



# Customer Service Training





## WorldHost – for a welcome that WOWS!

If your business deals with people, making a great impression is vital. Research shows that it costs five times more to attract a new customer than it does to keep an existing one, so excellent service can make the difference between your business surviving and thriving.

We want to transform Northern Ireland's welcome, so you can be proud of the service you offer and watch your business grow. That's why we introduced WorldHost training to the nation!

WorldHost programmes are modern, interactive and energetic and will really help your people learn and remember the basic principles of great customer service. Using a mixture of activities, DVD and CD scenarios and discussions, we'll give your staff all the skills they need to make your business stand out from the competition.



### WorldHost is:

- **Flexible** – We can adapt the programmes for your business and can even train your own people to deliver it
- **Dynamic** – Monotonous classroom learning isn't our thing; our sessions are lively, active and help your people put their training into practice
- **Quality assured** – All our trainers are assessed on their ability to deliver fantastic training
- **Accredited** – Your staff can gain nationally-recognised qualifications through WorldHost
- **Successful** – Over a million people have been WorldHost trained worldwide, including over 17,000 in Northern Ireland
- **Recognised** – WorldHost was awarded the 2012 Inspire Mark for its role in creating a legacy from the London Games
- **Endorsed** – Our programmes are supported by Tourism Northern Ireland, VisitEngland, VisitScotland and Visit Wales





## Examples of Businesses using WorldHost:



Ulster Stores Ltd



## Testimonials

“We’re already reaping the benefits both in terms of additional sales and increased basket size, as well as having a more energised staff team.”

**Helen Houston, Human Resources Manager, Ulster Stores Ltd**

“WorldHost has increased the confidence and capabilities of our staff throughout the whole organisation. Our whole team delivers better service and each person understands the crucial role they play in welcoming our visitors – and getting them to return.”

**Jennifer McKeever, Director, Airporter**

“Belleek Pottery Visitor Centre welcomes thousands of international visitors annually to our visitor centre. WorldHost has provided our guides with the tools they need to significantly enhance the visitor experience through excellent customer service.”

**Patricia McCauley, Visitor Centre Manager, Belleek Pottery Visitor Centre**

“At Titanic Belfast we recognise that our staff are the key to creating memorable experiences for all of our guests, which is why we use Worldhost – it really helps set us apart.”

**Judith Owens, Director of Operations, Titanic Belfast**

“Training has helped break down communication barriers within teams and between teams.”

**Caroline McComb, Director, McComb's Coach Travel**

“The Giant's Causeway and Carrick-a-Rede Rope bridge receive numerous compliments on a daily basis from many of the visitors to both sites. Having the WorldHost training has enabled the team to always maintain a sharp customer focus and to be proactive in understanding and meeting the visitor's needs.”

**Sinéad Kelly, Visitor Services Manager, National Trust**

“Our staff felt the course was both enjoyable and motivational and they took back many ideas to stores to share and implement practically with team members.”

**Mairead McCusker, Area Manager, Argento**



## Our programmes

Choose from our range of customer service programmes to build the package that's right for your business. Each programme comes with ready-made training materials, as well as official WorldHost pin badges and certificates for your staff to keep once their training is complete.

### Principles of Customer Service (One day)

Train your front-line staff to deliver a great experience that will keep your customers returning.

#### Course content includes:

- Making an excellent first impression
- Remembering and using names
- Listening, communication and empathising skills
- Going the extra mile

#### Qualification:

This programme is linked to a Level 2 Award in the Principles of Customer Service in Retail or Hospitality, Leisure, Travel and Tourism.

### Service Across Cultures (Half-day)

Give your staff the skills to communicate effectively with customers from different cultures and backgrounds.

#### Course content includes:

- The importance of overseas customers
- How to avoid making assumptions about other cultures
- Communicating through language barriers
- Becoming a 'people to people ambassador'

#### Qualification:

This programme is linked to a Level 2 Award in Cultural Awareness for Customer Service in Hospitality, Leisure, Travel and Tourism.

### Customers With Disabilities (Half-day)

Give your staff the knowledge and confidence to provide a warm welcome for customers with disabilities, and become a business of choice for this important market.

#### Course content includes:

- Appropriate words and phrases to use with disabled customers
- Common disabilities and how to offer assistance
- Misconceptions and biases when serving customers who need support
- Why disabled customers are such an important market

#### Qualification:

This programme is linked to a Level 2 Award in Meeting the Requirements of Customers with Specific Needs in Hospitality, Leisure, Travel and Tourism.

### Ambassador Workshop (Half-day)

Boost your staff's local knowledge and deliver an all-round service for customers and visitors (also ideal for volunteers at major events).

