

Peggy Amelung Laurenzana

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Dynamic Customer Service Leader

Accomplished executive consistently delivering customer success strategies that exceed expectations

Innovative and results-oriented visionary thinker, with 20+ years of accomplishments, driving exceptional customer services to ensure loyalty, satisfaction, and achieve business objectives. Polished professional with end-to-end process management and operational initiative implementation to transform organizational focus to a customer mindset. Dedicated employee with extensive background in customer service, client contact strategy, training, problem and conflict resolution, and staff leadership and motivation. Culturally-adept and exceptional communicator in English, Spanish, Catalan, German, and Russian, effectively engaging stakeholders and building innovative training programs that enhance efficiency.

Areas of Expertise

- Customer Satisfaction
- Project Management
- KPI Development
- Cross-functional Team Leadership
- Quality Management
- Process Improvement
- Operations Leadership
- Training Program Development
- Leadership Development
- Customer Journey Mapping
- Change Management/ICX Innovation
- Customer Relationship Management

Accomplishments

- Opened the first Bulgari Hotel ever with the opening team, spearheading standards and procedures for the food and beverage section and creating new philosophy and team values. Identified, recruited, hired, and trained previously unskilled staff members to deliver customer services in keeping with the vision and values of the hotel.
- Created concept for middle-sized family-owned hotel business in Switzerland, re-positioned with complete value propositions development, including Public Relations, achieving profitability within one year.
- Consulted with Francis Ford Coppola's Hotels & Resorts, fully designing the service concept as well as creating, implementing, and training a complete CX concept.
- Designed and delivered cutting-edge customer experience training programs in four languages, throughout Europe, boosting one of the hotels in Spain by 150 rankings in less than one year.

Career Experience

Founder/Experience Engineer, Amelung & Partners, Spain/Italy/Germany/Switzerland **2013 – Present**

Collaborate with clients across a range of sectors, especially the hospitality industry, designing customer experience and satisfaction strategies and training. Design modern and stylish CX concepts and guide companies through periods of rapid innovation and change. Drive continuous process improvement and develop Key Performance Indicators. Deliver customer care strategies, cascading the strategy throughout the workforce and partnering with senior leadership teams to transform the customer service at all levels of the organization. Enhance and integrate technological solutions and engage cross-functional teams to

proactively address and reduce complaints. Oversee all aspects of business operations, including client cultivation, financial operations, marketing, and service delivery. Partner with small team, consulting on a full range of issues.

- Created dashboards as well as internal communication tools for effective briefings to help guide optimal customer service decisions.
- Designed instant complaint management tool and processes, with new communication rules that drives much higher customer satisfaction ratings and built return guest.
- Implemented feedback culture and instruments to reduce customer complaints and KPIs to support more efficient operations.

Strategic Advisor, Francis Ford Coppola Hotel & Resorts, Bernalda, Basilicata, Italy
(Short-term Contract)

2012 – 2012

Led strategic planning, establishing the tone for customer service throughout the organization with complex, fast-paced customer service operations. Spearheaded efforts to enhance customer experience, engaging stakeholders to collaboratively create customer-focused approaches. Liaised with interdisciplinary teams at all levels of the organization, building strong relationships to improve service quality.

- Designed all Standard Operational Procedures.
- Trained opening team in service excellence topics and standards.
- Successfully oversaw transition of the clubs from private to public.

Additional Experience:

Bulgari Hotels & Resorts, Milan, Italy, F&B Assistant Manager, 2004 - 2006. *OPENING*

The Ritz-Carlton Company LLC, Greater New York City, NY, USA, Assistant General Manager Atelier, 2001 - 2003. *OPENING*

Regent Wall Street, New York, NY, USA, Room Service Manager, 1999 - 2001. *OPENING*

Regent Hotels & Resorts, Greater New York City, NY, USA, Front Office/Concierge, 1999 - 2000. *OPENING*

Restaurant Gogärtchen, Sylt, Germany, Restaurant Operations Manager, 1998 – 1999.

Hotel Breitenfelder, Hof, Germany, Greater Leipzig Area, Germany, Quality Manager, 1995 – 1997.

Education

BA, Economics and Tourism Management, 1999

Hotel School, Leipzig

Professional Development

German Speaking Association Mentoring Program, 2020/2021

Masters of Sales Program 2.0, Online Marketing

Bestseller Verlag, 2018/2019

Management Training, Trump International Hotel and Towner, New York, NY, USA, 1999

Affiliations

German Speakers Association