

TOURISM SOUTH EAST

NEWS STORY

9 November 2011

WELCOME TO EXCELLENCE - PROMOTED IN THE NEW HOSPITALITY MAGAZINE 'THE HOTEL INSPECTOR'

The importance of customer service is featured in the launch issue of the magazine 'The Hotel Inspector' and Tourism South East's flagship training programmes Welcome to Excellence underpin the importance of delighting customers.

Read the full article in the magazine which is available from W H Smiths.

Full details of the training courses and the Free Prize Draw can be found at:

<http://www.welcometoexcellence.co.uk/> or contact the training team directly on 023 8062 5438.

You can follow all the latest training news from Tourism South East on:


 @Welcomecustomer



recruitment top 15
NEW RECRUITS
HAVING PROBLEMS WITH STAFF RETENTION OR CAN'T SEEM TO FIND HOSPITABLE EMPLOYEES? CHECK OUT OUR TOP 15 TIPS...

- 1 In the hospitality industry, it is essential that applicants demonstrate a passion for working in a hotel. It is a service-driven sector and requires a genuine interest for helping others – if an applicant doesn't have that as a minimum, then they aren't going to be able to exercise enthusiasm for their job on a day-to-day basis.
- 2 "We employ people with a positive attitude and that is more important than extensive experience." (Michael Shepherd, Hotel Manager, Hilton Park Lane)
- 3 Look for hotel professionals when interviewing, not just applicants who are looking to earn a quick buck. The hotel industry suffers from a high staff turnover rate, so ensuring that employees have an interest in progressing within hospitality as a career is essential.
- 4 To make sure that employees are keen to continue to work and grow within your hotel, you need to set out clear incentives and opportunities for progression and promotion. Outline these in the job description so that those applying for the role realise the long-term opportunities available.
- 5 "Delivering excellent guest service is a vital ingredient in the success of any hospitality business. Making sure that all our team members have the knowledge, skills and attitudes to identify, meet and, whenever possible, exceed guest expectations is therefore crucial. Enabling your staff to take part in 'Welcome to Excellence' customer service training programmes can ensure they are able and motivated to provide high quality service on a consistent basis." (Sue Gill, Head of Skills and Training, Tourism South East)
- 6 Hotels are important local employers, so try to target your vacancies at those in the local community.

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Give your staff the skills to shine

Great customer service defines your reputation and is crucial to business success. It encourages visitors to return and spend more money.

More than 350,000 people have benefited from Welcome to Excellence training. We are the leading customer service training provider for the hospitality, leisure, travel and tourism sectors in the UK.

You can benefit from:

- Cost effective, one-day courses tailored to suit your business needs
- Quality training courses approved by VisitEngland
- Flexible and bespoke delivery options suitable for all types and size of business
- A wide range of training covering a variety of customer service topics

Find out more about Welcome to Excellence – the UK's leading customer service training – on 023 8062 5439 or visit: www.welcometoexcellence.co.uk

FREE PRIZE DRAW Your chance to win a two-night stay in an award-winning establishment. To enter, visit: www.welcometoexcellence.co.uk/enter

Welcome to Excellence
CUSTOMER SERVICE TRAINING