

# SWISS SNOW LEAGUE

## BACKGROUND

For years, the number of children's tests carried out in Swiss Snow Sports Schools has been declining. While the standardized and internationally acknowledged bronze, silver, and gold tests were eking out a meager existence, with many Snow Sports Schools not even carrying them out anymore, the share of the Snow Sports Schools' individual tests increased in comparison to the total market.

This testing chaos meant that the Swiss Snow Sports School's brand became unnecessarily diluted, damaging the corporate image. Potential customers, especially kids and juniors, were confused and were often reluctant to join the Snow Sports School due to the lack of exciting and challenging courses and products.

## VISION

In order to guarantee the high quality of its members' services, the Association launched a customer relationship management program called "SWISS SNOW LEAGUE".

The Swiss Snow League concept aims at creating standardized teaching programs and products for the courses offered by the Snow Sports Schools across all snow sports disciplines. In doing so, it follows the philosophy of the core teaching and learning book "Schneesport Schweiz" 1998 ("Snow Sports Switzerland" 1998) and the special teaching and learning books "SKI" and "SNOWBOARD" (2000). The "SWISS SNOW LEAGUE" brand and company logo are protected and registered as trademarks, which should strengthen the market position and ensure lasting customer loyalty to the Swiss Snow Sports Schools.

## MISSION

Our mission is to familiarize our customers, primarily families with children and juniors, with the possibilities of snow sports through exciting teaching programs and products designed especially for them.

For their training and continued development, the snow sports instructors are provided with useful teaching aids, such as pocket editions of our teaching books and videos. This serves to guarantee that our teaching programs are standardized across all Schools.

Each League corresponds to the color of the ski runs and has separate aims to be achieved in alpine skiing and snowboarding.

Unlike the former testing system, the focus now lies not on the performance during the test alone, but on the individual skills and personal progress observed and evaluated throughout the course.

Depending on their individual skills and aptitude, customers can join the League at any learning stage. Moreover, it is very easy to change from one discipline to another to advance to bronze, silver, or gold level, to finally attain the status of "Snow Crack".

The level reached is recorded in each kid's personal booklet and they get a sticker on their personal League pass (which is in credit card format). Furthermore, kids can obtain an official badge of the corresponding color from the Snow Sports School.

## VALUE

We ensure that customers can identify strongly with our brand by offering programs and products covering all snow sports disciplines.

Simpler and more transparent teaching programs and structures for ski and snowboard lessons give us a sound basis for generating confidence and credibility, which in turn lead to higher customer loyalty.

In addition to the "SWISS SNOW LEAGUE" products that are included in the course price, we also provide personal value added.

In Swiss Snow Sports Schools, the structures of the "SWISS SNOW LEAGUE" help our customers get their bearings and identify the most appropriate course category for them. Furthermore, these structures are the perfect quality assurance and management tool for snow sports instructors.

And finally, the customers' address details can be fed into a customer database and used for better customer communication. This means that targeted marketing strategies can be successfully realized.

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