

GLASGOW WELCOMES LEADING 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 2 day programme, **Leading Service Excellence**, is aimed at **heads of departments, team leaders, and supervisors**, helping them to inspire their teams to deliver exceptional customer service. Ideally, participants should have **responsibility for several team members, and have within their remit a key responsibility for managing the customer service function.**

Open course dates are available on our website www.glasgow servicewithstyle.com

Open course places are subsidised and cost only £60 per delegate for the 2 day programme, to include lunch, refreshments & certificate.

Leading Service Excellence – 2 Day Schedule, 9.30am - 4.15pm

Session 1	Tourism in Glasgow & Scotland	Our role as Ambassadors.
Session 2	Excellent Leadership	Identifying traits of an excellent leader; Management vs Leadership; Development of strengths and managing weaknesses; Leadership Styles; Action Centred Leadership.
Session 3	The Customer Promise	What is it? Why have one? What is your customer promise? How do you create a customer promise? The importance of matching a customer promise to your target market. What is the USP of your organisation? Measuring customer service.
Session 4	Mapping the Customer Experience	What it means to be customer focused; 3 ring model – material vs. personal WOWs; Mapping the journey; Moments of truth along the journey; Maximising these moments of truth
Session 5	Creating "The Place to Be The Place To Be"	Why should I work for you? Why service matters – the loyalty profit chain; Examples of Scottish cultural excellence; Measuring staff satisfaction; The importance of managing change.
Session 6	Leadership Tools & Skills	Gathering, understanding and using feedback; Recruitment; Networking and collaboration; Training; Managing complaints /feedback; Creating innovation; Reward/recognition.
Session 7	Action Planning for Continuous Improvement	Personal Action Plans & Pledges

This programme is also ideal for delivering in-house through a licensed trainer. Alternatively, an in-house trainer training programme is available for this 2 day course.

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