

GLASGOW WELCOMES DELIVERING SERVICE EXCELLENCE

Taking the Customer Experience to a New Level

A visitor's experience in our city doesn't just rely on one company or organisation. To deliver a truly memorable experience, we need to make sure that all touch points of their journey are aligned with each other and around our core values as a city. This includes hotels and transport, attractions and retail, wining & dining, and cultural venues. Now with the Glasgow 2014 Commonwealth Games on the horizon, it's particularly important that as a city we concentrate our efforts on delivering excellent service to make the most of this opportunity.

The Glasgow Tourism Service Initiative is delighted to offer **Glasgow Welcomes**, a brand new customer service programme developed in partnership with our local businesses. Glasgow Welcomes encourages participants to think about customer service in a new way. One that delivers fantastic experiences through its people. Ultimately the workshops are dependent on action and every participant will leave with a set of actions that they will complete, to go from great service to even better.

The 1 day programme, **Delivering Service Excellence**, is aimed at **team members** of all tourism-related businesses and organisations. Open course dates are available on our website www.glasgow servicewithstyle.com

Open course places are subsidised and cost only £25 per delegate for the 1 day programme, to include lunch, refreshments & certificate.

Delivering Service Excellence – 1 Day Schedule, 9am - 4.30pm

Session 1	Introductions & expectations	Tourism in Glasgow - your role as an Ambassador.
Session 2	Service Excellence - what is it? How can you deliver it?	Understanding different types of customers; identifying ways to deliver outstanding service. Understanding the fragility of the customer experience through moments of truth. Pledges.
	Break	
Session 3	Choosing a Positive Attitude	Understanding the relationship between feeling good at work and influencing others (colleagues and customers) to feel happy and enthusiastic, and encouraging good teamwork. Pledges.
	Lunch	
Session 4	Encouraging Customer Feedback	Importance of feedback and the "Be a PLEASER" strategy. Dealing with challenging customers. Pledges.
	Break	
Session 5	Continuous Improvement - taking service delivery to the next level	Working on the Disney principles of Setting, People and Processes to support the "orchestration" of the experience. Pledges.
	Round up and Feedback	

This programme is also ideal for delivering in-house, through your own trainers or through a licensed trainer. An in-house trainer training programme is available for this 1 day course.

For further information and to book contact glasgowwelcomes@glasgow servicewithstyle.com