#### Course content includes:

- Why your role as an ambassador is so important
- Demonstrating a warm welcome to customers and visitors
- The importance of maintaining a positive attitude
- Becoming familiar with the community you represent

#### Qualification:

This programme is linked to a Level 2 Award in Welcoming Tourists and Visitors to their Destination in Hospitality, Leisure, Travel and Tourism.





## Sales Powered by Service (Half-day)

Transform your staff into effective sales professionals who not only listen to your customers' needs, but maximise on them!

### Course content includes:

- Reviewing the sales cycle
- Knowing your products and services
- The benefits of selling beyond the basics
- How to influence customers' purchasing decisions

### Qualification:

This programme is linked to a Level 2 Award in Understanding the Retail Selling Process (QCF).

## Principles of Supervising Customer Service Performance (One day)

Give your managers and supervisors the knowledge and coaching skills to create a real customer service culture in your business.

### Course content includes:

- How to lead by example and demonstrate fantastic service
- Techniques to motivate and coach team members
- Actions to take when customer service goes wrong
- Monitoring and measuring your team's service performance

### Qualification:

This programme is linked to a Level 3 Award in How to Manage Customer Service Performance in the Hospitality, Leisure, Travel and Tourism Sector.

For more information about our courses, prices, qualifications and to book a course, visit [www.worldhostni.com](http://www.worldhostni.com) or contact us:

**e:** worldhost@tourismni.com

**t:** 028 9023 1221 (choose option 2)



## Train your own people to deliver WorldHost programmes

For the ultimate in convenience and flexibility, we'll train your own trainers and/or managers to deliver the WorldHost programmes in-house. They'll also be able to purchase participant workbooks, pin badges and certificates from us.

### Programmes:

#### Principles of Customer Service Train the Facilitator (Three days)

Learn to deliver the Principles of Customer Service programme, which gives front-line staff the skills and knowledge to deliver excellent customer service that will give their business a great reputation.

#### Complete the Suite (One day)

Learn to deliver the Principles of Supervising Customer Service Performance, Service Across Cultures, Customers with Disabilities, Ambassador Workshop programmes and Sales Powered by Service programmes.

### Course materials:

Each programme comes with an excellent training toolkit, full of energetic activities, engaging audio and video scenarios, PowerPoint presentations and a detailed trainer support package. This includes access to an online portal of reference and practical support material.

For pricing and more information, visit [www.worldhostni.com](http://www.worldhostni.com)





## Recognition scheme

If you really want to stand out from the crowd, you can join our campaign to boost Northern Ireland's customer service by becoming a WorldHost Recognised Business!

WorldHost recognition is the 'must have' badge for customer service. It's a great way to attract new customers, and make sure your current ones keep returning.

Once you train a minimum of 50% of your staff using any of our programmes, you'll be able to apply for your recognition status. We'll send you an official certificate and stickers to show off in your business and a badge for you to display on your website. You can even purchase an impressive steel plaque to show off your achievement.

We'll also feature you on our website – helping you to shout about your brilliant customer service. Your WorldHost recognition certificate is valid for two years and can be renewed by completing a refresher course.

The image displays four items related to the WorldHost recognition scheme:

- Certificate:** A white certificate with the WorldHost logo at the top. It features a row of seven small photos of diverse people. The text reads: "WORLDHOST RECOGNITION FOR EXCELLENT CUSTOMER SERVICE", "This is to certify that", a blank line for a name, "has achieved the required standards to become a WorldHost Recognised Business", "Authorised by: \_\_\_\_\_ Date: \_\_\_\_\_", and "Valid until: \_\_\_\_\_".
- Badge:** A small, rectangular, metallic-looking badge with the WorldHost logo.
- Sticker:** A square sticker with the WorldHost logo and the text "RECOGNITION FOR EXCELLENT CUSTOMER SERVICE" in a blue box at the bottom.
- Plaque:** A large, rectangular, metallic-looking plaque with the WorldHost logo and the text "RECOGNITION AWARD". Below the logo, it reads: "This is to celebrate and recognise the commitment of this business to deliver exceptional levels of Customer Service following their completion of WorldHost training."

## Destinations can get WorldHost recognised too!

Your destination can gain WorldHost recognition once 25% of the local businesses have become WorldHost recognised. You can lead the project yourself, or work in partnership with your local council, business improvement district, town centre manager or tourism destination group, and it's a great way to get your area on the tourism map.

Locations like Derry~Londonderry, Gortin and Belleek Village, Titanic and Gaeltacht Quarter have already achieved recognition, and other areas are well on their way to joining them.

Get the recognition you deserve!

Find out more at [www.worldhostni.com](http://www.worldhostni.com)



**Telephone:** 028 9023 1221 (choosing option 2)

**E-mail:** [worldhost@tourismni.com](mailto:worldhost@tourismni.com)

**Website:** [www.worldhostni.com](http://www.worldhostni.com)