



Global Customer Service

How to keep your International guests from being driven away by poor customer service? Whilst businesses can develop well considered marketing plans, the real moment of truth is in the interaction between your front line service team and the International guest.

Recent research and press comments suggest that many International visitors are disappointed at the level of service provided during their holiday.

Global Customer Service has been designed to provide service businesses with an enhanced “moment of truth” with their customers. The course provides participants with an introduction to the Global marketplace and understanding other cultures and their needs.

Learning Outcomes

Global Customer Service will provide participants with the following skills: -

- In-depth understanding of their own culture and the unique challenges that may arise in dealing with International customers
- An introduction to the culture of their target customers and their special needs
- An introduction to The Global Game© to assist in imbedding the cultural understanding

Participants will also receive an in-depth manual with background on a range of key markets. The workshop will develop these skills in small groups with hands-on role plays of key sales activities.

Target Audience

Global Customer Service is designed for front line staff as well as managers. Previous participants

have indicated the workshop has enhanced their confidence and enthusiasm in dealing with International customers and overcome their fear of offending the visitor.

Course Duration

Global Customer Service is a half day or full day workshop program subject to the needs of the group.

Investment

The workshop will be in small groups and incorporate a full day of activity. The investment will be subject to the numbers and length of time.

Workshop Leaders

Don Jolly is the principal of Global Tourism Solutions. Don has an extensive career in tourism sales, marketing and management with key executive positions postings in Asia, UK and Europe providing him with an extensive knowledge of the key international markets.

For more information, please email or call.



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