



OBT

OBT Course Outline

17. DELIVERING A COLLEGE WELCOME

<i>Main Aims and Key Benefits:</i>	An excellent programme concentrating on improving customer service and communication skills with a view to: <ul style="list-style-type: none">▪ Improving sales and profitability through reputation and repeat business▪ Delivering higher standards of service for all customers▪ Enhancing customer satisfaction and reducing complaints▪ Improving employees' knowledge of local facilities and services
<i>Course Content:</i>	<ul style="list-style-type: none">▪ Tourism in England▪ Delivering exceptional customer service▪ Communication techniques▪ The importance of creating a positive impression▪ The benefits of customer feedback▪ Personal Action Plans
<i>Training Methods:</i>	<ul style="list-style-type: none">▪ Presentation▪ Syndicate exercise▪ Group discussion▪ Role plays
<i>Who will benefit from attending:</i>	For all customer contact employees
<i>Duration:</i>	1 day
<i>Certification:</i>	OBT and Progressive Training
<i>Training Provider:</i>	Progressive Training