



For immediate release  
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***‘Welcome to Excellence’ celebrates 400,000 participants on its customer service training courses***



Welcome to Excellence, the leading deliverer of customer service training in the tourism, leisure and hospitality sectors, is celebrating 400,000 course participants.

Fuelled by their success in the tourism industry, Welcome to Excellence has extended their reach of customer service training beyond tourism, leisure and hospitality and now also provides training in multiple industries for which quality customer service is critical. The additional participants, including from transport providers, local authorities, universities and retail businesses, have helped Welcome to Excellence reach this major milestone.

The 400,000th participant on a Welcome to Excellence course has been revealed as Carrie Arnold, senior animal keeper from Marwell Zoo in Hampshire. Commenting on her participation at the course Carrie said, “I found the course to be incredibly helpful. As an animal keeper, my primary role is to look after and care for our animals, but I’m also in regular contact with guests every single day. These could be guests joining us for one of our ‘animal experiences’, guests who ask questions about a particular species, or passers-by who might need help or assistance getting around the park, so it’s really important that I deliver an outstanding welcome and great service in line with Marwell’s brand values.”

Marwell Zoo is one of the top attractions in Hampshire. Owned by Marwell Wildlife, a global conservation charity, the zoo is home to hundreds of animals from endangered Amur tigers, snow leopards and white rhinos to giraffes, red pandas and penguins. Customer satisfaction is core to Marwell Zoo’s business and the staff continually receives the necessary training to succeed in their day-to-day duties and to progress in their career. Since December 2017, 174 of the Marwell team have completed the

Welcome to Excellence 'Exceeding Visitor Expectations' course - which is endorsed by VisitEngland, the National Tourist Board - and the zoo will also be running an additional course each month in 2019.

Sue Gill, Welcome to Excellence National Coordinator commented, "We are passionate about sharing our expertise with course participants to help them progress in their careers and raise the customer service levels at businesses across the country. We listen to the feedback from the trainees and are continually evolving our courses to ensure both maximum enjoyment and productivity. We feel that welcoming our 400,000th participant further cements our reputation as the leading provider of customer service training in England. We would not have reached this milestone without our fantastic training teams across the country so I'd like to thank each and every one of them for their contribution."

The Welcome to Excellence training courses are delivered nationally, can be tailored to meet specific needs, and are aligned to the national customer service standards so that individuals have the added benefit of attaining a City and Guilds qualification. The popularity of the courses also helps businesses to attract higher quality of staff and improve staff retention.

To find out more about Welcome to Excellence courses or to book your team onto a course, please visit <https://www.welcometoexcellence.co.uk> or call the Welcome to Excellence team on 02380 625533.

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### **Notes to Editors**

The Welcome to Excellence suite of training programmes is managed nationally by Tourism South East, a not-for-profit organisation with a mission to provide services and expertise that supports the performance and growth of tourism businesses and destinations. The Tourism South East Training Team is based at the company's head office in Eastleigh and works together with a national network of trainers to deliver the Welcome to Excellence Suite.

### **Images**

Please find attached a high-resolution image, which may be used credit free to accompany this news release. Additional high-resolution images are available on request by contacting Rowena Moore [Rowena@tourismse.com](mailto:Rowena@tourismse.com)

### **Contact**

For any PR enquires regarding Welcome to Excellence or Tourism South East please contact Rowena Moore [Rowena@tourismse.com](mailto:Rowena@tourismse.com)