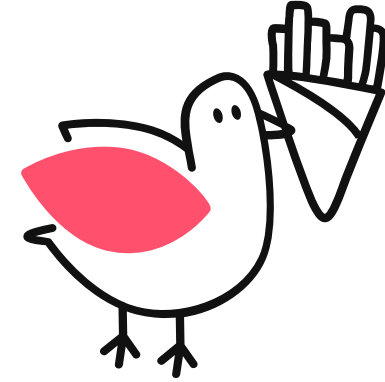
**TOG ER
ETH**



What's in it for me Partenaires
(en attente réponse LR – contactée en MP Teams le 12/09)

INFO POINTS NETWORK

Let's decentralise tourist information



For whom?

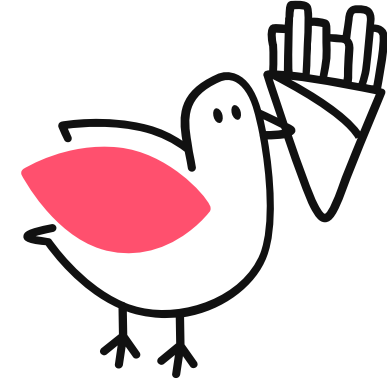
- Leisure and business tourists
- Residents

With whom?

- **You**, or partners' front desk staff
- Along the customer journey: main entry points of the destination (airport, railway station), transportation, accommodation, catering, attractions, museums, venues, event organisers, ...

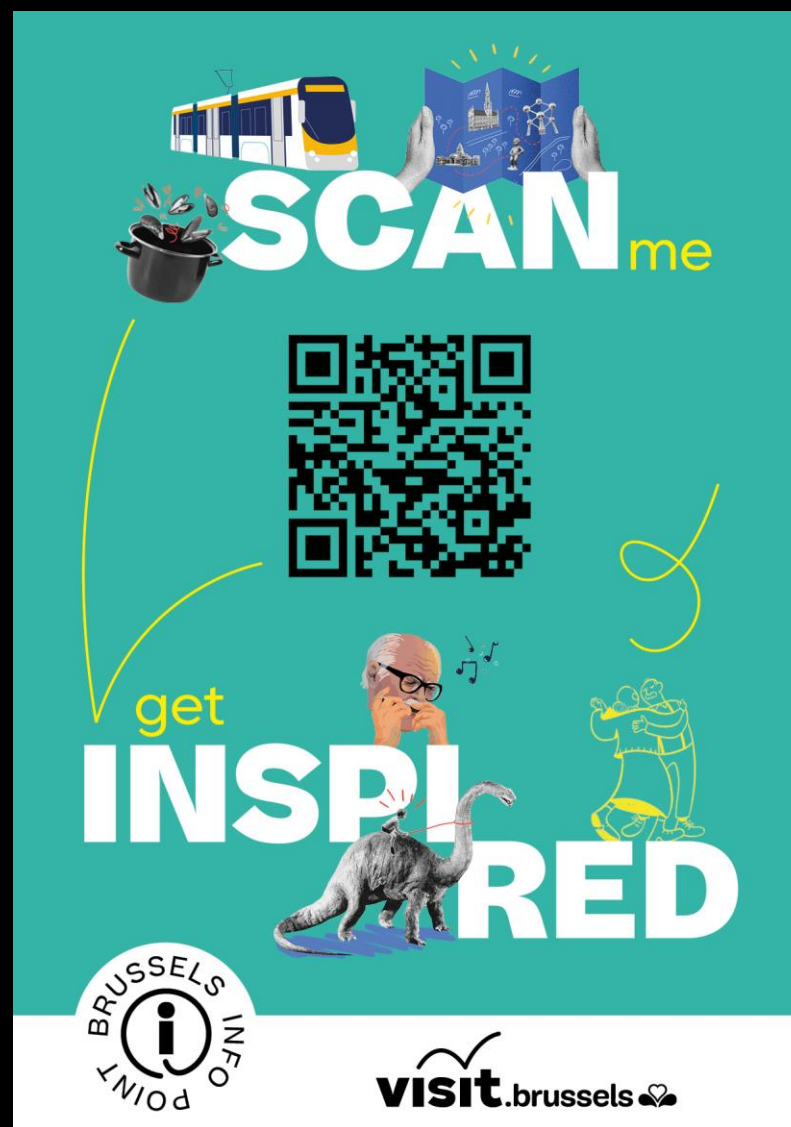
INFO POINTS NETWORK

Let's decentralise tourist information

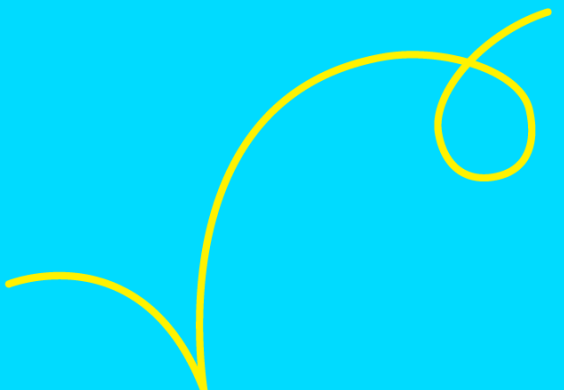


How?

- By giving you direct access to qualitative, verified and up-to-date information (online platform)
- By giving you the opportunity to sell our B2C products (with a profit margin)
- By training front desk staff (on-site visits, lectures, webinars...)
- By creating a QR-code for your guests



THANK
YOU

A yellow decorative swirl or flourish that starts near the top right of the word 'THANK' and curves upwards and to the right, ending in a small loop.