

Welcoming *Our* World



FREE CUSTOMER SERVICE PROGRAMME

Bournemouth & Poole
Winter/Spring 2010

A world class welcome
Training for tourism and hospitality

Based on



Includes:

- Welcome Host
- Welcome International
- Welcome All
- Welcome Line
- Welcome Host Plus

Tel: 01202 451151



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WelcomingOurWorld

FREE Customer Service Training

Here in Bournemouth and Poole customer service training is being offered free to local businesses with less than 50 staff.

Yes, as a business or organisation engaged in welcoming and serving guests, customers or visitors you can nominate staff including volunteers, managers or even yourself for this 4-day Level 2 Certificate in Customer Service.

As we prepare for 2012, Bournemouth and Poole Partnerships are sponsoring 150 candidates for what is widely considered the best customer service training that's currently available.

This investment is part of the drive for world class customer service and aims to create a beacon of excellence right here in Dorset.

Whether you see yourself as part of the 2012 experience or simply wish to ensure your customer service skills are keeping pace with expectations, this 4-day training package is here for you.

Who is behind this?

The Bournemouth 2026 Partnership and Bournemouth and Poole Local Area Agreement have pledged to ensure the area and its individuals stand out for their warmth of welcome. Working together they aim to optimise skills and create a winning environment. Training is organised by Dorset New Forest Tourism Partnership.

Why should you take part?

As we approach 2012 we can expect an increase in profile for the area. Currently Britain ranks 17 out of 34 in the world for its warmth of welcome. We will need to do better! Initiatives like this are taking place in 2012 hotspots all over the country.

Who can take part?

Any Bournemouth and Poole business with less than 50 staff can take part. However this qualification and training is particularly relevant to those in the tourism and hospitality sectors. Transport and activity providers, attractions, hotels, B&B, entertainment centres, cafes, bars & restaurants, tourism related shops - all are welcome. Anyone who deals with customers - from head honcho through to the newest member of the team can take part.

Do you qualify for fast-track?

If you've done any kind of Welcome to Excellence training since April 2007 you could qualify for fast-track. Fast-track means you won't have to repeat the units you've already done.

Level 2 Certificate in Customer Service

NCFE Accredited

The NCFE Level 2 Certificate in Customer Service for Hospitality Leisure, Travel and Tourism is the ideal qualification for anyone wishing to achieve a well rounded, professional and consistent approach to customer service.

Based on the well established Welcome to Excellence Customer Service Programme, each of the five units that make up this qualification tackles a different aspect of customer service.

Aims of the Programme

To achieve a nationally recognised and accredited qualification widely acknowledged as the benchmark for customer service.

Five units - just four days

This Certificate in Customer Service consists of five key units and is achieved in just four days.

Course content

Units 1 Welcome Host	1 day
Units 2 Welcome All	1 day
Units 3 Welcome International	1 day
Units 4 Welcome Line	1 day
Units 5 Welcome Host Plus	1 day

For details of each unit please see pages 3 and 4.

Entry Requirements

There are no prior learning requirements for this qualification, however participants would benefit from holding a Level 1 qualification or equivalent.

Course Style

Three days learning and one guided workshop session. Inspired presentation style, group discussion and individual action planning. Every unit has a workbook which should be completed and handed in at the end of each session.

All units must be completed to qualify for certificate and funding. In-house courses can be arranged.

Delivered/Accredited by:

Awarding body NCFE. Accredited by QCA
Delivered by the Regional Tourist Boards and Bournemouth and Poole College.

To register for any of these training courses contact WelcomingOurWorld

t 01202 451151

e dnftp@bournemouth.gov.uk

w www.dorsetnewforest.org

Welcome Host (Unit 1)



Bournemouth:

19 Jan, 23 Feb

Poole:

28 Jan, 4 Mar

9.30am - 4.30pm

Welcome Host aims to help participants understand the industry and their role within it. They can expect to learn new customer service and communication skills, to deal effectively with difficult situations and ultimately win repeat business.

