

# TRAINING

## Course Profile

### Welcome to Southampton

Welcome to Southampton is a one day programme designed to improve your knowledge of Southampton as a tourist destination, as well as help acquire new proactive customer service and communication skills

#### Who is the course intended for?

Front line customer facing members of staff that work within accommodation and catering, travel and transport, leisure and entertainment, and retail in Southampton. With all the exciting opportunities that 2012 presents us, would you like to ensure that the welcome you are creating for your guests is the best on offer?

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

- Identify what your organisation and Southampton has 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.

#### Course Method:

- Discussion Groups
- Video presentation/clips
- Case Studies and activity

#### 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 Southampton as a tourist destination
- 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
- Working successfully with your colleagues
- Welcoming customers of all ages
- Using customer service to boost business
- Converting enquiries into sales
- Handling complaints and resolving problems

### 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)