



Sales Philosophy Committee

Tracks our sales philosophy objectives

Monitoring of Sales Philosophy



Monthly
60 minutes

Meeting minutes



Service Forum in the Cinema

Listen to the guest

Mystery Shopper, Customer Satisfaction Tracking, Operative Audits and Customer Complaints



Monthly
60 min

Action Plan



Regional Service Forum

Share best practices of the region's Cinemas

Best practices, service cases and Customer Complaints



Bimonthly
60 min

Meeting minutes



National Service Forum

Implement the best practices shared

Service Metrics and PopCorn results, implemented best practices shared in Sales Circles and Cinema Service Forums



Semi-annually

Corporate Service Committee



Sales Circle

Boost weekly results of the Cinema

Cost of sales, per cap, revenues and attendees



Weekly
40 min

Action Plan



Take 1

Define daily goals per area

Daily objectives per area



Daily
5 min

Logs