



## **Developing the Customer Experience and Guest Engagement**

### **Objectives**

The aim of this training is to improve the confidence of everyone in your business; in communicating with guests, visitors and colleagues, enabling a better understanding of their specific needs and being able to enhance the customer experience further, whilst also increasing spend during their visit or stay.

This training workshop is suitable for any guest/visitor facing team members and managers who want to develop their skills in developing the customer experience and become confident in how to engage with customer and visitors in their business.

### **Overview of Training**

This training will be delivered by Melanie Cash, a specialist trainer in the Hospitality Industry, in a 2.5-hour virtual workshop, on **Tuesday, 30<sup>th</sup> March** from 09:30am to 12:00noon. A Zoom invite will be forwarded to you once you have booked onto the course, via Eventbrite, so that you can join the training workshop.

### **Contents**

- Identify what constitutes excellent service and how customer service differs from customer experience
- Identify the experience you want your guests/visitors to have
- Establish who your guests/visitors are and how they like to be treated
- Assess existing guest/visitor experience and identify 1-2 things your team can take responsibility for to improve the customer experience
- Identify how behaviour affects the customer experience
- Demonstrate how to make a great first impression and leave a positive lasting impression

### **Preparation for the workshop**

Please have with you on the day of the workshop, any brand information, vision and values, if you have them in your business. This information will be useful to refer to in some of the breakout sessions.

You should have a note pad and pen ready so that you can make your own notes during the training. A copy of the training slides used during the workshop will be forwarded for you to keep along with any other relevant handouts.