

GLASGOW WELCOMES-Online

Taking the customer experience to a new level

To deliver a truly memorable experience, we need to make sure that all touch points of a visitor's journey are aligned with each other and around our core values as a city. Building on the success of the Glasgow 2014 Commonwealth Games it's particularly important that we concentrate our efforts on delivering excellent service to make the most of the major events and conferences being hosted in Glasgow.

Glasgow Welcomes-Online

Glasgow Welcomes-Online is a unique 90 minute online programme, which can be used as an introduction to customer service for new team members or as a refresher course for experienced staff. Interactive and engaging, Glasgow Welcomes-Online is ideal for team members who cannot be released for a full day's training. The course can be completed in short sessions making it a flexible and business-friendly option.

Ideal for blending with face-to-face training or as a stand-alone module, Glasgow Welcomes-Online is available to businesses and individuals.

The module explores Glasgow as a destination as well as covering vital service excellence topics:

Learn more about the Glasgow Experience, including:

- Tourism in Glasgow
- How to become a proud city Ambassador
- The city's top attractions and things to see and do
- Short videos and quizzes

Learn how to deliver the 'wow' factor to your customers. Topics include:

- Exceeding customer expectations
- Maintaining a positive attitude
- Handling customer feedback
- Continually improving

To complete the module, participants must pass a multiple choice test. On successful completion, participants can download a Glasgow Welcomes-Online certificate and will receive a lapel badge.

Participants will also benefit from ongoing access to an online noticeboard with additional resources, including an Ambassador Booklet and a Be First to Know guide. These downloadable pdfs offer key customer service tips, tourism facts and figures and useful websites and links.

Keen to track the progress of your team?

The module incorporates a management system allowing you the option of monitoring the progress and pass rates of your team members.

For further information and to book please visit

www.glasgowcitymarketing.com/support/glasgow-welcomes/