

WELCOME HOST GOLD

Welcome Host Gold aims to help organisations provide excellent service to all their customers.

LEARNING OUTCOMES

The objectives of this training programme are to help participants to:

- identify what their organisation and the area in which they work have to offer customers
- understand who their customers are and what they need and expect
- meet, manage and, whenever possible, exceed customer expectations
- appreciate the key elements of excellent customer service
- work with their colleagues to deliver excellent service on a consistent basis
- communicate and connect with customers
- act as an ambassador for their organisation and help gain more business
- deal effectively with difficult situations
- take action to improve the service they deliver to customers.

OUTLINE CONTENT

1. WELCOME

- The customer experience
- Why are we here?
- Activity: What do you want to achieve?
- Activity: Your experience as a customer
- Activity: How does England compare?
- Just doing your job versus delivering exceptional service
- Activity: Who benefits from service excellence

2. OFFER

- Attracting customers
- Activity: Your unique selling points
- Promoting your local area
- Activity: What attracts visitors to this area?
- Product and destination knowledge
- Activity: Responding to requests



3. UNDERSTAND

- Knowing your customers
- Activity: Who are your customers?
- Meeting, managing and exceeding customer expectations
- Activity: Identifying needs and expectations
- Activity: Managing expectations
- Changing expectations
- Activity: Looking to the future
- The customer experience
- Activity: The customer journey
- Customer loyalty
- Activity: The lifetime value of a customer
- Gaining a competitive edge
- Activity: Your competitors

4. DELIVER

- Service excellence
- Activity: An excellent customer experience
- Customer service opportunities
- First impressions count
- Activity: Making a positive impression
- It's your choice
- Activity: Engaging with and inspiring your customers
- External and internal customers
- Activity: The internal customer web
- Working as an effective team
- Customer focused teams
- A great experience for everyone
- Activity: Adopting a positive approach
- Activity: Welcoming all customers
- Policies, procedures and standards

5. CONNECT

- Communication matters
- The communication process
- Activity: Choosing words to inspire confidence
- Building trust
- It's not what you say, it's the way you say it
- Activity: Positive body language
- Activity: Are you a good listener?
- Becoming a better listener
- Activity: Asking questions
- Telephone calls from customers
- Activity: Professional telephone conversations
- Communicating in writing
- The power of social media
- Wowing the customer
- Activity: Creating the wow factor

6. CHALLENGE

- Activity: Dealing with difficult situations
- Customer dissatisfaction
- Activity: How do you react?
- Activity: Handling a complaint
- Resolving complaints
- Receiving feedback from customers
- Activity: Customer feedback
- Learning from feedback

7. PROMOTE

- Options for boosting business
- Activity: Encouraging repeat business
- Acting as an ambassador
- Activity: Building your brand
- Sales success
- Activity: Sell it to me
- Features, advantages and benefits
- Using effective sales techniques
- Activity: Link, cross and up selling

8. EXCEL

- Making it memorable
- Now it's up to you