

# TRAINING

## Course Profile

### Island Welcomes

Island Welcomes is a one day programme designed to help acquire new proactive customer service and communication skills, as well as improve knowledge of the Isle of Wight.

#### Who is the course intended for?

Students and Members of staff that work within accommodation and catering, travel and transport, leisure and entertainment, and retail on the Isle of Wight.

#### What will I gain from the day?

- Identify what your organisation and the Isle of Wight have to offer customers
- Understand who your customers are and what they need and expect. Exceed their expectations.
- Work with colleagues to deliver excellent customer service on a consistent basis

#### Do I need previous skills & knowledge?

No

#### Course Method:

- Discussion Group
- Video presentation/clips
- Case Studies and activities

#### Assessment:

A short multiple choice test or optional City & Guilds multiple choice examination held at the end of the day (additional cost applies)

#### Duration:

One Day

#### What does the course cover?

- Knowledge of the Isle of Wight:
- Benefits of excellent customer service
- Identify your internal and external customers
- Delivering sustainable products and services
- Importance of Customer loyalty
- Changing expectations and service trends
- The customer journey
- Policies, procedure and standards
- First impressions
- The communication process
- Listening skills
- Telephone techniques
- Working successfully with your colleagues
- Providing an accessible service
- Language and cultural diversity
- Welcoming customers of all ages
- Using customer service to boost business
- Converting enquiries into sales
- Handling complaints and resolving

#### Further Information or booking:

Training Department  
Tourism South East  
40 Chamberlayne Road  
Eastleigh, Hampshire  
SO50 5JH

Tel: 023 8062 5533

Email: [trainingenquiries@tourismse.com](mailto:trainingenquiries@tourismse.com)