

IN new initiatives

NOT RESTING ON OUR LAURELS

We know that succeeding in the competitive convention arena means delivering ever-greater service to our customers. At MCCA, we're investing in new initiatives to ensure that convention planners and attendees enjoy informative and productive events. Before AIIM/OnDemand came to the BCEC with a record 425 exhibitors, Operation Outreach went into effect. In the months preceding the show, every exhibitor was contacted directly by an MCCA Exhibitor Services team member to review their specific needs. We were able to streamline requests, help exhibitors take advantage of the unique features of the BCEC, and bring our customer service performance to an even higher level.

GETTING HERE FROM THERE

To help show planners manage attendee transportation between the BCEC and Boston hotels, the MCCA launched Boston Convention Transportation Services (BCTS). With BCTS, the MCCA can handle a convention's transportation needs from the time attendees arrive or land at Logan Airport until the time they depart. Drawing on our experience in passenger transportation in the Boston area, BCTS streamlines communication and coordinates last-minute changes in routing and operational challenges due to emergencies, construction, and other unforeseen incidents that could impact attendee transportation.

Guest Services Associates clocked more than 11,000 hours welcoming our conventioners into our facilities.

QUESTIONS? LOOK FOR A RED BLAZER

Convention attendees at the BCEC are greeted by friendly, helpful Guest Services Associates sporting colorful red blazers. Helping to ensure that each attendee's experience at the BCEC is a positive one, our Associates provide directions to meeting rooms, Exhibition Halls, the food court, Business Center, ATMs, and other building amenities. And when business is done for the day, these experienced Bostonians direct attendees to local restaurants, sights, and shops.

TAXI REWARDS TAKE OFF

Taxi drivers who get high marks for courtesy, clean cabs, and first-rate knowledge of city streets from passengers leaving the BCEC are now eligible for a monthly drawing with two \$500 prizes. It's part of the Advantage Boston Taxi Rewards program, designed to encourage greater cab driver hospitality and reward those who deliver superb customer service.



Operation Outreach takes a **proactive** approach in making sure our exhibitors have the resources they need for a successful event.

