

GLASGOW WELCOMES DELIVERING SERVICE EXCELLENCE

Trainer Training Programme

Taking the Customer Experience to a New Level

The Glasgow Tourism Service Initiative is delighted to offer **Glasgow Welcomes**, a brand new customer service programme developed in partnership with our local tourism & hospitality businesses. This high profile city-wide programme focuses on delivering experiences rather than just products, and through a series of exercises, discussions, insights and specific tools, 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 leaves with a set of actions that they will complete, to go from great service to even better.

The Programme is delivered at two levels. **Delivering Service Excellence** is a 1 day programme aimed at team members. The 2 day **Leading Service Excellence** is for heads of department, team leaders, and supervisors.

The Glasgow Welcomes Trainer Training Programme presents a cost effective and flexible option to enable you to gain a licence to deliver the **1 day Delivering Service Excellence programme in-house to your own team members**, helping to inspire them to deliver exceptional customer service. **Please note that this licence does not include delivery on a commercial basis.**

Who can attend these workshops?

The workshops have been designed for qualified and experienced trainers who have been selected by their companies to be developed to deliver this programme. Trainer criteria have been developed to ensure the quality and consistency of delivery throughout the city.

What are the benefits of being a Glasgow Welcomes Trainer?

Trainers will become more confident and enthusiastic about customer service training; through ongoing coaching and support they will develop new skills and learn how to take it to a new and higher level; as a result team members will be more motivated, leading to increased levels of sales, referrals, and repeat business.

What does the training consist of?

The Trainer Training is held over 2 separate days. Day 1 will include discussions on the content of the Delivering Service Excellence programme. Participants will also look at the required trainer skills to help them for their practice training delivery sessions on Day 2, when they will receive constructive feedback. Trainers are required to attend both days. (It is ideal but not obligatory to attend the 1 day Delivering Service Excellence Programme prior to the Trainer Training Programme.) Training will be followed by ongoing support from the Training Facilitator, with regular networking/update sessions and online group activity with fellow trainers throughout the city, to share best practice, hints & tips. All training materials are included, with no further cost for delegate packs.

When and where are the Trainer Workshops being held?

If workshops are in-house, then usually your business's training facilities will be used for the two training days, which can be arranged at dates to suit. Workshops are limited to 5 or 6 delegates per course, due to their participative nature.

How much does it cost?

For a limited period companies may be eligible for support for this programme. Please enquire for further details to glasgowwelcomes@glasgowwithstyle.com

www.glasgowwithstyle.com

GLASGOW WELCOMES DELIVERING SERVICE EXCELLENCE –TRAINER CRITERIA

To be considered to become a licensed trainer to deliver this 1 day programme in-house, applicants must meet the following criteria and provide evidence to support:

- **A training delivery & facilitation qualification, e.g. Group Training Certificate or equivalent;**
- **Experience of running customer care training seminars;**
- **Management experience in the hospitality/tourism industry.**

In addition to the above evidence, a CV should be enclosed to support the application, which should be emailed to:

[Stella Callaghan, Project Manager - Glasgow Tourism Service Initiative](#)

email: stella.callaghan@visitscotland.com **Tel:** 0141 566 4031.

Assessment Process

The trainer training process follows three key steps:

Selection:

This will be based on your CV, experience and qualifications.

Development:

There will be assisted support regarding the Delivering Service Excellence materials and philosophy. “Trainee” trainers will be coached by an existing experienced Glasgow Welcomes trainer.

Assessment:

Trainers are asked to facilitate an example of “real time” delivery of part of the training programme, in front of their peer group. This will be assessed by the Glasgow Welcomes Training Facilitator and a representative from Scottish Enterprise.

Successful individuals will become Glasgow Welcomes - Delivering Service Excellence trainers after signing a licence agreement. This will licence newly qualified trainers to run seminars in-company only, on a non-commercial basis.

Assessment Criteria

Each trainer will be assessed on achievement of the following competencies:

Facilitation Skills	Delivery Skills
• use of questions	• understanding workshop content
• use of equipment	• stating purpose of learning units
• group coaching	• provision of concrete examples
• debriefing	• logical flow
• involvement of participants in learning	• demonstrate confidence
• establishing rapport	• use of clear, concise language
• demonstration of listening and empathy skills	• emphasis of key learning points