Content

Understanding your customers

- the customer experience
- identifying needs and expectations

Delivering excellent customer service

- how to make a great first impression
- trends in customer service
- key elements of customer service

Successful communication

- verbal and written communication
- body language and listening skills
- communicating by telephone

Providing information and advice

- presenting information
- sharing local information

Meeting specific needs

- providing accessible service
- language and cultural differences
- different age - different needs

Dealing with difficult situations

- causes of dissatisfaction
- handling complaints effectively
- reading customer reactions

Dealing with difficult situations

- causes of dissatisfaction
- resolving problems
- handling complaints effectively

'My employees feel more valued and more motivated to please our customers. This gives my company more chance they will return to stay with us' - Small Hotel

Welcome All (Unit 2)



Bournemouth:

26 Jan, 2 Mar

Poole:

4 Feb, 11 March

9.30am - 4.30pm

Welcome All examines the problems associated with mobility and sensory disabilities and gives practical advice and cost-effective ideas to enhance service quality for customers with disabilities and specific needs.

Content

Introduction

- attitudes and behaviour
- personal objectives
- why accessibility matters
- accessibility means business
- legal requirements

A positive approach

- everyone has feelings
- visible and invisible disabilities
- removing barriers

Effective communication

- deaf and hearing impaired customers
- visually impaired customers
- customers with learning disabilities
- speech impediments

Improving accessibility - practical tips

- helping wheelchair users
- accessible food and drink facilities
- accessible accommodation & attractions
- accessible transport services

The Disability Discrimination Act

- knowing your responsibilities

National Accessible Scheme

'I felt this course was going to the core of what we do. It was also local and easy to get to' - Self-Catering Accommodation

**New Year/Spring dates also available.
Please call for dates**

Welcome International (Unit 3)



Bournemouth:

2 Feb, 9 March

Poole:

21 Jan, 25 Feb

9.30am - 4.30pm

Welcome International helps participants to understand the expectations and needs of customers from different cultural, ethnic and linguistic backgrounds helping to provide a world class welcome to visitors from key international markets.

Content

Introduction

- importance of overseas visitors to the economy

International tourism Industry

- inbound tourism - key factors
- where do our overseas visitors come from
- the Olympics: Hosting the World

Welcoming the world

- understanding overseas visitors
- key markets - key cultural facts and expectations
- travelling to the UK - information about routes

Winning words

- who speaks what language
- tips and guidelines - greeting and giving directions
- how to improve language skills

Effective communications

- face to face communication - tips
- resolving difficult situations
- communicating with overseas visitors

Identifying cultural expectations

- cultural awareness
- world religions
- working in a multi-cultural team

A world class service

- providing practical assistance
- international business visitors
- attracting more overseas visitors

'It's helped me on a communication level and given me some useful tips. I now have some options on greetings in other languages' - Taxi Driver

Published November 2009. All details correct at time of going to press, please call to confirm details

Welcome Line Welcome Host Plus (Unit 4&5)



Bournemouth:

11 Feb, 25 Mar, 30 Mar

Poole:

24 Feb, 18 Mar

9.30am - 4.30pm

By now participants will have a solid understanding of what it takes to create a positive customer experience along with knowledge and tips for dealing with challenging situations. All the top-up information now needed to complete this qualification has been condensed into this one-day workshop.

Welcome Line (Unit 4)

Welcome Line helps participants to communicate effectively on the telephone and via email and to acquire the skills needed to convert enquiries into sales.

- create a position impression
- improve communications skills
- handle enquiries
- up-sell and on-sell
- turning around difficult situations

Welcome Host Plus (Unit 5)

Welcome Host Plus builds on the skills already developed through this programme and provides the know-how to influence customer service provision and become a true Customer Service Champion.

- winning and keeping customers
- understanding customers and the competition
- turning negatives into positives
- effective service recovery procedures
- building a winning team
- converting enquiries into sales

'My hotel is benefiting generally from happy, motivated staff' - Hotel

'Customer Service has definitely improved. I don't have any figures for it, but I can see it' - Tour Operator



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