

Improving the Customer Experience

– workshop for staff working in the tourism and hospitality sector

The main objective of this workshop is to impart valuable resources and information to ensure that you have the tools required to deliver a first class visitor experience, and are motivated and committed to enable you to consistently exceed your customers' expectations. We also want to explore your product and destination in more detail to create a deeper understand and appreciation of all you have to offer.

Many concepts suggested in this session may appear to be really small, but collectively they can add up to make a massive difference to the customer experience in your business, and after all, happy customers mean a successful business, as well as improved job satisfaction.

The course objectives enable you to:

- Increase awareness and understanding of the Tourism product
- Develop the skills required to deliver excellent service
- Meet individual and specific needs
- Deal with difficult situations
- Provide helpful information
- Develop an action plan

The programme covers:

- **Section 1** – Awareness & Understanding of the Tourism Product
- **Section 2** – The importance of providing excellent customer service
- **Section 3** – Attitude and Behaviours
- **Section 4** – Understanding and being responsive to customers
- **Section 5** – Developing Customer Loyalty and Repeat Business

The workshop can be delivered bespoke for your own visitor attraction or hotel. We pride ourselves in ensuring that the programme is tailored to meet your specific requirements and addresses issues that are important to you and your organisation.

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Course leader



Susie Brindley is the MD of Willow and has over 20 years experience of development and delivery of tourism training across the North of England and is a Regional Master Trainer for Welcome to Excellence.

She is also a Profit through Productivity Coach and an Excellence through People Assessor, as well as an accredited trainer certificated by the Institute of Leadership and Management.

Susie also is qualified as an NVQ Coach and Internal Verifier.

The timings of this workshop are intended to be flexible to meet your needs but are usually delivered 10am – 3.30pm.